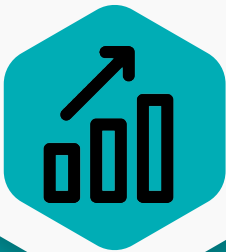


RATE PARITY REPORT

01



WIN

**YOUR HOTEL PRICES ARE CHECKED
THROUGH 4 DIFFERENT DATES**

%100 WIN: YOUR HOTEL WEBSITE PRICES ARE
LOWER THAN OTHER CHANNELS IN 4 OUT OF
4

%75 WIN: YOUR HOTEL WEBSITE PRICES ARE
LOWER THAN OTHER CHANNELS IN 3 OUT OF 4

%50 WIN: YOUR HOTEL WEBSITE PRICES ARE
LOWER THAN OTHER CHANNELS IN 2 OUT OF 4

%25 WIN: YOUR HOTEL WEBSITE PRICES ARE
LOWER THAN OTHER CHANNELS IN 1 OUT OF 4

02



MEET

**YOUR HOTEL PRICES ARE CHECKED
THROUGH 4 DIFFERENT DATES**

%100 MEET: YOUR HOTEL WEBSITE PRICES
ARE EQUAL TO OTHER CHANNELS IN 4 OUT
OF 4

%75 MEET: YOUR HOTEL WEBSITE PRICES ARE
EQUAL TO OTHER CHANNELS IN 3 OUT OF 4

%50 MEET: YOUR HOTEL WEBSITE PRICES ARE
EQUAL TO OTHER CHANNELS IN 2 OUT OF 4

%25 MEET: YOUR HOTEL WEBSITE PRICES ARE
EQUAL TO OTHER CHANNELS IN 1 OUT OF 4

03



LOSE

**YOUR HOTEL PRICES ARE CHECKED
THROUGH 4 DIFFERENT DATES**

%100 LOSE: YOUR HOTEL WEBSITE PRICES ARE
HIGHER THAN OTHER CHANNELS IN 4 OUT OF
4

%75 BEAT: YOUR HOTEL WEBSITE PRICES ARE
HIGHER THAN OTHER CHANNELS IN 3 OUT OF 4

%50 WIN: YOUR HOTEL WEBSITE PRICES ARE
HIGHER THAN OTHER CHANNELS IN 2 OUT OF 4

%25 WIN: YOUR HOTEL WEBSITE PRICES ARE
HIGHER THAN OTHER CHANNELS IN 1 OUT OF 4