



DON'T GET TRIPPED UP WHEN BOOKING A HOTEL ONLINE

Watch out for misleading vendors when you're making reservations!



HOW MUCH DOES THIS PROBLEM COST?

There are 2.5 million bookings a year that are misleading consumers. That translates to more than \$220 million in money going to bad bookings. And consumers are not getting what they want and need, not to mention suffering inconvenience, lost room charges, cancellation and booking fees.

2.5 MILLION

BOOKINGS IMPACTED PER YEAR

CONSUMERS BEWARE!

Watch out for how these illicit vendors operate.



False Identities

Third party vendors will shift URLs to give the impression that the customer is booking through the hotel's own site or reservation center.



Fake Customer Service Centers

Vendors promote 1-800 numbers and call centers that appear to be affiliated with the hotels, and on customer service calls will even claim to represent the hotel reservation desk.



Booking Fees and Poor Policies

Customers will receive unknown booking fees and poor service because these sites do not comply with the actual hotel's policies on things like room requirements or cancellations.



Bad Deals Disguised as "Discounts"

False strike-through deals and inventory reviews distort the hotel's pricing and give the false impression that a hotel has no vacancies.



Lost Rewards

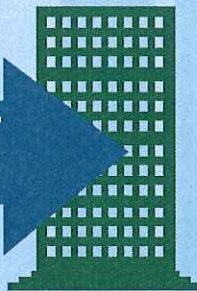
Customers are made to believe they will receive their hotel specific rewards points, when in fact, they are not.

TAKE ACTION!

Check before you click! Only use trusted sites.

BOOK DIRECT

Go through a hotel's booking site.



CONTACT THE FEDERAL TRADE COMMISSION

if you've been scammed:

Visit ftc.gov/complaint and file a report.



Learn more at www.ahla.com