

# 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

**3%**

HAD THEIR IDENTITY OR PRIVATE INFO STOLEN

**9%**

HAD RESERVATIONS LOST OR CANCELLED

**14%**

COULD NOT GET A REFUND FOR A CANCELLATION

## 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

Expedia



## 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

priceline.com



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