

NORTH AMERICA PARITY PERFORMANCE

Q1 2018

48%
loss

Independents and Local Chains

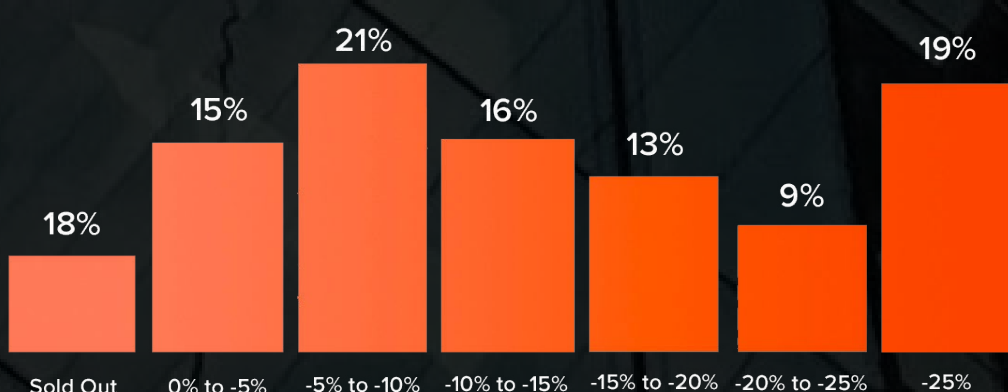
24%
loss

Major Chains

Percentage of arrival dates where the lowest priced channel is cheaper than brand.com

Rate differences between brand.com and OTAs

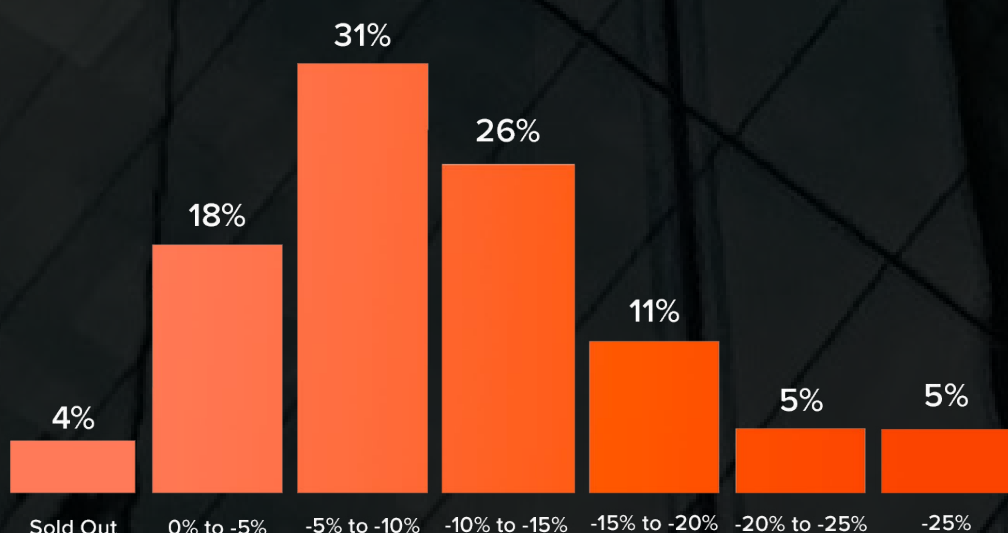
Independents and Local Chains



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Percentage of rate disparity between OTAs and brand.com, where rates varied as a loss












Major Chains




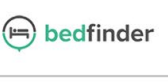









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Where are the loss issues coming from?

Independents and Local Chains

	50%
	36%
	32%
	31%
	30%
	27%
	24%
	23%
	21%
	20%
	19%

Major Chains

	38%
	23%
	22%
	17%
	13%
	12%
	10%
	10%
	10%
	9%
	8%

Want to find out more about North American hotel rate parity trends?

[Download the Hotel Parity Report](#)