

Mastering Hotel Rate Parity

Proven strategies to maximize website
conversions and direct revenue



Monitoring Your Hotel's Competitiveness

Real-time Parity Analytics & Benchmarking

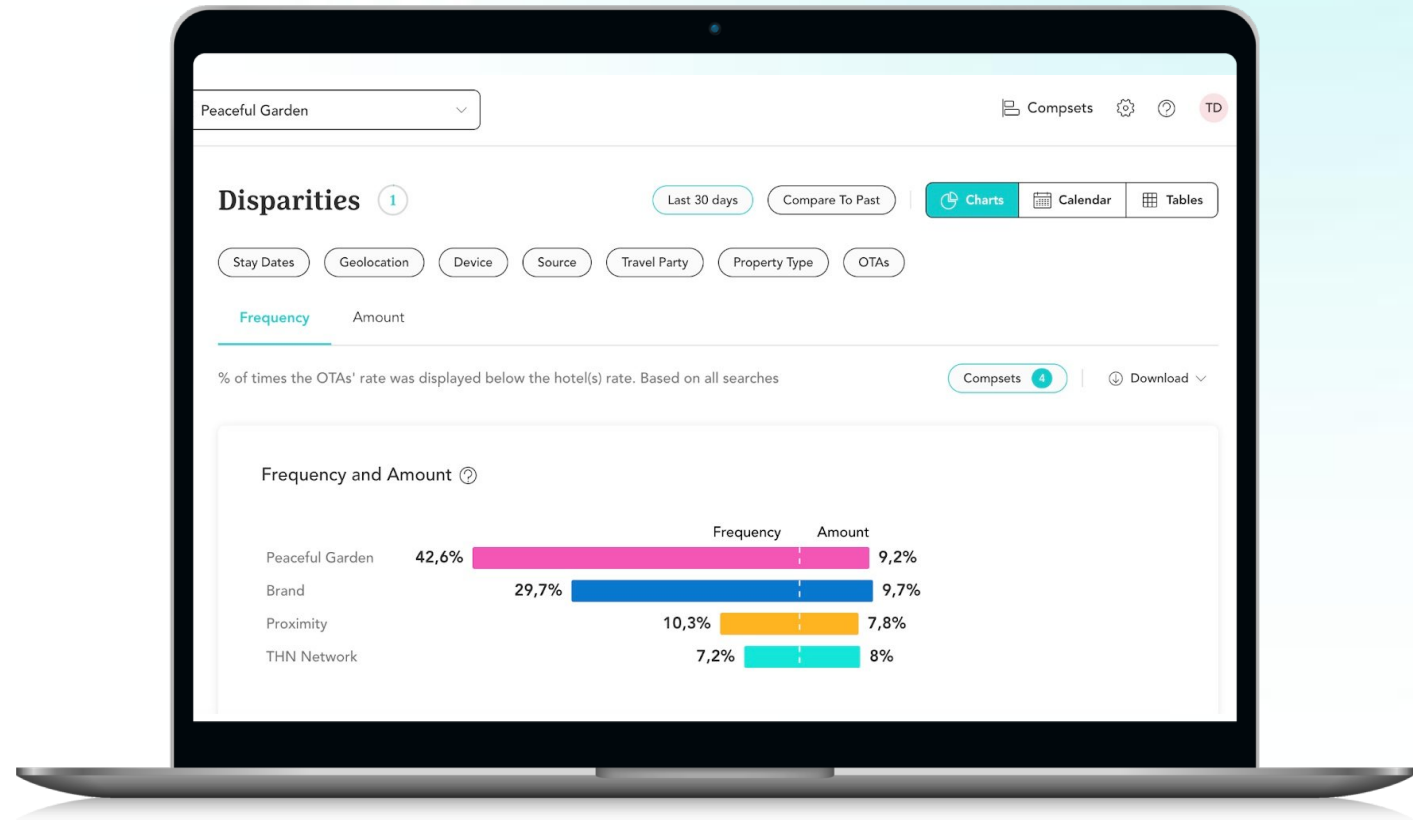
Compare Your Brand's Rate Parity to Competitors

