

Benefits of Narrow MFN.



Offline.

Parity no longer applicable to offline channels. Now you can advertise better rates offline and outside your property.



Phone.

Maximise your print brochures by being able to offer a discount for telephone reservations.



Retention.

Capture guest loyalty by offering discounts to entice them to stay again in the future.



Online.

No longer required to give parity on other OTAs, allowing you to take advantage of having different rates on different sites.