



Combating Price Disparities on Your Hotel's Website

Effective strategies to retain visitors and boost direct bookings

It's time to take back control

Controlling the price of your hotel's rooms online is a vital part of [growing your direct channel performance](#). If potential guests can find lower rates on OTAs or other third party channels, chances are they will leave your website to book there instead.

To avoid having users leave your website, it is crucial to [reassure them you are offering the best available rate](#), right from the moment they land on your site.

By providing clear communication about your rates and taking relevant action when your rates are indeed being undercut, you will be able to better combat price disparities and [convince more visitors to book directly with you](#).





Keeping track of your hotel's competitiveness

Price Disparities Analytics & Benchmarking

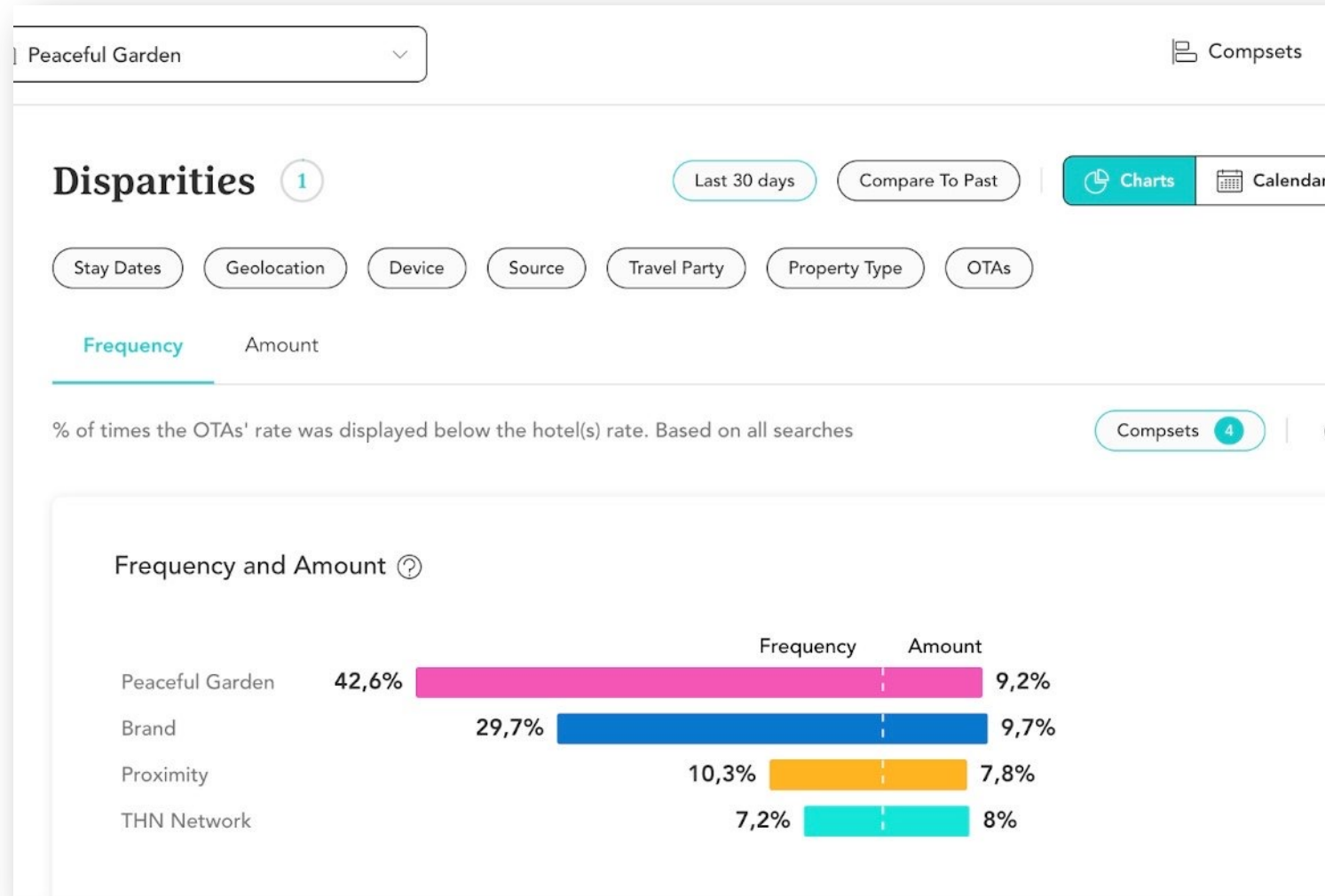
Understand How Your Brand's Price Disparities Compare

