

Search Smarter

BOOK SMART  **BOOK DIRECT**

**DON'T BE
MISLED**



2018

\$5.7 BILLION
IN FRAUDULENT AND MISLEADING
HOTEL BOOKING TRANSACTIONS


**23%
MISLED**



**28.7 MILLION
AFFECTED
HOTEL
BOOKINGS**

**CONSUMERS NEED
CLARITY**

1 OUT OF 4

CONSUMERS
experienced a
problem with
their reservation
as a result of
booking through
a third party

94%

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

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

Produced by the American Hotel & Lodging Association