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Hidden Fees Research

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

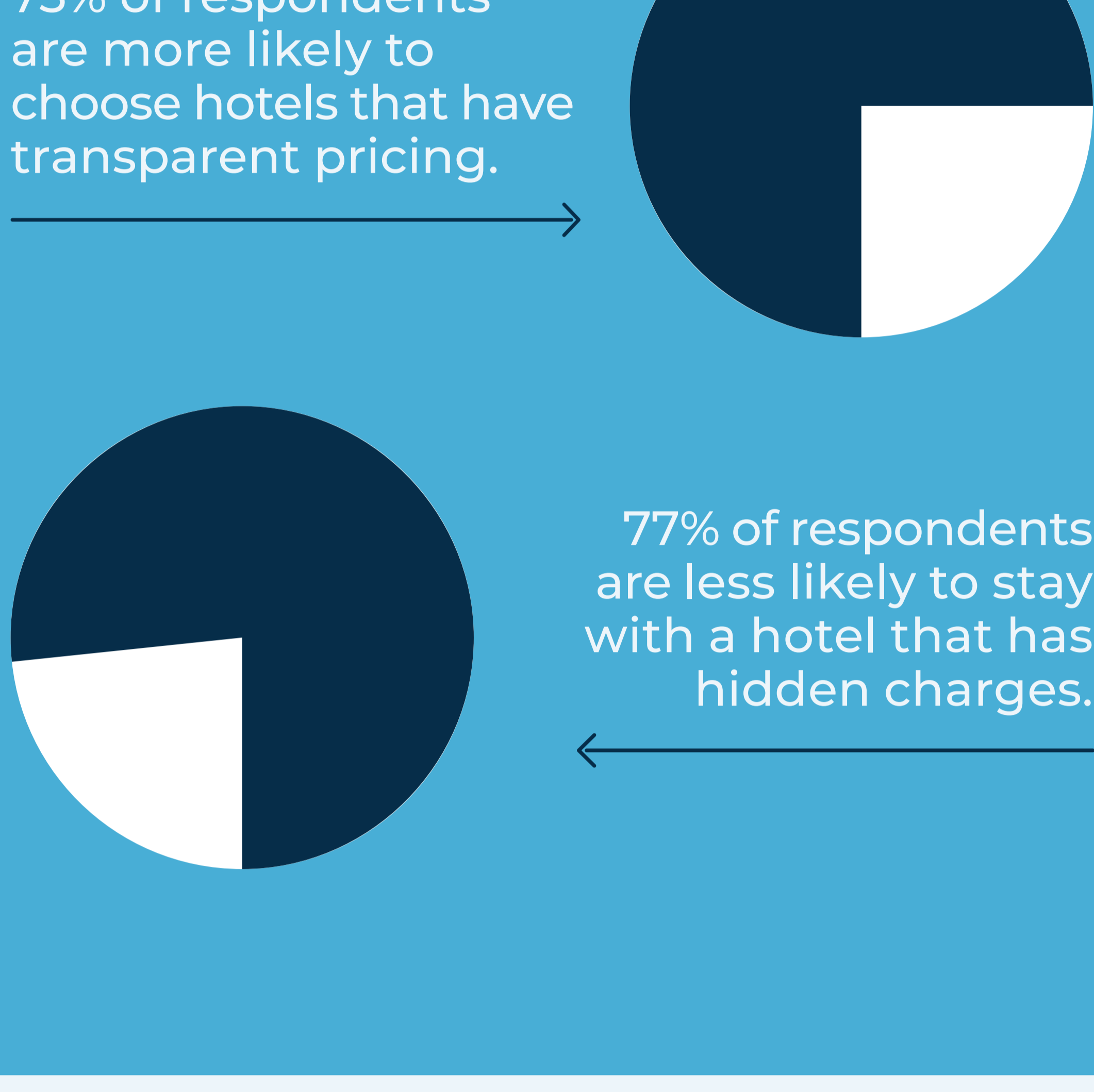
The most commonly cited Hidden Fees that consumers encounter are:

- PARKING FEES
- EARLY CHECK-IN FEES
- ONLINE BOOKING FEES
- WIFI FEES
- RESORT FEES

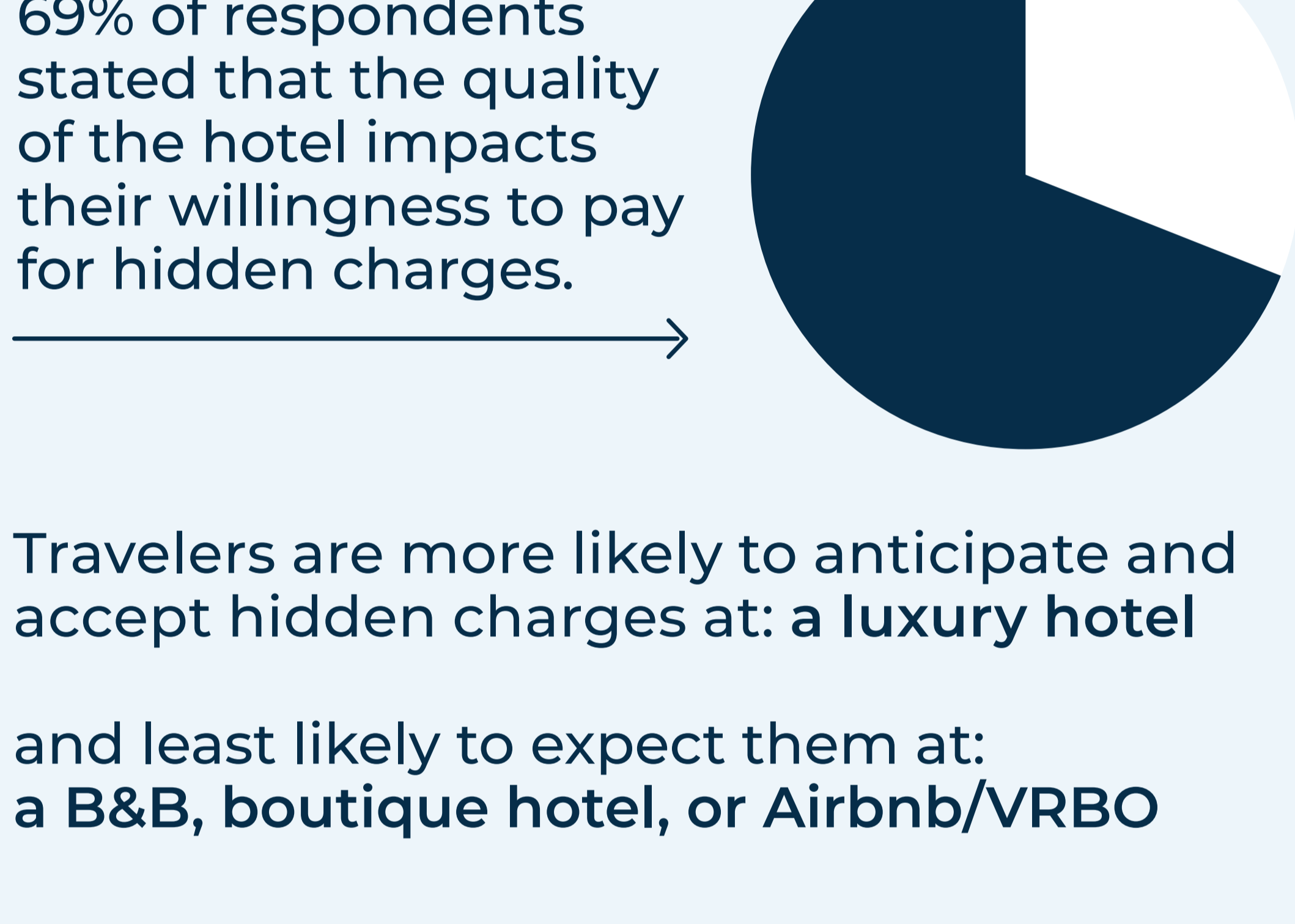
Consumers feel these hidden charges are the least fair:

