

Online Hotel Booking – Questionnaire for Accommodation Providers

The CMA would like to hear from accommodation providers who have experience of listing their properties via online search and booking websites (Booking Websites) such as online travel agents (OTAs) and meta search engines (MSEs).

How to complete this form:

We welcome your views on all the questions below, but you do not have to answer every question. Where possible, please provide supporting evidence with your response. To understand how the Competition and Markets Authority will handle any information you provide please see the '[use of information submitted by respondents](#)' document on the case page.

It would also be helpful if you can provide your contact details at question 9 in case we would like to discuss your answers in more detail.

If you have any questions about this form please contact the team at:
onlinehotelbooking@cma.gsi.gov.uk

Please download and save this form before completing it. Please submit your response by **5pm on 15 December 2017**, either by:

- Email to:
onlinehotelbooking@cma.gsi.gov.uk
- Or by post to:
Project Manager
Online Hotel Booking
Competition and Markets Authority
7th floor
Victoria House
37 Southampton Row
London WC1B 4AD

Section A – Your Business

1. Please provide some background information about your business (for example do you operate a hotel, B&B, hostel etc.) and describe the size of your business (for example the number of hotels / rooms / properties that you own and operate.

2. Please explain the different sales channels you use and their significance. For example:

- **What proportion of your bookings come from Booking Websites and what proportion are made direct?**
- **Please list, in the order of importance to your business, the Booking Websites that you use and explain whether this ranking has changed over the last two years.**

Section B - Your experience of Booking Websites

When answering the following questions please explain how your experience varies across different Booking Websites.

3. What information are you required to provide in order to list your accommodation on the Booking Websites? For example:

- Do you provide information on pricing and room availability or the number of recent bookings and if so how often?
- How do you provide this information to the Booking Websites?
- What information is updated automatically and what information is entered manually?
- how regularly is the information updated?

4. Are you aware of how Booking Websites rank your accommodation relative to other listings? If so, please explain the factors affecting your ranking.

5. Can you improve your position in the rankings? If so, please explain how. For example, is the level of commission a relevant factor in determining the ranking of your accommodation?

How important is it for you to appear within the top results for any search?

6. Who determines how the price is presented on the Booking Website? What (if any) additional charges are not included in the price that first appears on Booking Website?

7. If your accommodation is displayed as being offered at a discounted rate on a Booking Website, please explain:

(a) the nature of the discount?

(b) who determines when a discount is applied and how it is presented on the Booking Website?

Section C – Other Comments

8. Do you have any general comments or concerns from your experience of how Booking Websites work for accommodation providers and / or consumers.

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9. Would you be happy to discuss your comments in greater detail with the CMA? If so please provide the relevant contact details below.

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Thank you for taking the time to complete this questionnaire.