

BOOKING YOUR NEXT HOTEL?

DON'T GET SCAMMED

HOTEL BOOKING IS BIG BUSINESS

15%

OF US ECOMMERCE IS HOTEL BOOKINGS



ONLINE HOTEL BOOKINGS MADE A MINUTE



SOME THIRD-PARTY TRAVEL SITES ENGAGE IN SHADY MARKETING PRACTICES THAT CONFUSE AND DECEIVE CONSUMERS

23%

of travelers reported being MISLED

AMONG THE 23%...

46%

were charged EXTRA fees

34%

LOST their reservations

28.5M

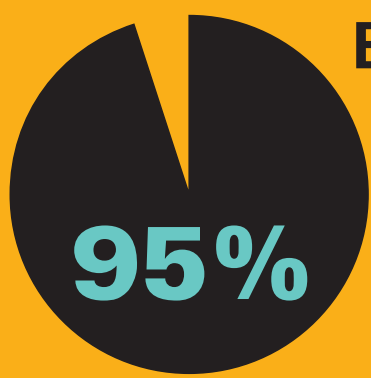
AFFECTED hotel bookings



\$5.2B

in FRAUDULENT and MISLEADING hotel booking transactions

MARKETPLACE CONSOLIDATION CREATES CONFUSION



Booking Holdings and Expedia CONTROL 95% of the online travel market



3 in 4 people are unaware they are comparison shopping with ONLY 2 COMPANIES



HAVE A SUNNY STAY

Search Smarter. Look Before You Book.

For tips to help you Search Smarter, visit ahla.com/SearchSmarter.

AVOID SHADY DEALS



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