- ONLINE BOOKING FEES
- WIFI FEES
- PARKING FEES

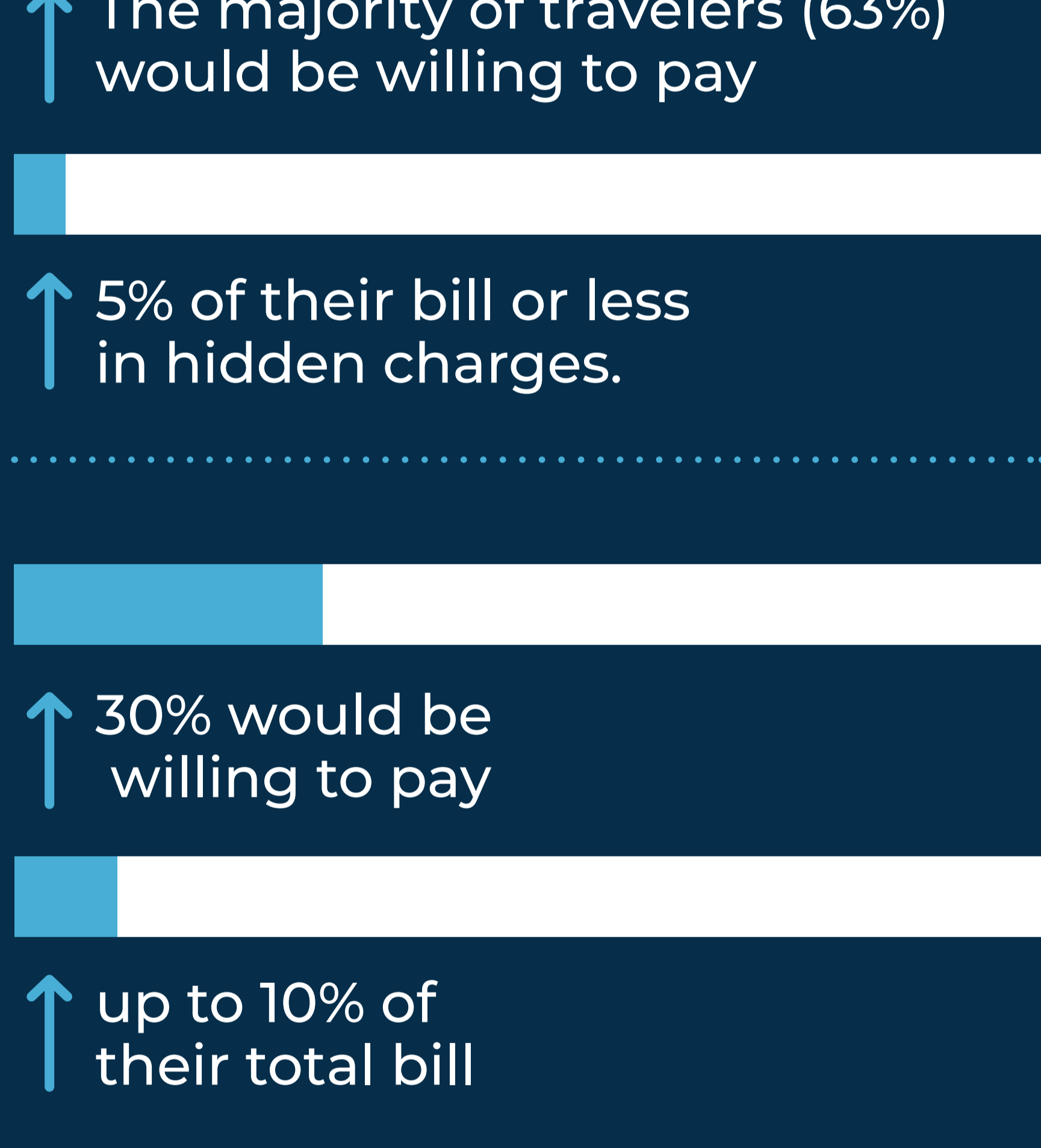
Hidden Fees have a clear impact on travelers' choice of hotels:



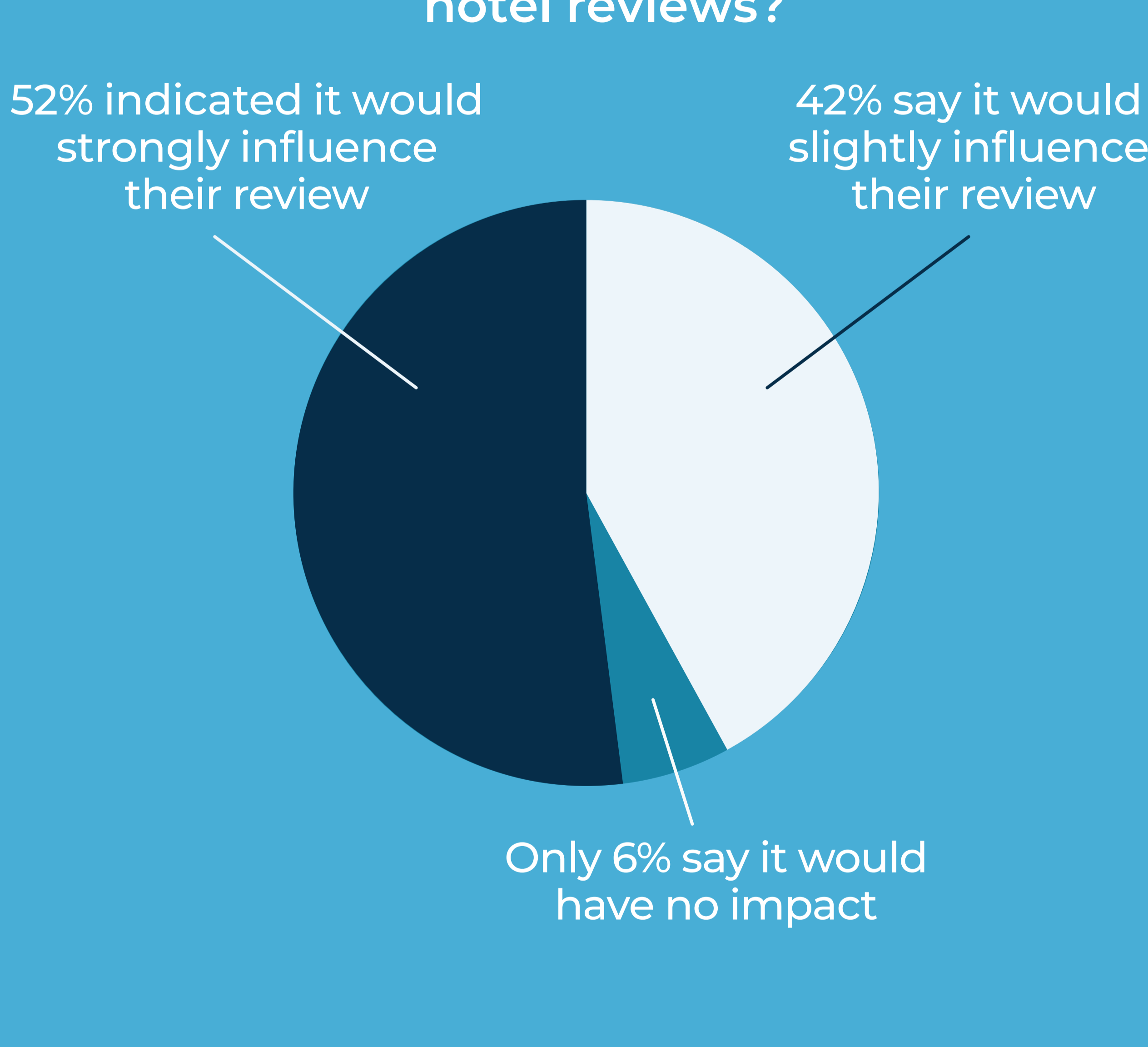
Does the quality or type of hotel impact their opinion of hidden charges?