Benchmarking is key

To regain control of your hotel rates online, the first step is to understand how your brand compares in terms of price disparities. Using [BenchDirect](#), you can easily benchmark your performance against the market and your competitors.

By looking at how often your hotel has price disparities (**Frequency**) as well as the difference in price (**Amount**) and comparing your results to relevant compsets, you will be able to identify where you are under or overperforming.

Drill down using filters such as source market or stay dates to pinpoint opportunities for growth. It's also useful to take a closer look at specific behavior for each of the OTAs.



Track OTA Disparities in Real Time

DISPARITY FREQUENCY ?

28.1%

Price Disparity Download as CSV

OTA	Below Hotel Price	Parity	Above Hotel Price	Number Of Queries
Agoda	38.5%	55.3%	6.3%	208
Booking	20.9%	0.0%	79.1%	211
Expedia	26.3%	64.4%	9.3%	205
Hotelscom	26.6%	65.0%	8.4%	203

Screenshots ?

OTA Screenshot

Total Desktop Mobile Tablet

Download as CSV

Search

Price Difference	Check In	Check Out	Guests	Rooms	Country	Hotel Price	OTA Price	Search Date	Page	Device	Disparity Cause	Screenshots ?
-14.5%	Thu, 18/03/2021	Sun, 21/03/2021	2 adults	1	Germany	\$96.86	\$82.85 <i>Captured: 69€</i>	Thu, 18/03/2021, 00:13 <i>a month ago</i>	Rooms and Rates	Mobile	OTA Undercut Hotel Rate	OTA Screenshot
-10.3%	Thu, 18/03/2021	Sun, 21/03/2021	2 adults	1	Germany	\$96.86	\$86.85 <i>Captured: 73€</i>	Thu, 18/03/2021, 00:13 <i>a month ago</i>	Rooms and Rates	Mobile	OTA Undercut Hotel Rate	

Learn and act

Keeping track and understanding your hotel's price disparities is essential to effectively combat any third-party rates tempting users away from your website.

Using a [disparities analytics tool](#), you will be able to track OTA price disparities in real time, down to the exact user search query. Automated reports are especially useful for alerting your team of any issues. To enable you to contact OTAs who are undercutting your rates, you can download screenshots of the disparity directly within the tool.



Don't Forget About Metasearch Engines

Taking back control

Within today's complex distribution landscape, it's no longer enough to only be monitoring OTAs. Your rates can just as well be undercut on metasearch engines.

Be sure to track price disparities on sites such as Trivago and Tripadvisor as well as on Google Hotel Ads. Choose the right reporting tool so you can see all the relevant information in real time, down to the exact user query.

Mon, 06/05/2019 to Thu, 06/06/2019

META Disparity

META	Below Hotel Price	Parity	Above Hotel Price	Number Of Queries
Google	47.5%	3.6%	48.9%	2,908
Tripadvisor	42.7%	0.8%	56.5%	3,286
Trivago	48.1%	2.9%	49.0%	3,133

META & OTA Disparity

META	OTA	Below Hotel Price	Parity	Above Hotel Price	Number Of Queries
Google	Agoda	84.4%	4.2%	11.4%	289
Google	Amoma	29.1%	1.3%	69.6%	79
Tripadvisor	Tripadvisor	49.5%	1.0%	49.5%	305
Tripadvisor	Zenhotels	78.0%	0.0%	22.0%	264
Trivago	Agoda	31.7%	2.8%	65.4%	246
Trivago	Amoma	84.2%	0.0%	15.8%	158
Google	Getaroom	74.0%	0.0%	26.0%	127
Google	Hotel De	16.7%	0.0%	83.3%	6





