

# Rate Parity

## ▶ Why Rate Parity?

- Different prices in different channels reduces client confidence in us.
- Meta-Search / Vertical-Search engines are making the internet more transparent.
- Avoid dominant distribution channels.
- Support our corporate pricing structure.
- Contractual obligations with OLTAs
- This is OUR brand – we control the price!

## ▶ Rate Parity is **NOT** about

- Reducing business from our distribution partners.
- Reducing flexibility for hotels.

# Rate Integrity

## What is Rate Integrity?

- **Logical relationship between rates.**
- **Reasonable variance between prices.**

		Room Only	BB	Corp	Dinner Pkg	
Hotel Downtown	Room	Superior RO	Superior RO	Superior RO	Superior RO	Pass
	Rate	800	850	750	950	
Resort Hotel	Room	Superior RO	Superior RO	Superior RO	Superior RO	Fail
	Rate	800	750	750	950	
City Hotel	Room	Superior RO	Superior RO	Superior RO	Superior RO	Fail
	Rate	800	850	750	2500	
Grand Hotel Golf	Room	Superior RO	Superior RO	Superior RO	Superior RO	Fail
	Rate	800	850	795	950	

# Rate Parity

## Rate Comparison



Dynamic Pricing

## Guest Comments



# Rate Parity

**wego** travel search

Hotels Flights Packages Activities

**FAST DEALS** 42% OFF \$ Admission (US\$52)

Home > Hotels > Destinations > Asia > Singapore > Singapore Hotels

Change your search Singapore hotels 31 Jul 2011 - 01 Aug 2011

**Filter hotel results**

- Hotel name (clear)
- Districts/Areas: - Any -
- Star Ratings:
  - ★★★★★ S\$205
  - ★★★★☆ S\$102
  - ★★★☆☆ S\$50
  - ★★☆☆☆ S\$21
  - ★☆☆☆☆ S\$15
  - Any S\$15
- Hotel Reviews: at least 0
- Price/Currency: S\$ 15 to 882, Singapore Dollar - S\$
- Rate Availability

**Novotel Singapore Clarke Quay** from S\$ 208 ++

**PARKROYAL on Beach Road** from S\$ 160 ++

Hotel List Offers

Showing 1 of 198 results 20 hotels per page

Sort by: Popularity Hotel Reviews Price Name Stars View: Best Rates

**Novotel Singapore Clarke Quay** ★★★★★  
 Hotel Details | Reviews | Photos | Map  
 #21 of 198 Singapore hotels  
 4.3 from 2219 hotel reviews  
 Love the location!

**Best Rate S\$265** Agoda  
Continue

Available at 13 sites with 89 rates (show all)

accorhotels.com	S\$280	HotelClub	S\$280	ChanBrothers Hotels	S\$280
Agoda	S\$265	Expedia	S\$280	DizzyGoat	S\$285
travelpack	S\$267	Hotels.com	S\$280	priceline.com.hk	S\$292
Ratestogo	S\$274	Booking.com	S\$280	HotelTravel	S\$322
Onhotels	S\$279				

# Rate Parity

## ▶ Accor's Rate Parity Guarantee

- If a guest finds a lower rate than on any Accor website within 24 hours of booking, we will honour the lower rate and deduct a further 10%.



accorhotels.com  
guarantees you the best price



If you find a lower price elsewhere, we'll match it - less - 10% !!!

### The guarantee

If you book an Accor or Barrière hotel online at any Accor Internet site and find (within 24 hours) an equivalent offer on another website (excluding the Lucien Barrière Group website) for the same hotel at a lower price, we will honor the lower rate and give you a further reduction of 10%..