

HOPPER TEST BOOKING

During the rate review for 12/21, the 1-night rate on Hopper was out of parity with the hotel's Best Available Rate of \$109.00, displaying as \$113.00 instead. An analysis of the integrated booking revealed that Hopper bypassed its direct distribution channel to book a TFN Wholesale Rate. This typically occurs when a hotel repeatedly fails to feed parity rates to the channel, prompting Hopper's system to deactivate the direct rate feed and source from alternative providers.

An evaluation of the hotel's distribution setup for Hopper indicates that all rates are currently configured at 0% off their linked parent rates. Although there might be recent developments in Hopper's distribution model, it generally operates on a net rate basis where the hotel should apply a discount to the parent rate; this discrepancy explains why they are sourcing from TFN. I have reached out to my internal contact at Hopper to confirm before I provide guidance, and I will follow up once more details are available. In the meantime, if the hotel has a local contact at Hopper, we should confirm whether this current configuration is correct.