The importance of benchmarking

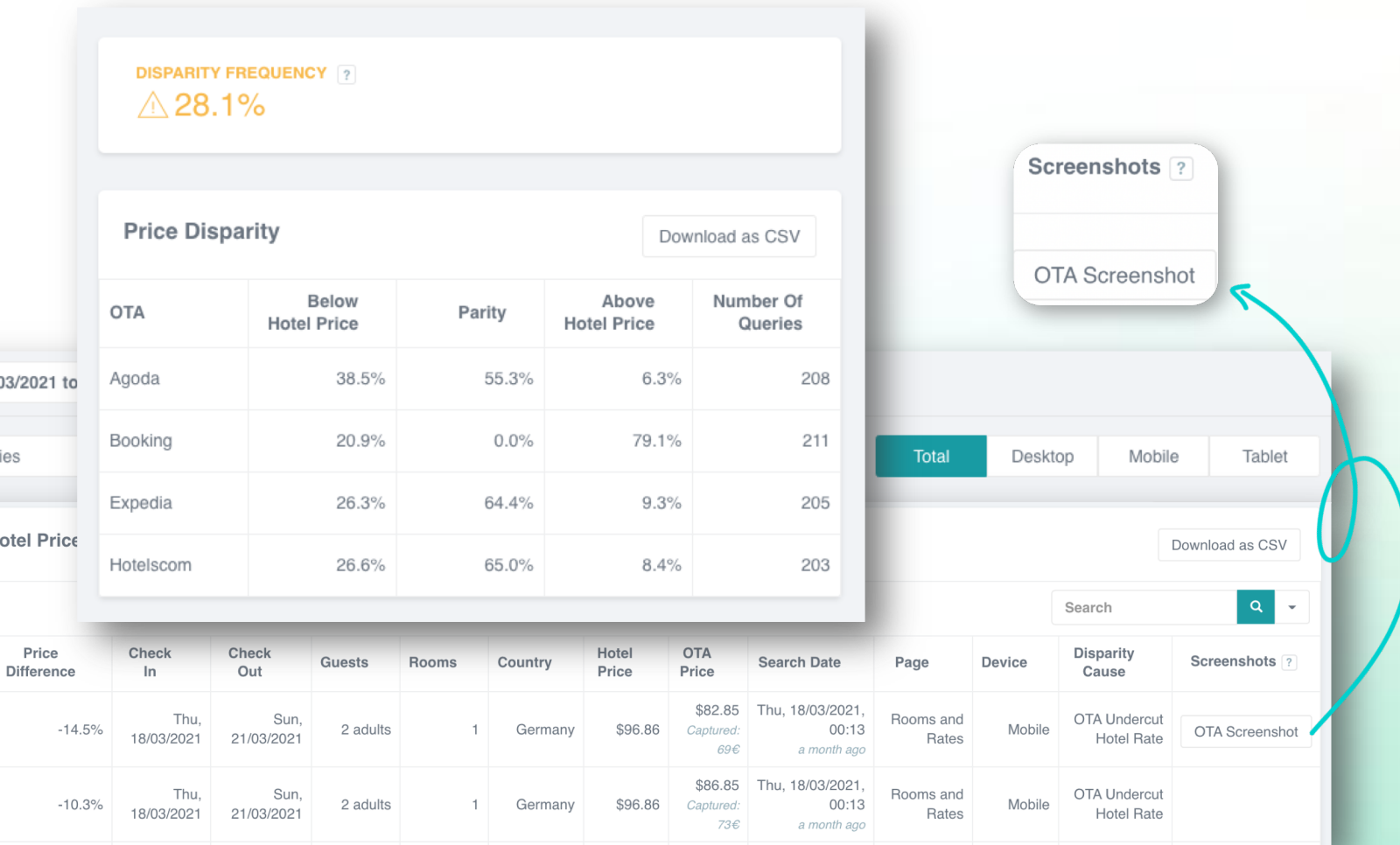
The first step in gaining control of your hotel's rates online is to see how your brand compares to competitors. [BenchDirect](#) allows you to easily benchmark your parity performance against relevant compsets, in real time.

Explore how often your hotel experiences price disparities ([Frequency](#)) as well as the difference in price ([Amount](#)). Pinpoint opportunities for growth by using filters such as source market or stay dates and take a closer look at the behavior of specific OTAs.

By comparing your results to the market, you can identify where you are under or overperforming, enabling you to make informed decisions to enhance your pricing strategy.



Monitor OTA Price Disparities in Real Time



Identify & take action

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

By using a real-time [disparities analytics tool](#), you will be able to track OTA price variances right down to individual search queries. 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.



Expand Your Focus to Metasearch Engines



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	79.0%	0.0%	22.0%	264
Trivago	Agoda	91.7%	2.8%	65.4%	246
Trivago	Amoma	84.2%	0.0%	15.8%	158
Google	Getaroom	74.0%	0.0%	26.0%	127
Amoma	Amoma	44.7%	0.0%	55.3%	1

Disparities occur across multiple channels

In the complex landscape of today's distribution channels, monitoring OTAs alone isn't sufficient. You may find your rates are also being undercut on metasearch engines.

Ensure that you track price disparities not only on sites like Trivago and TripAdvisor but also on platforms like Google Hotel Ads. Select the appropriate reporting tool that allows you to view all necessary data in real time, right down to individual user searches.





Ensuring That the Best Rates Are Always Available

Price Comparison & Price Match

Make Sure Website Visitors Know You Offer the Best Rate

Price assurance in real-time

We believe that all travelers, including luxury ones, are looking for the best value for their money. This is why visitors often leave a hotel's website to search for lower prices on other platforms, which is a common reason for missing out on more direct bookings.

[Price Comparison](#) allows guests to see your hotel's rates on other channels without leaving your website, removing the need for them to look for a better rate elsewhere. THN's price comparison is always up-to-date with real-time data to guarantee accuracy.

To further enhance the user experience, consider showcasing additional perks for those who book direct, such as complimentary drinks or tailored offers, which are appealing to both new and loyal customers.



Channel	Rate	Perks
Book Direct	160€	+5 perks
Expedia	183€	
Hotels.com	183€	
Booking.com	189€	

Badeschloss

English Deutsch

LOGIN Username Password LOGIN Forgot your password? Register now

Reservation Info > Offer Selection > Enhancements > Billing & Guests > Confirmation

Book Direct 160€ +5 perks Email this search Expedia 183€ Hotels.com 183€ Booking.com 189€

SPRING SPECIAL
Experience spring vitality in all its splendor at the Badeschloss!
Up to 25% discount / Top location at the Gastein waterfall
Heated Rooftop Infinity Pool / Auntie Heidi Highlights