Making sure you offer the best available rate, always

Price Comparison & Price Match

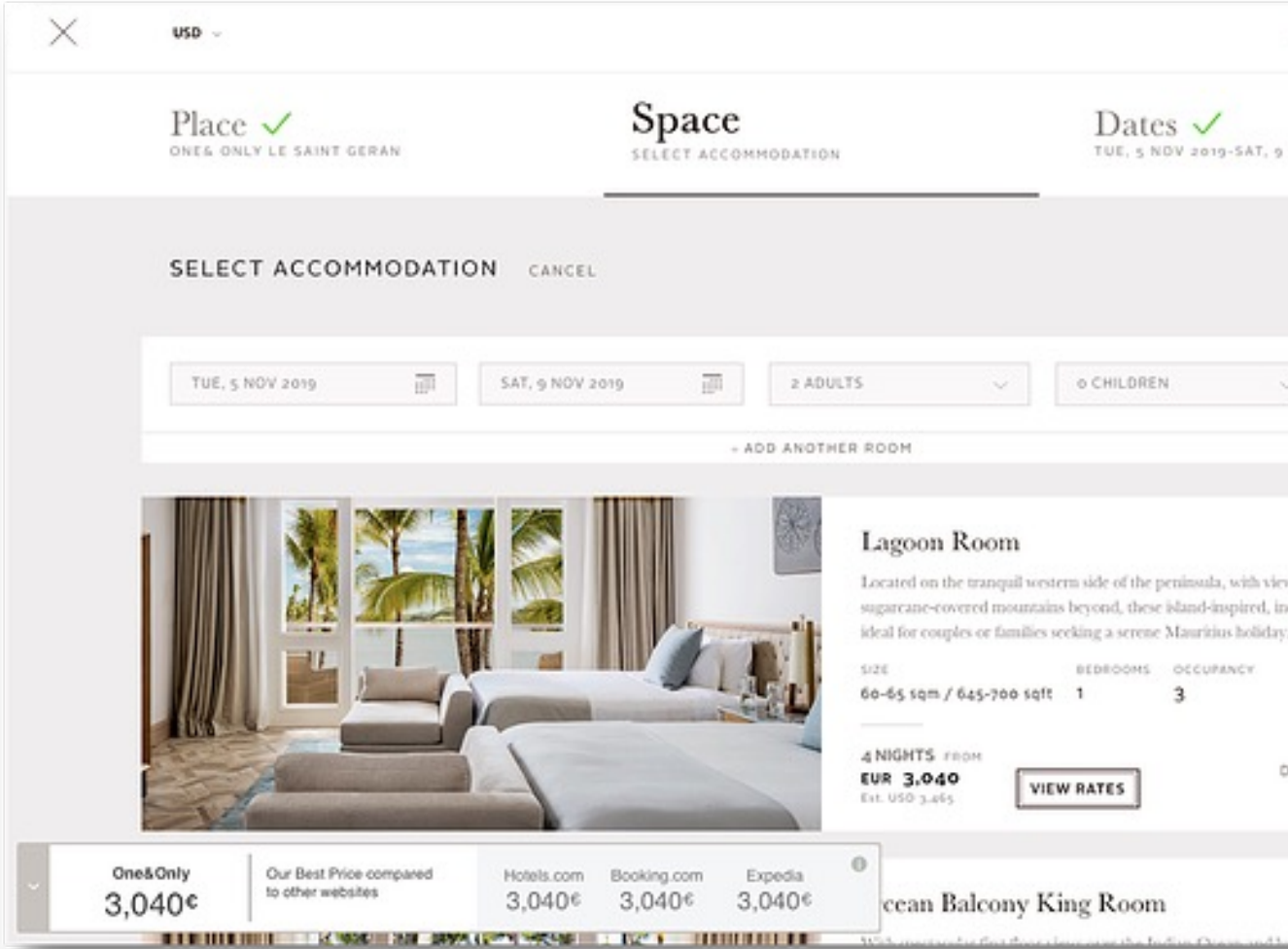
Reassure Guests You Are Offering the Best Rate

Real-time Price Comparison

Users leaving a hotel website to search for a lower price on other sites is one of the most common reasons for losing direct bookings. It makes sense; no one wants to pay more than they have to, even luxury travelers.

