

# Search Smarter

BOOK  BOOK  
SMART DIRECT

## CONSUMERS NEED CLARITY

**94%**  
**OF CONSUMERS**  
believe they should  
know who they are  
doing business with  
when booking a  
hotel room online

**1 OUT OF 4**  
**CONSUMERS**  
experienced a  
problem with  
their reservation  
as a result of  
booking through  
a third party

**OVER 40%**  
**OF CONSUMERS**  
were upset to learn  
that most of the  
third-party booking  
websites are owned  
by the same two  
companies

**77%**  
**OF CONSUMERS**  
agree the government  
should make it a higher  
priority to enforce  
consumer protection  
laws against third-  
party hotel resellers

Source: Morning Consult survey of  
2,200 adults, conducted July 1-2, 2019  
Source: Kalibri Labs 2019 data

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