YOUR RESERVATION

YOUR HOTEL
Badeschloss

YOUR ROOM
29. APR. 2024 - 01. MAY. 2024
2 Nights
2 Adults

SAVE OFFER

OFFER SELECTION

Choose the room category and rate for Room

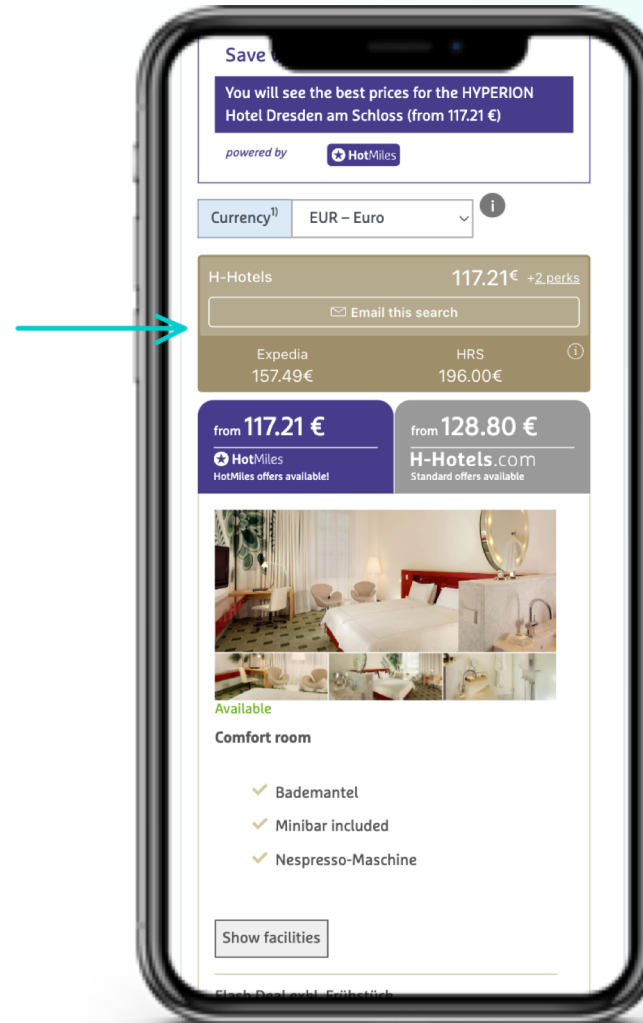
Double room Comfort

Optimize Price Comparison for Mobile Viewing

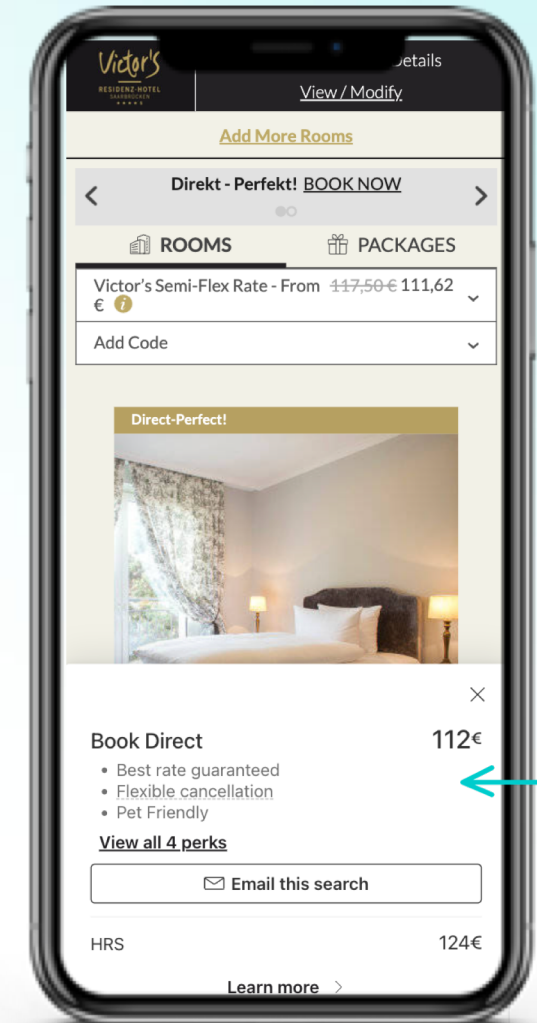
A mobile-first approach

In an era where mobile users constitute a significant share of website traffic for hotels, it's crucial to ensure that these users also know they are getting the best available rates when booking direct.

THN's Price Comparison is designed to cater to various display preferences on mobile devices. Choose the format that best fits your website and enhances the mobile browsing experience. For instance, the Inliner format integrates flawlessly into your site, providing users with a seamless interaction, while the floating format offers engaging visibility as users scroll.