With [Price Comparison](#), you can let visitors compare prices without leaving your website and make sure they know that they will not find a cheaper rate elsewhere. To ensure 100% accuracy, it's essential that the comparison is based on real-time searches.

To give an extra nudge, you can also showcase any additional benefits of booking direct, such as a welcome drink, or even adapt your offer based on new users and loyalty customers.



The screenshot displays a hotel booking interface for 'ONE&ONLY LE SAINT GERAN'. The search criteria are: Place (ONE&ONLY LE SAINT GERAN), Space (SELECT ACCOMMODATION), and Dates (TUE, 5 NOV 2019 - SAT, 9 NOV 2019). The search results show a 'Lagoon Room' with a price of EUR 3,040 for 4 nights. A 'VIEW RATES' button is visible. Below the room details, a price comparison table shows that the One&Only rate of 3,040€ is the best price compared to other websites like Hotels.com, Booking.com, and Expedia, all of which also show 3,040€.

Provider	Price
One&Only	3,040€
Hotels.com	3,040€
Booking.com	3,040€
Expedia	3,040€

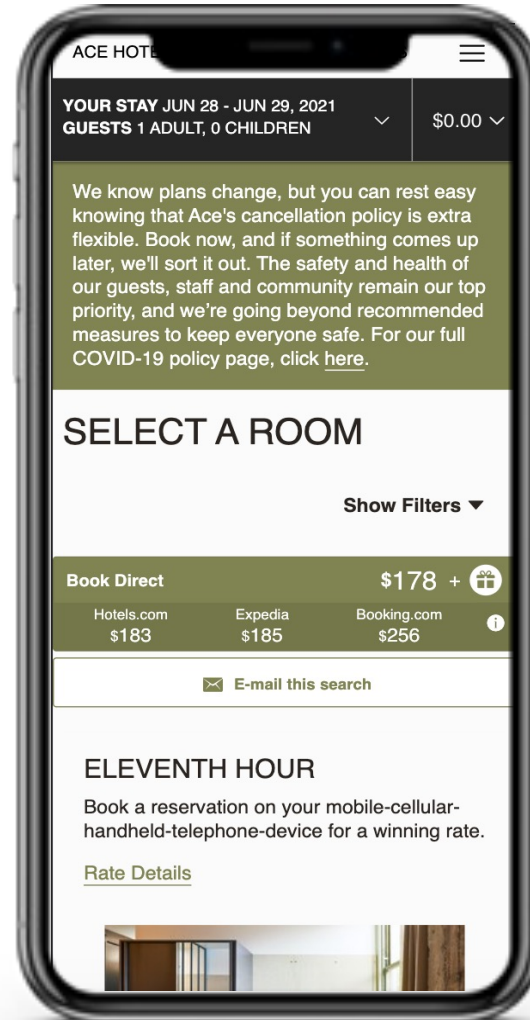


Adapt the Price Comparison Display for Mobile

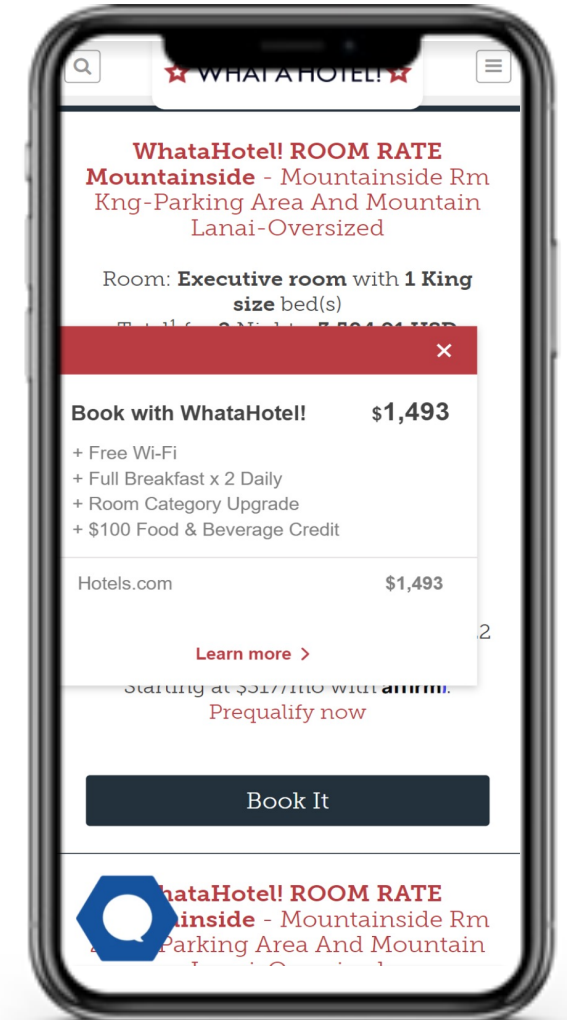
Think mobile first

Today, with mobile users representing such a high percentage of a hotel's website traffic, you should communicate clearly to mobile visitors too that you offer the best available rate.

[Price Comparison](#) is available in multiple display formats. Select the one that best adapts to your website and the mobile experience you want to provide. For example, the Inliner format integrates seamlessly into your website, providing a pleasantly smooth user experience.



Inliner



Floating



Include Perks Within the Price Comparison

CASABLANCA - [More information](#)

Jan 2021 - 2 adults [Change](#)

[Book!](#)

[Filter results](#)

Chambre Supérieure vue Casablanca

Configuration: 1 x Double bed
Occupants: 2 people

Show room details

We guarantee

- Official web site
- Best price guaranteed
- Secured transaction

Compare Prices

Book Direct	340 €
+ Free Wifi	
+ Complimentary Nespresso, Tea & Water in the room	
+ Welcome Drink	
Booking.com	356 €
Expedia	378 €

[Learn more >](#)

[E-mail this search](#)

