

The change in the Parity conditions in New Zealand

What can accommodation partners now do under the new conditions?

- **Rate, availability and conditions parity is no longer required with other online travel companies.**
 - Partners now have complete flexibility to promote different rates, availability and policy conditions through different channels.
 - The commitments prohibit Booking.com from offering incentives to obtain parity against other OTA's.
 - Partners cannot be penalized in any way (such as ranking position on the site) for not providing Booking.com with price parity against other OTA's.

- **Rate, availability and conditions parity is no longer required against unpublished CUG offers or membership rates provided they are not marketed online.**
 - Booking.com can no longer ask for parity against unpublished rates allowing partners complete flexibility to offer exclusive CUG deals through their own channel or other OTA's.
 - The exception to this is that partners cannot market these rates online through channels such as Meta search sites eg Trivago, TripAdvisor etc as this will be classed as a public rate

- **Rate, availability and conditions parity is no longer required with all offline channels.**
 - Booking.com can no longer ask for parity against any form of offline marketing such as newspaper adverts or flyers allowing partners full control over the rates, availability and conditions they offer through this medium.
 - The exception to this is that the marketing cannot prompt consumers to book the advertised rates online and that they are exclusively offline eg via the phone or at the property direct.

- **Accommodation partners can now directly market to guests regardless of where they previously booked from.**
 - Allowances are now made for partners to directly market to guests even if they have booked through Booking.com, this was prohibited under the old conditions.
 - The same conditions apply as above in that any such marketing cannot prompt consumers to book through the accommodations direct website for a preferential rate.

What stays the same?

- **Rate, availability and conditions parity with accommodations own website.**
 - Booking.com can still ask for parity against any public rates on the accommodations own website. This also applies to availability and policy conditions.
 - The reason for this is to prevent OTA sites from being used as a marketing platform allowing accommodations to benefit from online exposure and potentially divert customers to their own websites to offer cheaper rates; or 'freeriding'.
 - However as mentioned above the conditions do not apply to CUG and membership offers so accommodations have full flexibility over this so long as they are not advertised publically. Eg a login account is required to view the rates etc

- **Rate, availability and conditions parity with accommodations own website through Meta search sites.**
 - The accommodations are still obliged to provide parity against their own website through Meta search sites.