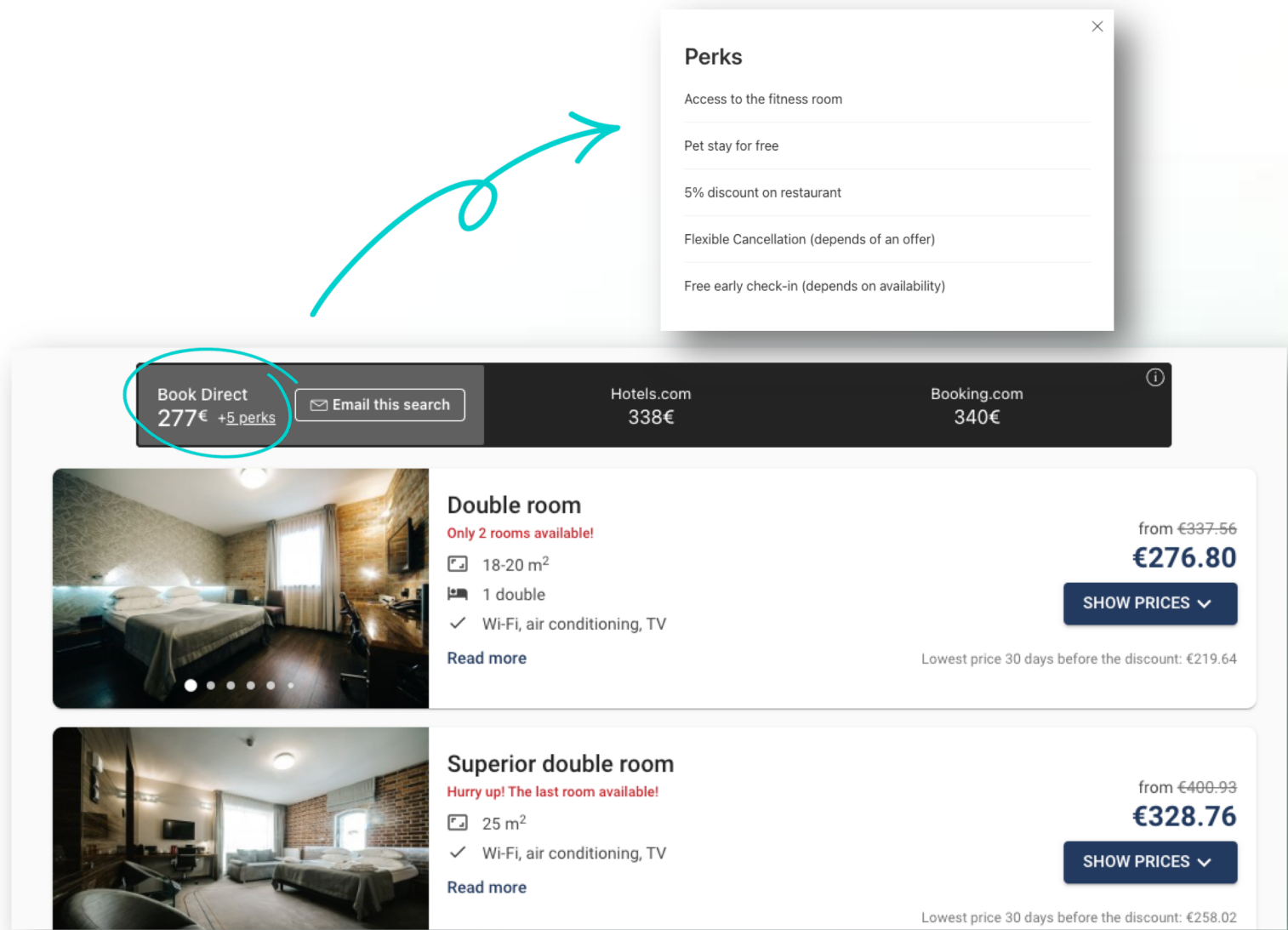
Inliner



Floating



Enhance Your Price Comparison with Exclusive Perks



The screenshot displays a hotel booking interface. A 'Perks' popup is shown, listing benefits for direct booking: Access to the fitness room, Pet stay for free, 5% discount on restaurant, Flexible Cancellation (depends on an offer), and Free early check-in (depends on availability). A teal arrow points from the 'Book Direct' button in the main interface to this popup. The main interface shows a comparison of prices: 'Book Direct' at 277€ (+5 perks), 'Hotels.com' at 338€, and 'Booking.com' at 340€. Below this, two room options are listed: 'Double room' (18-20 m², 1 double, Wi-Fi, air conditioning, TV) and 'Superior double room' (25 m², Wi-Fi, air conditioning, TV). Both rooms have 'SHOW PRICES' buttons and a note about the lowest price 30 days before the discount.

Perks

- Access to the fitness room
- Pet stay for free
- 5% discount on restaurant
- Flexible Cancellation (depends on an offer)
- Free early check-in (depends on availability)

Book Direct
277€ +5 perks

Hotels.com
338€

Booking.com
340€

Double room
Only 2 rooms available!
18-20 m²
1 double
✓ Wi-Fi, air conditioning, TV
Read more
from €337.56
€276.80
SHOW PRICES
Lowest price 30 days before the discount: €219.64

Superior double room
Hurry up! The last room available!
25 m²
✓ Wi-Fi, air conditioning, TV
Read more
from €400.93
€328.76
SHOW PRICES
Lowest price 30 days before the discount: €258.02

Encourage direct bookings

Within the Price Comparison widget, you can showcase exclusive benefits for those users that book directly on your website. Clearly display perks such as access to a fitness room, a discount at your on-site restaurant, or free stays for pets. This approach not only highlights the added value of booking directly but also sets your offerings apart from your competitors.

By emphasizing unique amenities and direct booking perks, you give potential guests compelling reasons to choose making a reservation on your website over other channels or properties.



Boost Membership Sign-ups

Ready to book?
Find your room in Novela

Check In | Check Out
May 21 - May 23

Guests
1 guest

[Find your stay](#)

Home > Locations > Germany > Berlin > Wilmersdorf > Novela

numa Novela

★ ★ ★ ★ ★ 4.63 • 343 reviews

Konstanzer Strasse 1, Berlin
[Show on map](#)

5 min walk from U Adenauerplatz

4 min walk from Kurfürstendamm

[Learn more about Novela](#)

- * **numa standard**
 - ✓ High-speed WiFi
 - ✓ Contactless Check-In
 - ✓ 24/7 Support
 - ✓ Central Location
 - [See all](#)
- Amenities**
 - ✓ Luggage Storage
 - ✓ Breakfast Box
 - ✓ Pets Allowed
 - ✗ Pets Allowed
 - ✗ Free parking on-site
 - [See all](#)
- About Novela**

Classic style meets modern comfort in this perfect representation of Berlin past & present. Trendy and fully-furnished rooms in Berlin with equipped kitchens and modern showers. With our king & queen sized beds...

[Read more](#)

FIND YOUR BEST PRICE

numastays.com 95€	Get 10% off when you become a member - Join now for free	Email this search	Expedia 97€	Agoda 108€	Booking.com 108€	HRS 128€	X
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Seamless integration of member-only incentives

Leverage Price Comparison not only to show the best rates, but also to encourage online visitors to take specific actions, such as registering to become a member. For example, integrate offers directly within the widget, such as a 10% discount for new members, to incentivize sign-ups. This strategy not only grows your hotel's membership base, but also secures more direct bookings.

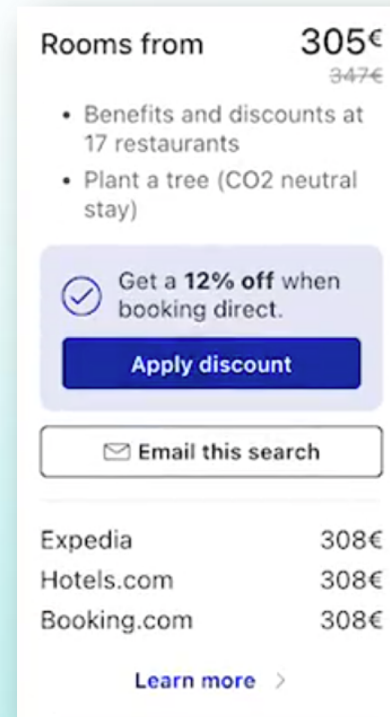


Instantly Address Price Disparities with Price Match

Automated real-time solution

When OTAs offer lower rates, check for rate parity agreement compliance using our Price Match feature. This feature proactively scans for pricing differences and, when detected, instantly provides website users with a competitive rate that **matches or beats** the OTA price. This strategy effectively discourages guests from booking elsewhere due to price concerns.