[E-mail this search](#)

Average price per night **Today's price for 2 nights**

€ 170 Included taxes € 15.46	€ 340 ▶
€ 189 Included taxes € 17.18	€ 378 ▶

An extra nudge

Encourage reservations from your website visitors by personalizing the message within your [Price Comparison](#) tool.

Clearly communicate your direct booking benefits, helping to remove any hesitations potential guests may have.

You can also include your unique selling points, amenities, or even exclusive perks. It's all about giving guests that extra reason to book directly with you.



Encourage Membership Sign-ups

The screenshot displays a hotel booking interface for 'SMALL LUXURY HOTELS OF THE WORLD'. The search criteria are: 2 Adults, 0 Children; Check-in: Sun, Jan 30, 2022; Check-out: Mon, Jan 31, 2022. A prominent dark banner offers a 10% discount for becoming an SLH Member, showing a price of 678€ with a gift icon, compared to 1,067€ on Booking.com. Below this, a 'YOUR STAY' section lists check-in and check-out times and dates. A 'REASONS TO BOOK DIRECT WITH SLH' section lists three benefits: 30 years of experience, over 530 hotels in 90 countries, and annual quality inspections. A 'SUITE' room option is shown with a photo and description. At the bottom, a dark bar highlights the 'INVITED Member Rate' and 'MEMBER RATE'.

SMALL LUXURY HOTELS OF THE WORLD FORESTIS

Hotel Info Find Reservations English - US ▼ Euros ▼ Sign In

Guests: 2 Adults, 0 Children

Check-in: Sun, Jan 30, 2022

Check-out: Mon, Jan 31, 2022

Travel Agents/Promo Codes ▼

Book direct with SLH 678€ +

Get 10% OFF by becoming an SLH Member. Saving has never been easier!

Booking.com 1,067€

E-mail this search

YOUR STAY

Check-in: After 3:00 PM

Check-out: Before 11:00 AM

Sun, Jan 30, 2022 - Mon, Jan 31, 2022

2 Adults

Total: €0

REASONS TO BOOK DIRECT WITH SLH

- Pioneers of boutique luxury hotels and travel experiences for 30 years
- Best choice – over 530 hotels in 90 countries
- Hotels independently quality inspected every year against 750 criteria

SUITE

Sleeps 2 | 1 King

Suite, mountain view, King bed, walk-in shower, bidet, hairdryer, separate living area with seating, mini bar, satellite TV, desk, safe, coffee and tea maker. Size: 50 sqm/538 sqft.

