

In the Hotel industry, Hidden

Charges are costs that may impact your stay that were not included in the published rate.

We surveyed 300 consumers who had booked a hotel online within the last 6 months to uncover the hidden truth about hidden charges.



Key Insights Hotels can benefit by being fully transparent about fees in

their online booking process (although most are not).

Travelers are more likely to choose hotels that have transparent pricing, and are more accepting of these

charges when they are shared upfront. Conversely, attempting to hide the fees during booking can lead to frustration and poor reviews. Research Data

PARKING FEES

The most commonly cited Hidden Fees

that consumers encounter are:



EARLY CHECK-IN FEES



ONLINE BOOKING FEES



WIFI FEES



Consumers feel these hidden charges

are the least fair:

RESORT FEES

ONLINE BOOKING FEES



WIFI FEES



PARKING FEES

75% of respondents are more likely to

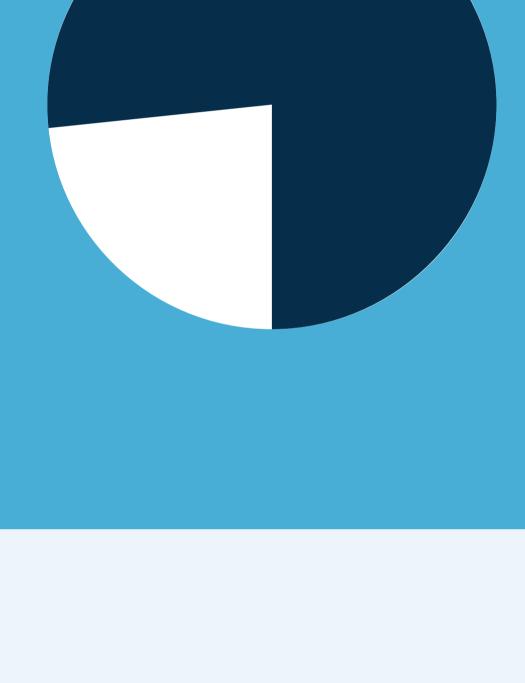
Hidden Fees have a clear impact on

travelers' choice of hotels:

transparent pricing.

choose hotels that have





69% of respondents

of the hotel impacts

stated that the quality

their willingness to pay for hidden charges.

Travelers are more likely to anticipate and

accept hidden charges at: a luxury hotel

a B&B, boutique hotel, or Airbnb/VRBO

and least likely to expect them at:

Does the quality or type of hotel impact

their opinion of hidden charges?



of hidden charges?

The majority of travelers (63%)

would be willing to pay

1 5% of their bill or less

in hidden charges.

30% would be

willing to pay

their review

- up to 10% of their total bill
- Do hidden charges impact hotel reviews? 42% say it would 52% indicated it would slightly influence strongly influence

their review

What about transparency? Would hotels be better off showing all potential fees?

Only 6% say it would

have no impact

indicated they had seen hotels displaying all the "hidden" charges displayed in their total when booking online. 77% of travelers indicated that seeing

Only 44% of travelers

(with only 14% indicating it was negative).

respondents would be more accepting of additional charges if hotels were transparent about all costs upfront.

A whopping 92% of



these costs positively

impacted their decision.



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