Price Match is designed for flexibility and control. Easily specify which offers are shown based on the visitor's profile, booking time, and other criteria. This level of customization makes it straightforward to manage price disparities and maintain rate competitiveness.



Rooms from **305€**
~~347€~~

- Benefits and discounts at 17 restaurants
- Plant a tree (CO2 neutral stay)

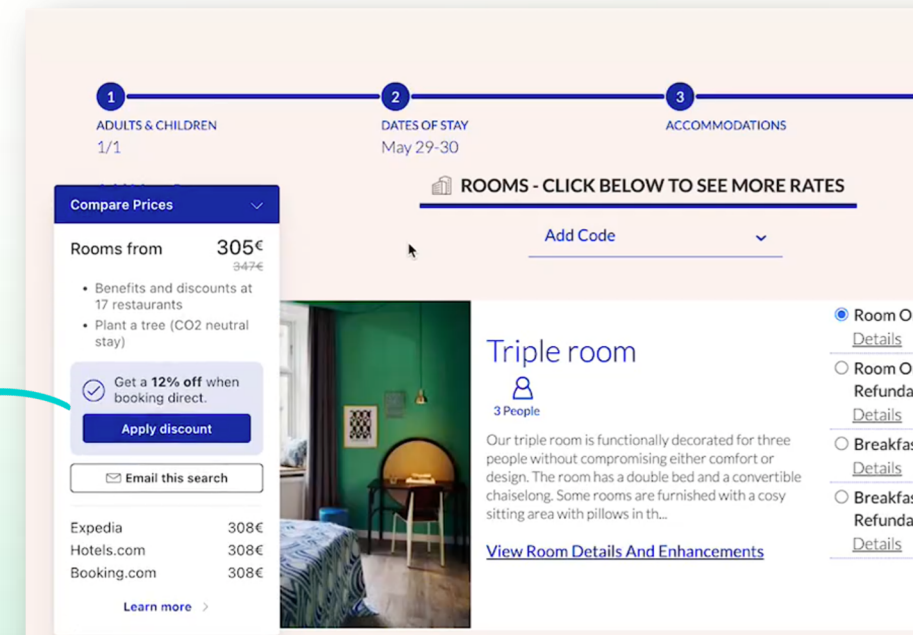
✓ Get a **12% off** when booking direct.

[Apply discount](#)

[Email this search](#)

Expedia	308€
Hotels.com	308€
Booking.com	308€

[Learn more >](#)



1 ADULTS & CHILDREN 1/1 2 DATES OF STAY May 29-30 3 ACCOMMODATIONS

[ROOMS - CLICK BELOW TO SEE MORE RATES](#)

[Add Code](#)

Triple room
3 People

Our triple room is functionally decorated for three people without compromising either comfort or design. The room has a double bed and a convertible chaiselong. Some rooms are furnished with a cosy sitting area with pillows in th...

[View Room Details And Enhancements](#)

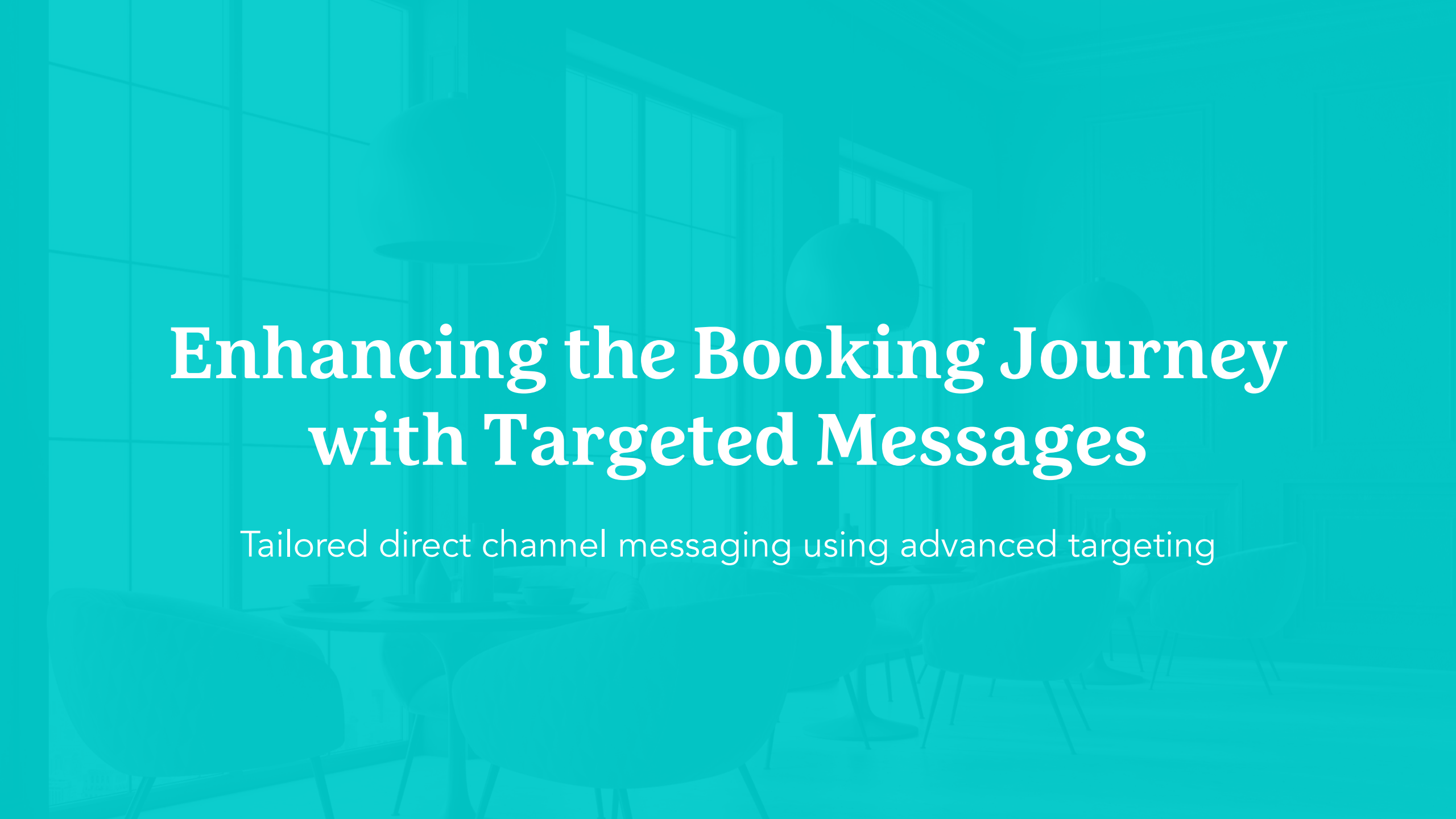
Room O [Details](#)