Room details

Pets Allowed

INVITED Member Rate MEMBER RATE

It's a win-win

What's more, you can leverage your [Price Comparison](#) tool to prompt visitors to take specific actions.

In this example, the brand is using messaging within the feature to encourage users to become members by offering a 10% discount to new registrants. It's a win-win: growing their membership base while boosting direct bookings.

Note the Inliner design which integrates seamlessly so it looks like native content on the website. This is ideal for luxury brands aiming to provide a sleek user experience.



Combat Price Disparities in Real Time

The screenshot shows the website for Peaceful Garden Hotel. The navigation bar includes Home, Rooms, Restaurant, Peaceful Garden HOTEL, Weddings, Membership, and Contact. The main content area features a 'Compare Prices' dropdown menu, a 'Reservation Summary' for an 'Internal Garden Room', and a list of room options including 'Internal Garden Room' and 'Green View Room'. The 'Internal Garden Room' is priced at €130. The 'Compare Prices' dropdown shows a 'Book Direct' rate of 117 € (130 € crossed out) and lists other OTAs: Agoda (122 €), Booking.com (122 €), Hotels.com (130 €), and Expedia (134 €). A 'Special offer available! Click here to get 10% off' is highlighted with a red box and an arrow.

Home Rooms Restaurant **Peaceful Garden HOTEL** Weddings Membership Contact

& Rates

perfect stay at our hotel

room Enhance yor stay Enter your information

Internal Garden Room

Comfortably and tastefully furnished, it is the ideal room to come to after a fabulous adventure exploring the surroundings.

Size: 25m2

Beds: 1 People: 2 **€130**

Green View Room

The perfect blend of comfort and culture, our room

Reservation Summary

Internal Garden Room

Check in
From 15.00h

Check out
Before 12.00h

Reservation date
From 4/12/2019 to 5/12/2019

People
1 Adults
1 Child

Compare Prices

Book Direct **117 €**
~~130 €~~

- + Best Rate Guarantee
- + 15% off Spa treatments
- + Room Upgrades ⓘ

Special offer available!
Click here to get 10% off

Agoda	122 €
Booking.com	122 €
Hotels.com	130 €
Expedia	134 €

[Learn more >](#)

[E-mail this search](#)

Price Match

If OTAs are undercutting your rates, reach out and see if they are breaking your parity clause. In parallel, activate [Price Match](#) so you can automatically fight disparities in real time.

How does it work? Whenever a price disparity is detected, the tool shows visitors an offer to match it to stop them from booking a cheaper rate elsewhere. With just one click on the special offer link, the discount is automatically applied to combat the lower rate.

You are always in control as you can configure restrictions and apply targeting rules to decide what offer to display, when and to whom. Simple.

