**Hotel Website Performance Analysis: Case of Kenyan Star Rated Hotels**

As travel & tourism organizations increase dependence on web applications for both internal productivity and external communication with customers and partners, performance optimization emerges as an essential business driver. Studies have demonstrated that website performance has a direct correlation with revenue in both ecommerce and advertiser-supported applications. Users expect rich web experiences, but they easily become impatient if pages render too slowly. This paper analyses the performance of star rated hotel website in Kenya and the common and current approaches used to address them. Sixty-four websites of star rated hotel websites were analysed. The tests were conducted via the WebPagetest.org server in Dulles, VA, using Chrome 48on a cable connection.The study identified the areas of need which can be addressed by web performance optimization best practices,