Room O [Refunda](#) [Details](#)

Breakfas [Details](#)

Breakfas [Refunda](#) [Details](#)

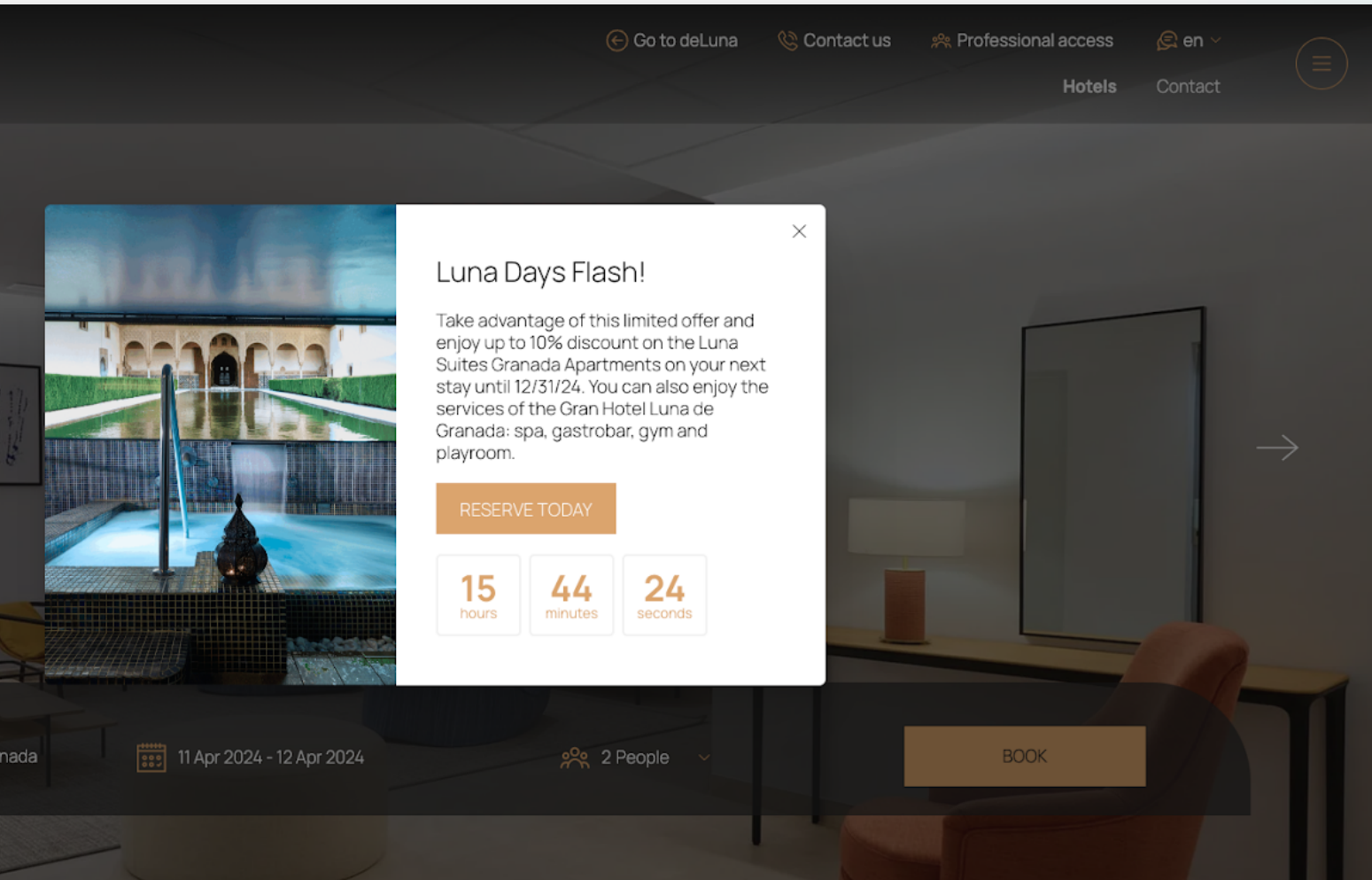




Enhancing the Booking Journey with Targeted Messages

Tailored direct channel messaging using advanced targeting

Showcase Your Exclusive Rates Immediately



Booking direct is best!

Ensure guests know they're getting the best rates from the moment they land on your site with an engaging welcome message. Highlight not only competitive pricing but also the unique benefits for booking direct, which they won't find elsewhere.

Add a [personalized message](#) or special offer on the homepage, like "Take advantage of this limited offer and enjoy up to 10% off" to encourage immediate bookings. Customize these offers with targeting rules based on visitor behavior to guide users smoothly towards booking directly.