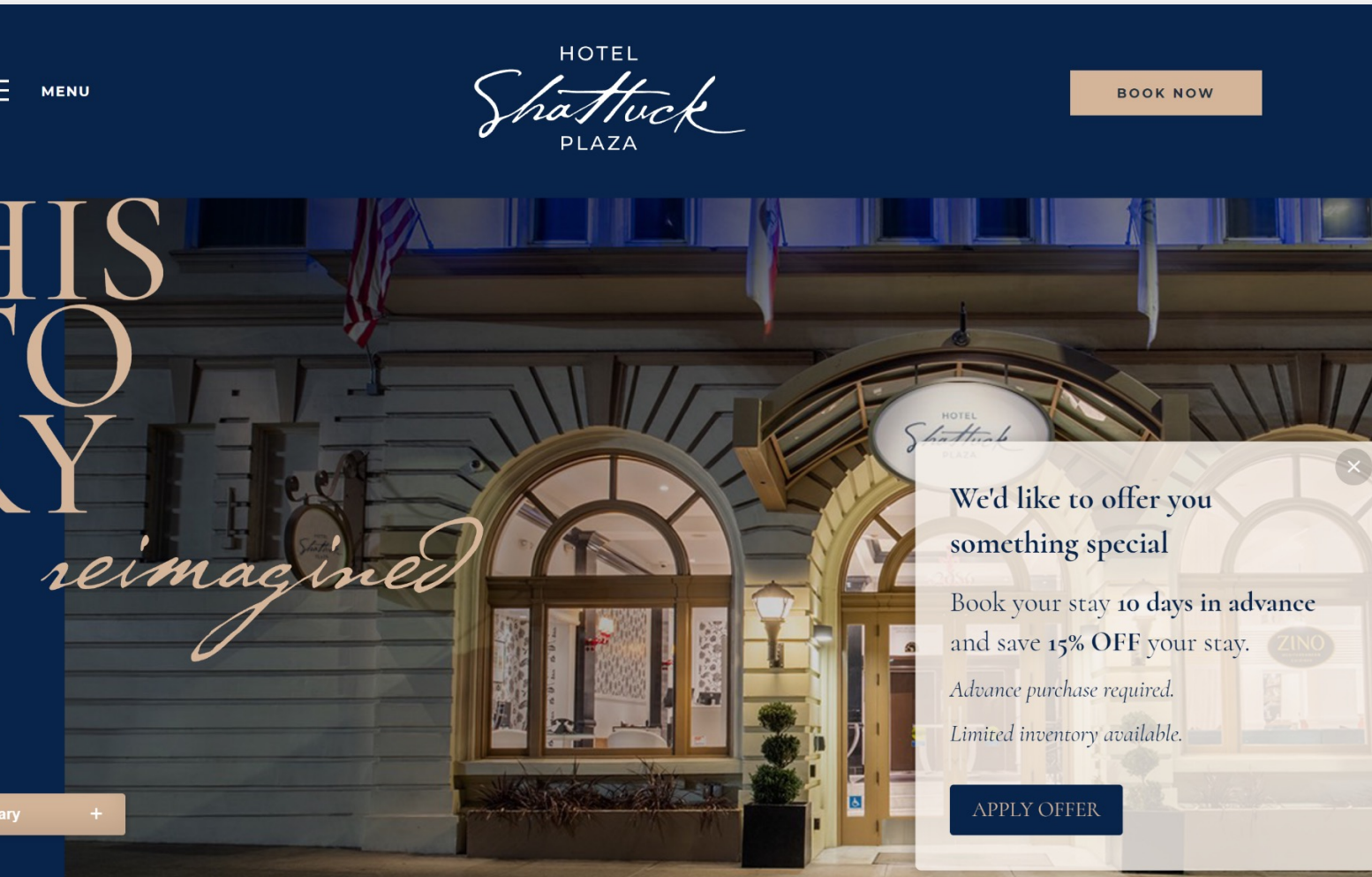




Showing Relevant Messages Throughout the Booking Funnel

Personalized website messages using advanced targeting

Highlight Exclusive Rates Right From the First Moment



Direct is best

Be sure to reassure your guests about your fantastic rates from the moment they land on your website. Clearly communicate that you are offering the best available rate, as well as exclusive direct booking benefits that they won't be able to find elsewhere.

One option is to include a [personalized message](#) offering an exclusive discount or perk on the homepage. This will help to reduce bounce rates and guide users to the booking engine to book direct. Use targeting rules so you can tailor the message and offer for different audiences.



Target Low-Intent Users With a Special Offer

Reduce promotional costs

One way of maximizing your revenue and protecting your margins is by offering discounts only to those guests who need an extra incentive to book.

[Predictive personalization](#) uses machine learning to identify low-intent users (those who are less likely to book) and automatically displays the best offer to get additional reservations from users that would otherwise have left the website without booking.

This technique is highly effectively for driving more direct bookings without cannibalizing revenue from high-intent users (who don't need a discount to tempt them to book).

The screenshot displays a hotel booking interface for 'Battuta Suite'. It features three room options, each with a 'Standard Rate' box showing a price of EUR 254 (average per room per night). A blue promotional banner is overlaid on the page, stating: 'Today Only! Receive 5% discount when you book our exclusive Suites. Click here to apply.' The room options are:

- Book Now, Stay Now Room Only** (Non-refundable): Includes beach access, 20% savings on spa, 20% savings on dining, Afternoon Tea, and Sunset canapés. Price: EUR 254.
- Stay Longer Room Only** (Free Cancellation before 23 Nov 2022): Includes beach access, 20% savings on spa, 20% savings on dining, Afternoon Tea, and Sunset canapés. Price: EUR 254.
- Book Now, Stay Now with Breakfast**: Includes breakfast. Price: EUR 266.