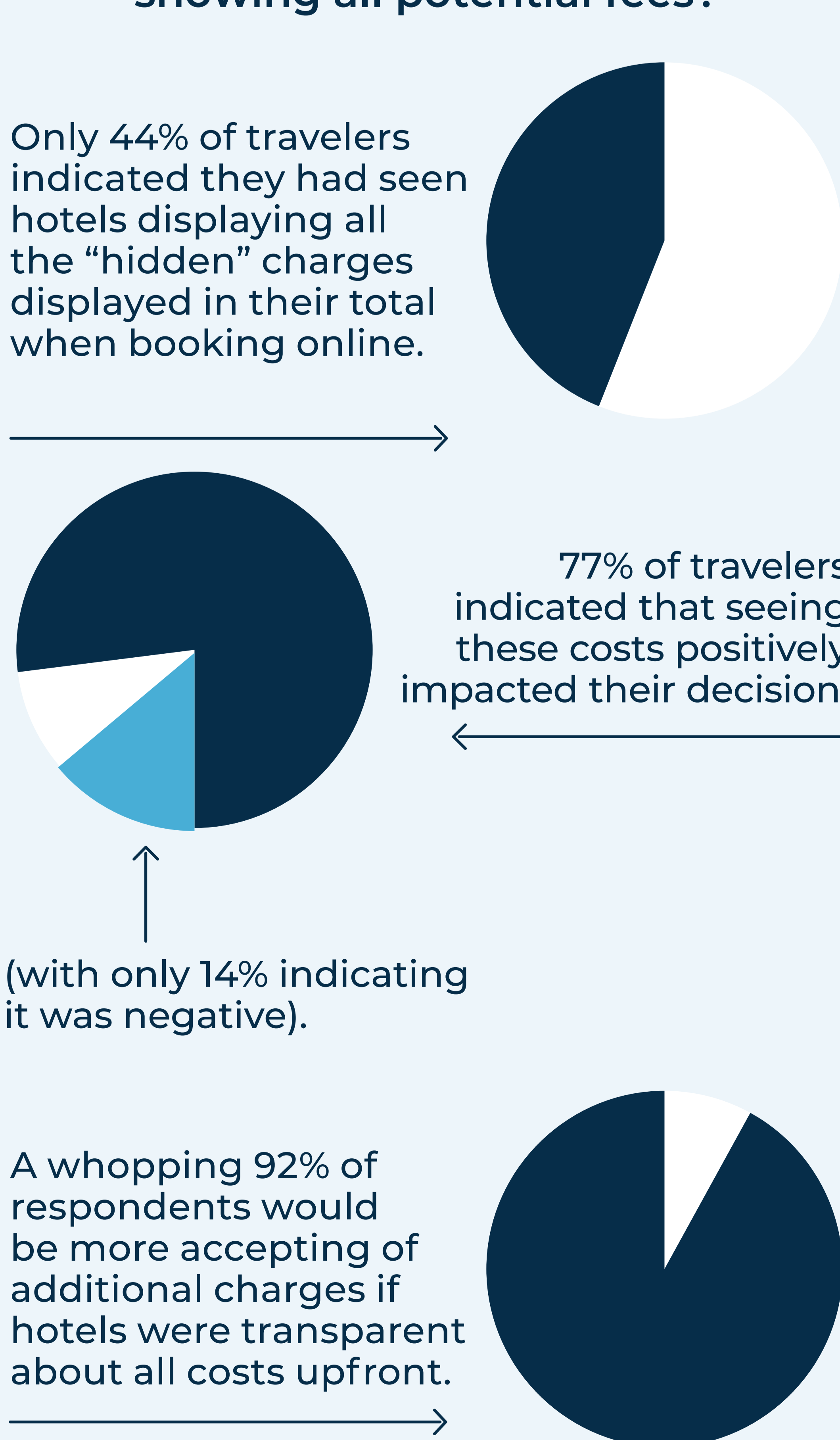
What is an acceptable amount of hidden charges?



Do hidden charges impact hotel reviews?



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



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