CONSUMER CHOICE & TRAVEL TRENDS STUDY UNCOVERS PATTERN OF DECEPTION IN ONLINE BOOKING SITES

Watch out for misleading vendors when making reservations!

15 MILLION BOOKINGS HAVE BEEN AFFECTED BY DECEPTIVE ROGUE AFFILIATES AT A COST OF $1.3 BILLION / YEAR

1 in 3 PEOPLE ARE WORRIED ABOUT ONLINE BOOKING SCAMS AND HAVE EXPERIENCED THE FOLLOWING

- 32% GOT A ROOM THAT WAS DIFFERENT THAN EXPECTED
- 17% WERE CHARGED UNEXPECTED OR HIDDEN FEES
- 15% DID NOT GET THEIR REWARD POINTS
- 14% WERE CHARGED AN EXTRA BOOKING FEE
- 9% HAD THEIR IDENTITY OR PRIVATE INFO STOLEN
- 8% HAD RESERVATIONS LOST OR CANCELLED

IT'S BETTER TO BOOK DIRECT
A majority of those who have booked online say they prefer dealing directly with the hotel

- 56% PREFER BOOKING DIRECTLY WITH HOTELS

GROWING CONSOLIDATION HURTS CONSUMER CHOICE
A vast majority of consumers (82%) are unaware how many affiliate brands are owned by just a few major online companies

Learn more at www.ahla.com