

Rate Parity Audit & Direct Booking Worksheet

Classify each OTA contract's parity clause, then plan value-adds that make your direct channel the better booking without changing the room rate.

Step 1: Classify Each OTA Contract

OTA	Wide or narrow?	Closed-group rate allowed?	Confirmed in writing?

Step 2: List Zero-Cost Value-Adds You Can Bundle

Value-add	Approx. cost to you	Offer on direct bookings only?
e.g. Airport pickup		
e.g. Welcome tea/coffee		

Step 3: Quarterly Direct-Share Tracker

Quarter	Total room nights	Direct room nights	Direct share %	OTA commission paid
Q1 (Apr-Jun)				
Q2 (Jul-Sep)				
Q3 (Oct-Dec)				
Q4 (Jan-Mar)				

Front Desk Quick Reference

- Never quote a room rate lower than the OTA's public rate, over the phone or in person.
- A closed-group or WhatsApp-exclusive rate is never posted on a public page or public social media.
- Match a lower rate a guest reports finding elsewhere, add a small extra, do not undercut it.
- When unsure if an offer is allowed, check the contract's parity clause before promising anything.

Reference: wide parity clauses of the kind that restrict unpublished and closed-group rates were found anticompetitive by the Competition Commission of India in its 19 October 2022 order against MakeMyTrip-Goibibo (penalty approx. Rs. 223.48 crore) and related findings against OYO (penalty approx. Rs. 168.88 crore). This worksheet is a planning aid, not legal advice on your specific contracts.