

The purpose of this policy is to provide a consistent and controlled approach for matching publicly available online rates while protecting hotel revenue integrity. This policy allows team members to match certain competitive third-party rates only when the rate is valid, immediately verifiable, and still above the hotel's posted Walkout/Turndown Rate for that specific day.



**ALWAYS REMEMBER** – Pricing Matching is up to the guests to request. If at any point, a Front Desk Representative suggests a lower rate without being prompted by the potential guest, the Front Desk Representative will be reprimanded with the potential for termination.



**ALWAYS REMEMBER** – The first step when a potential guest asks for a lower rate or is not looking to pay the **BEST AVAILABLE RATE** or **BAR Rate**, is to ask the guest, “What rate are you looking to pay?”. This puts the pressure on them and not the Front Desk Representative.

## Policy Statement

Our hotels may match eligible lower rates found on Expedia.com, Priceline.com, Booking.com, TripAdvisor.com, or Agoda.com only when all of the required conditions below are met. Rate matching is intended to help secure a reservation at the time of booking while ensuring the hotel does not sell below its minimum acceptable same-day rate threshold.

## Eligible Rate Match Requirements

- A rate may only be matched if it meets all of the following requirements:
- The lower rate must be found on one of the following approved websites: Expedia.com, Priceline.com, Booking.com, TripAdvisor.com, or Agoda.com.
- The lower rate must be for the exact same hotel, same date of stay, and same room type as the guest is requesting.
- The lower rate must be publicly available and immediately viewable by the hotel team at the time of the guest inquiry. The rate must not require a membership, loyalty login, coupon code, promo code, corporate account, group code, package booking, or app-only access unless the hotel specifically chooses to honor those in writing.
- The lower rate must still be bookable and available at the time the hotel employee verifies it.
- The lower rate must match the same core booking terms, including cancellation policy, number of guests, length of stay, and any required advance purchase or restrictions.

Most importantly, the matched rate must remain higher than the hotel's posted Walkout/Turndown Rate for that day. Under no circumstance may a team member match or sell a rate that is at or below the posted Walkout/Turndown Rate.



## Non-Eligible Rates

The hotel will not match any rate that is:

- Below or equal to the posted Walkout/Turndown Rate
- Not for the same date and room type
- Not immediately verifiable by hotel staff
- Available only through opaque channels where the hotel name is hidden until purchase
- Part of a package, bundle, vacation deal, or airfare/car rental combination
- A member-only, closed-user-group, app-exclusive, coupon-based, employee, wholesale, or negotiated rate
- A rate displayed after taxes and fees if the hotel is comparing base room rate only
- A rate based on inaccurate, outdated, cached, or unavailable inventory

## Verification Procedure

When a guest requests a rate match, the front desk agent or reservations team member must verify the following before approving:

- Confirm the guest's requested arrival date, departure date, and room type.
- Check the comparable rate on one of the approved websites.
- Verify that the room is still available for purchase.
- Confirm that the booking terms match the hotel's booking conditions as closely as possible.
- Confirm that the matched rate is still above the hotel's posted Walkout/Turndown Rate for that day.
- If all requirements are met, the employee may match the eligible rate.
- If there is any uncertainty, the matter must be escalated to the Manager on Duty or General Manager before confirming the rate to the guest.

## Employee Authority

Front desk and reservations employees may match eligible rates only when all policy conditions are met and the final matched rate remains above the posted Walkout/Turndown Rate. Any exception to this policy must be approved by hotel management.

## Guest Communication Standard

When speaking with a guest, team members should clearly explain that the hotel can only match rates that are:

- Found on approved websites
- For the same date and room type
- Currently available to book
- Above the hotel's minimum same-day selling threshold

## Suggested Guest Script

"Thank you for letting us know. We are happy to review eligible rates found on Expedia, Priceline, Booking.com, TripAdvisor, or Agoda. In order to match the rate, it must be for the same date, same room type, and still available at the time we verify it. The rate must also remain above our minimum approved selling rate for the day. If it meets those requirements, we would be happy to match it for you."

## Internal Revenue Protection Clause

This policy is designed to support direct bookings while protecting daily revenue strategy. The hotel reserves the right to decline any rate match request that does not meet all policy requirements or that conflicts with revenue management controls for the day.