Tempt Low-Intent Users with Tailored Promotions

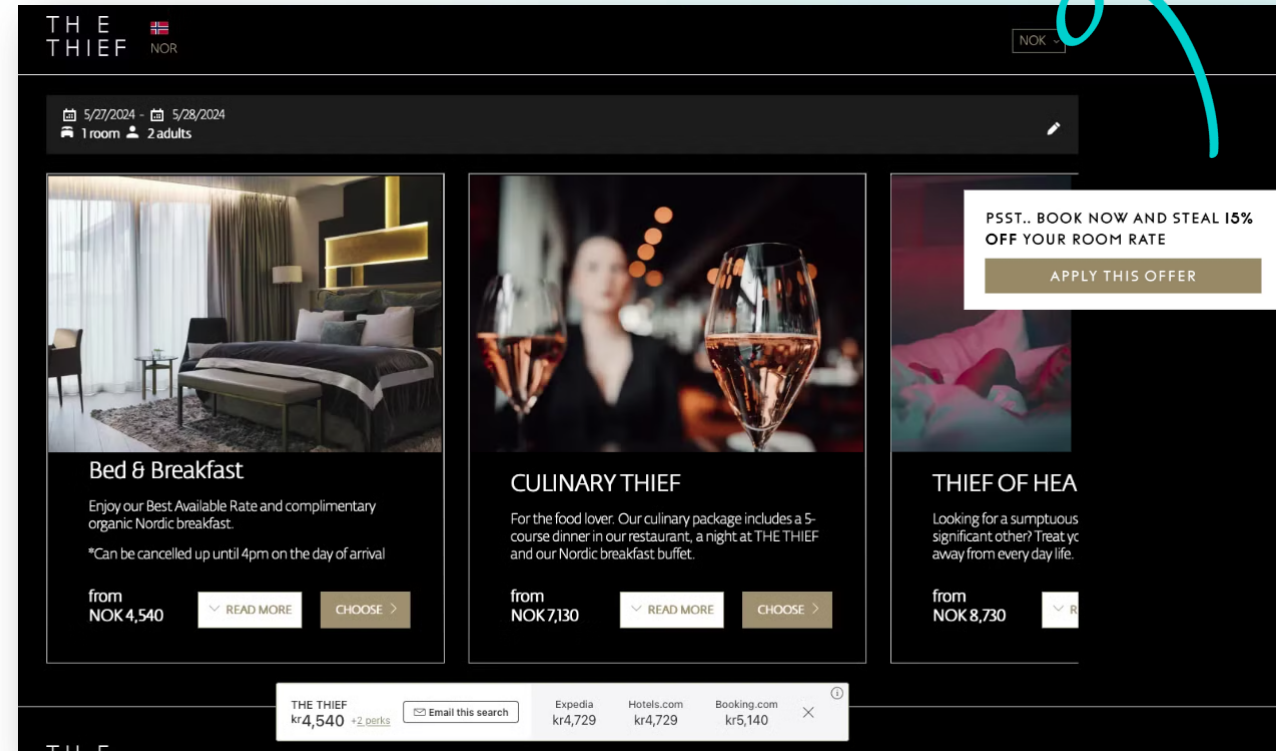
Leverage AI in your pricing strategy

Boost your revenue while protecting margins by targeting special offers to those visitors who require additional incentives to book. Through [Predictive Personalization](#), automatically identify users with low booking intent and present them with attractive offers to encourage their conversion. This ensures that you draw in potential guests who might otherwise leave without booking, while not giving away discounts to visitors who are likely to book at regular rates.

This targeted approach to pricing effectively minimizes promotional spend while increasing direct bookings by making sure relevant offers reach the right audience at the right time.

