



KNOW WHERE YOUR BOAT
IS ANCHORED



12:34

100 %



95% of online travel agencies are owned by just 2 companies.
74% of consumers have **NO IDEA** these digital middle men are anchored to **1 of 2** options.

TRIVAGO

HOTWIRE

TRAVELDOO

HOTELS.COM

TRAVELOCITY

ORBITZ

EXPEDIA.COM

KAYAK

MOMONDO.COM

BOOKING.COM

PRICELINE.COM



 Expedia®



priceline.com®

 ahla.com/SearchSmarter