Additional details for the Battuta Suite include: FREE WIFI, ROOM SIZE 85 M², and MAXIMUM 3 ADULTS. A 'Two Bedroom Apartment' option is partially visible at the bottom.



Grab the Attention of Users About to Leave Your Website

The screenshot shows a hotel booking interface for 'Petit Permitage'. At the top, a banner reads 'We are open and accepting reservations!'. Below this, a navigation bar includes 'DATES OF STAY Jun 16-17', 'ACCOMMODATIONS Select', and 'TOTAL \$ 0.00'. A modal window titled 'TRAVEL WITH EASE' is displayed, featuring a photo of a poolside lounge area. The modal text includes: 'You deserve to have some fun!', 'Book directly with us and enjoy...', and a list of benefits: '✓ Best Available Rate Guaranteed', '✓ Flexible 48-Hour Cancellation Policy', '✓ Complimentary Wi-Fi & Phone Calls', '✓ Premium Amenities', and '✓ Discounted Valet Parking Rates'. A 'CONTINUE MY BOOKING' button is at the bottom of the modal. Below the modal, a 'Demi King Kitchenette' is listed with a price of \$539.00 and a 'COMPLIMENTARY WINE AND BREAKFAST RATE!' offer.

Final reminder

Don't let potential guests leave your website without giving them a final reminder of your exclusive rates.

With [Exits](#), you can automatically display messages to those visitors who are about to abandon your site. Use an eye-catching visual and remind them that they'll get the best rates and perks when booking directly.

These types of messages are highly effective at getting visitors to re-engage and complete their reservation. Using targeting rules to make the message more personal will boost conversion rates even further.





Key Takeaways

- ✓ Keep track of your **price disparities** to detect any patterns and opportunities for improvement.
- ✓ Reassure your website visitors that you are **offering the best available rate** using Price Comparison.
- ✓ When OTAs or metasearch engines are undercutting your rates, **price match** their offers automatically.
- ✓ **Don't forget about mobile** – activate Price Comparison and Price Match for mobile searches.
- ✓ **Offer exclusivity** - include your direct booking perks within your messaging to encourage more reservations on your website.



Effective Tactics to Combat Price Disparities

DISPARITY FREQUENCY ?
⚠️ 28.1%

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Disparities Analytics

Compare Prices ▼

Hotel Price 200€
+ Late Checkout ⓘ
+ Free Breakfast

Booking.com 230€
Expedia 234€
Hotels.com 240€

[Learn more >](#)

Save this search

Price Comparison



Compare Prices ▼

Book direct 207€
+ Late Checkout ⓘ 230€
+ Free Breakfast

Your search qualifies for a special offer. [Click here to apply a 10% discount.](#)

Booking.com 210€
Expedia 232€
Hotels.com 232€
Agoda 234€

[Learn more >](#)

Price Match

We'd like to offer you something special

Book your stay **10 days in advance** and save **15% OFF** your stay.

*Advance purchase required.
Limited inventory available.*

[APPLY OFFER](#)

Personalization



About The Hotels Network

The Hotels Network is an innovative technology company working with over 16,000 hotels around the globe. Boasting an international team of specialists with deep expertise in hospitality, product design and consumer marketing, the company offers clients a full-stack growth platform to power their direct channel. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey.

In addition to price comparison, reviews summary and a full suite of personalization options, THN's Oraculo product harnesses machine learning techniques to predict user behavior and then automatically personalizes both the message and the offer for each user. The company's latest innovation, BenchDirect, is the first benchmarking product for the direct channel, providing hotels with never-before-seen competitive data that completely changes the rules of the game.

THN's mission is to improve the online booking experience, grow direct bookings and strengthen the relationship between hotel brands and their guests.

[Contact us today](#) to find out more.



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