

Hotel Rate Parity Checklist

By Checklist.com

- ☐ **Define the comparison and expected offer**
Record property, stay dates, room type, guest count, currency and channels. Identify the approved public or eligible-member offer you expect to compare.
- ☐ **Check the direct-booking baseline**
Search the hotel's booking engine and record the available room, rate plan and total. Include the time, device or relevant market setting and whether you are logged in or using a promotion.
- ☐ **Match the room and stay on each channel**
Use the same dates, length of stay and adult/child occupancy. Check that the room description, bedding and included occupancy are genuinely equivalent rather than relying only on a similar name.
- ☐ **Compare the total price on the same basis**
Check currency, taxes, mandatory fees and whether the displayed amount is per night or for the whole stay. Retain both the displayed total and its stated basis; do not silently compare converted estimates with exact prices.
- ☐ **Compare inclusions and booking conditions**
Review meals, extras, cancellation deadlines, refundability and payment timing. Note differences before deciding that a lower price represents the same product.
- ☐ **Identify promotion and eligibility differences**
Check visible mobile, member, package or other eligible offers. Record any conditions you can verify; do not invent a discount explanation when the source is unknown.
- ☐ **Capture reproducible discrepancy evidence**
Record the URL or channel reference, timestamp, search inputs, totals and relevant conditions. Use permitted screenshots without guest or payment details. Recheck if prices changed during the comparison.
- ☐ **Classify the finding before requesting a correction**
Separate equivalent-offer mismatch, explained product or promotion difference, availability mismatch and not reproducible. Record what remains unknown.
- ☐ **Assign investigation to the responsible owner**
Send evidence to the distribution or revenue owner. Check mapping, update state and authorized promotions as appropriate; have contractual or policy questions reviewed by the authorized specialist.
- ☐ **Verify the approved resolution and close the record**
Repeat the same comparison after any authorized correction. Record the observed result or remaining uncertainty, owner and next check. Do not lower the direct rate automatically to match an unexplained offer.