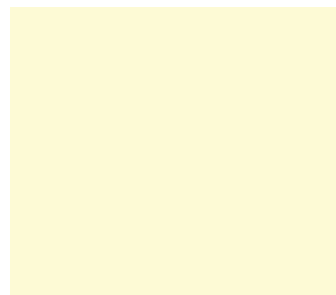
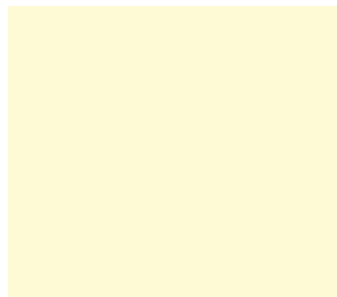
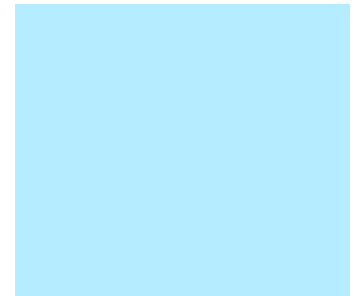
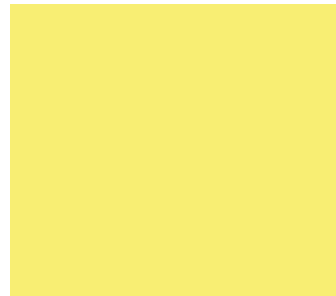
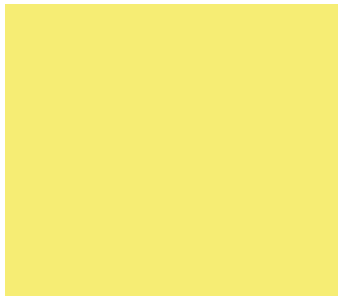


# CRUISE TRAVEL WEB SITES STUDY

Wave 5  
Customer Experience Rankings®  
Service Level Rankings



Abstract





## Service Level Results

Using extensive technical quality measurement data and analysis, Keynote benchmarked leading Cruise Web sites in two major categories:

**Reliability** – Measures a site’s ability to service its customers without errors or outages. Reliability is based on detailed measurements focused on two Key Factors:

- Availability
- Outages.

Rank	Reliability
1	Holland America
2	Orbitz
3	Royal Caribbean

**Responsiveness** – Measures a site’s ability to provide highly responsive and consistent page downloads. To obtain this ranking, Keynote evaluates and compares the sites according to their performance on four Key Factors:

- High Speed Response
- Response Time Consistency
- Geographic Uniformity
- Load Handling

Rank	Responsiveness
1	Holland America
2	Travelocity
3	Carnival

### Service Observations –

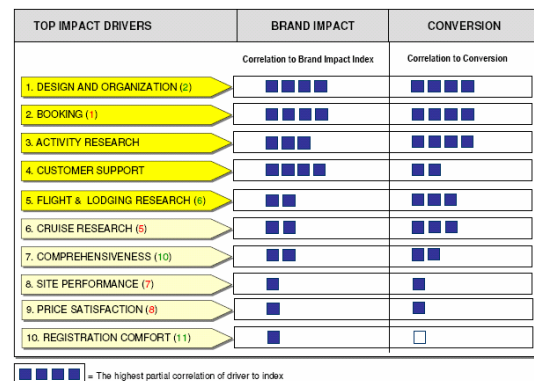
- The Cruise industry continues to be plagued with reliability issues, with an industry average below 98% availability, however this is an improvement over last year’s 96%.
- Performance rankings are highly volatile in this industry, with NCL and Expedia falling significantly from their previous position, and last year’s strugglers like Cheap Tickets moving significantly upwards.

## Keynote Drivers

Critical insights of the study are derived from understanding why sites rank as they do. Keynote conducted a sophisticated driver analysis to determine which aspects of the site

experience had the most significant impact on site success. The factors that have the greatest relationship to these site effectiveness indices reveal which areas of the site experience should get the most attention in order to improve critical site outcomes. Keynote competitively benchmarks sites across these drivers – and determines the key factors contributing to success in these areas.

The drivers that had the most influence on brand impact and future use were **Design, Booking and Research**.



## Qualitative Analysis

The Keynote research team uses specialized tools to analyze participant comments, identifying and comparing themes across all of the sites in the study.

Here are some comments from our study participants:

*“As odd as it may seem, there was too much information on the first page, too many links and small font areas to view. I would put less information on the front page.”*

*“There’s no mention of pricing on the homepage”*

*“No FAQ, I had to think way too hard about what I was doing.”*

## Results Availability

This abstract highlights findings from the KCR Cruise Travel Web sites Study. The full report contains hundreds of pages that include information not only identifying the best and worst lodging sites, but also providing specific detail about why the sites ranked where they did. Armed with this intelligence, site managers and developers can tune specific aspects of their application to provide better performance to customers than their competition.

## Custom Comparisons

Not included in the study? Need to see where you rate against the top site? Keynote's researchers can create an expansion study to collect the same metrics on your site, and profile your results against the sites in this study. Conducting a study is a straightforward process:

## About Keynote Systems

Keynote Systems, Inc., the Mobile and Internet Performance Authority is the worldwide leader in eBusiness performance management services. Over 2100 corporations and 19,000 individual subscribers rely on Keynote's growing range of measurement, monitoring and customer experience management services to improve eBusiness performance by reducing costs, improving customer satisfaction and increasing profitability. Keynote's products provide enterprises with the tools to align IT and Business goals. To learn more about Keynote's Competitive Research studies, please visit: [http://www.keynote.com/keynote\\_competitive\\_research/](http://www.keynote.com/keynote_competitive_research/)