PSST.. BOOK NOW AND STEAL 15%
OFF YOUR ROOM RATE

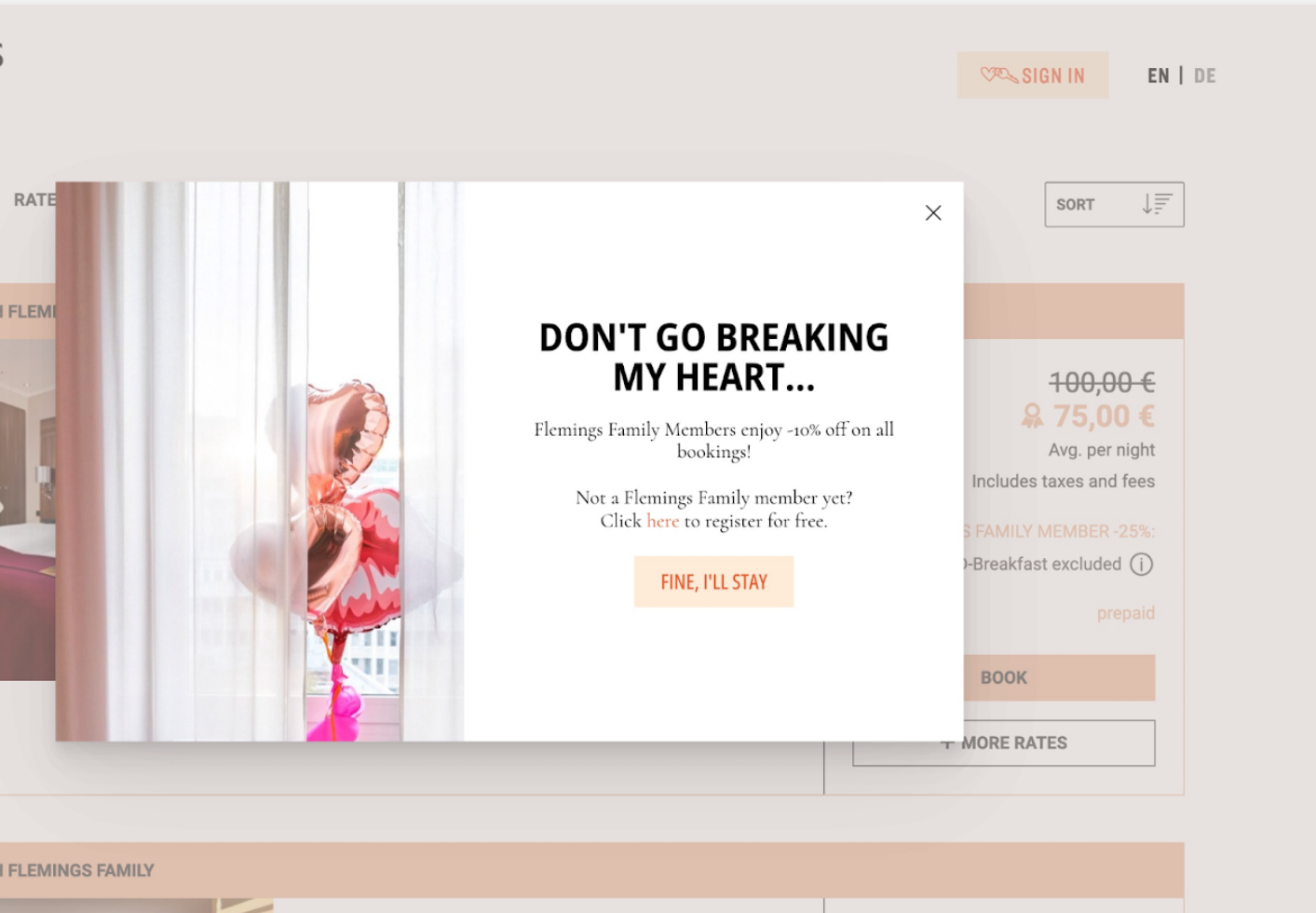
APPLY THIS OFFER



The screenshot shows the homepage of THE THIEF hotel website. At the top, there's a navigation bar with the hotel's name and a Norwegian flag. Below this, a search bar displays the dates 5/27/2024 - 5/28/2024 for 1 room and 2 adults. The main content area features three promotional cards: 'Bed & Breakfast' with a price of from NOK 4,540, 'CULINARY THIEF' with a price of from NOK 7,130, and 'THIEF OF HEA' with a price of from NOK 8,730. Each card includes a 'READ MORE' button and a 'CHOOSE' button. A large, semi-transparent promotional banner is overlaid on the right side of the page, featuring the text 'PSST.. BOOK NOW AND STEAL 15% OFF YOUR ROOM RATE' and a 'APPLY THIS OFFER' button. A blue arrow points from the banner towards the 'CHOOSE' button of the 'THIEF OF HEA' card. At the bottom, there's a footer with the hotel's name, a price of kr4,540, and links to Expedia, Hotels.com, and Booking.com.



Capture the Interest of Users About to Exit Your Website



Don't miss that last chance

Ensure no potential guest leaves your site without a final nudge showcasing the exclusive benefits of booking directly. Use Exits to automatically trigger attention-grabbing messages for users showing signs of leaving. These reminders can highlight the best rates or perks available only through direct bookings.

Effective Exit messages can significantly increase the likelihood of users completing their reservation online. Tailoring these messages with advanced targeting techniques ensures they are personalized and relevant, which can further enhance conversion rates.





Key Takeaways

- ✓ **Monitor Price Disparities:** Use analytics to routinely identify pricing inconsistencies across online distribution channels.
- ✓ **Guarantee the Best Rates:** Add a Price Comparison tool to your website to reassure guests they're getting the best rate directly.
- ✓ **Automate Price Matching:** Instantly adjust your rates to stay competitive when OTAs or metasearch sites list lower prices.
- ✓ **Enhance Mobile Experience:** Optimize Price Comparison and Price Match features for mobile to capture more bookings on the go.
- ✓ **Promote Direct Booking Benefits:** Showcase exclusive perks and offers to encourage more guests to book directly on your website.

Effective Tactics to Combat Price Disparities

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

Disparity Analytics

Compare Prices ▼

Book direct **\$120**
~~\$130~~

- Early check-in
- Flexible cancellation
- Breakfast included

✉ Email this search

Booking 122€
Agoda 124€
Hotels.com 124€
Expedia 126€

[Learn more >](#)

Price Comparison

Compare Prices ▼

Book direct **\$120**
~~\$130~~

- Early check-in
- Flexible cancellation
- Breakfast included

✓ Get a **10% off** booking through our website.

Apply discount

✉ Email this search

Booking 122€
Agoda 124€
Hotels.com 124€
Expedia 126€

[Learn more >](#)

Price Match

Luna Days Flash!

Take advantage of this limited offer and enjoy up to 10% discount on the Luna Suites Granada Apartments on your next stay until 12/31/24. You can also enjoy the services of the Gran Hotel Luna de Granada: spa, gastrobar, gym and playroom.

RESERVE TODAY

Personalization



Why Our Price Parity Solution Is Different



Price Comparison

- Real-time price search ensuring data accuracy every time
- Covers 24 OTAs
- Geolocalization shows most relevant OTAs for each user



Price Match

- Match OTA & Metasearch prices in real time
- Seamless integration with the BE
- All targeting criteria included



Disparity Analytics

- Real-time data down to the individual search
- Screenshots of any disparities identified
- Includes third-party rates
- Benchmarking insights



About The Hotels Network

The The Hotels Network is an inventive technology company working with over 20,000 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 suite of personalization options, THN's Direct AI Suite is deeply integrated in their platform, from predictive analytics to generative AI. Predictive Personalization uses machine learning to predict user behavior and automatically tailor messaging and offers for each user. BenchDirect's benchmarking tool provides unmatched competitive data for the direct channel. Recent innovations include KITT, an AI-powered receptionist, and Loyalty Lite, a seamless guest login tool for personalized booking experiences.

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

THN is proud to have been recognized for the company's product innovations, rapid growth, and unique workplace culture for the third year in a row, most recently named the [Best Direct Booking Tool for 2025](#) in the prestigious HotelTechAwards.





www.thehotelsnetwork.com

Growth for your direct channel

Headquarters in Barcelona with a team around the world

Athens · Austin · Bangkok · Barcelona · Colombo · Frankfurt · Hong Kong · Istanbul

Mexico City · Miami · New York · Paris · San Francisco · Singapore · Vancouver

