

# WebBeds



## WebBeds Parity Monitor.

Best Rate Guarantee is an important component of owned customer retention and growth strategies for hotels, and managing rate parity issues across indirect channels can be a costly and time consuming process. We understand this and take parity integrity seriously, so we have developed a new online tool to deal with discrepancies efficiently and easily, simplifying and expediting the rectification process.

### Introducing WebBeds Parity Monitor.

Parity Monitor is a new online tool that serves as a global hub for hotels to submit parity discrepancies to WebBeds for review and action, and to monitor progress through to resolution.

#### Parity Monitor will:

- Improve our parity responsiveness, reducing the time to solve issues.
- Effectively monitor the market for rate leakage.
- Improve rate parity integrity through WebBeds.
- Deliver better control of the distribution channels under our management.

# What does WebBeds Parity Monitor do...

WebBeds Parity Monitor provides greater transparency between parties, allowing our hotel partners to input, view and track parity discrepancy submissions.

## Phase One Release - March 2023

The initial release of Parity Monitor for hotels provides the following benefits:



### The new Parity Monitor Online Tool

Access to efficiently submit parity discrepancies for review and actioning



### Greater Process Transparency

Through the ability to see the status of your parity discrepancy submission



### Better Management Reporting

Through reporting of parity discrepancies across your inventory



### A Dedicated Centralised Team

To control distribution

## Phase Two Release

Our team are currently developing the Phase Two release that will deliver:



### Proactive Market Scanning

To identify & action parity discrepancies quickly



### Automation Workflow

For instant identification and rectification of parity discrepancies



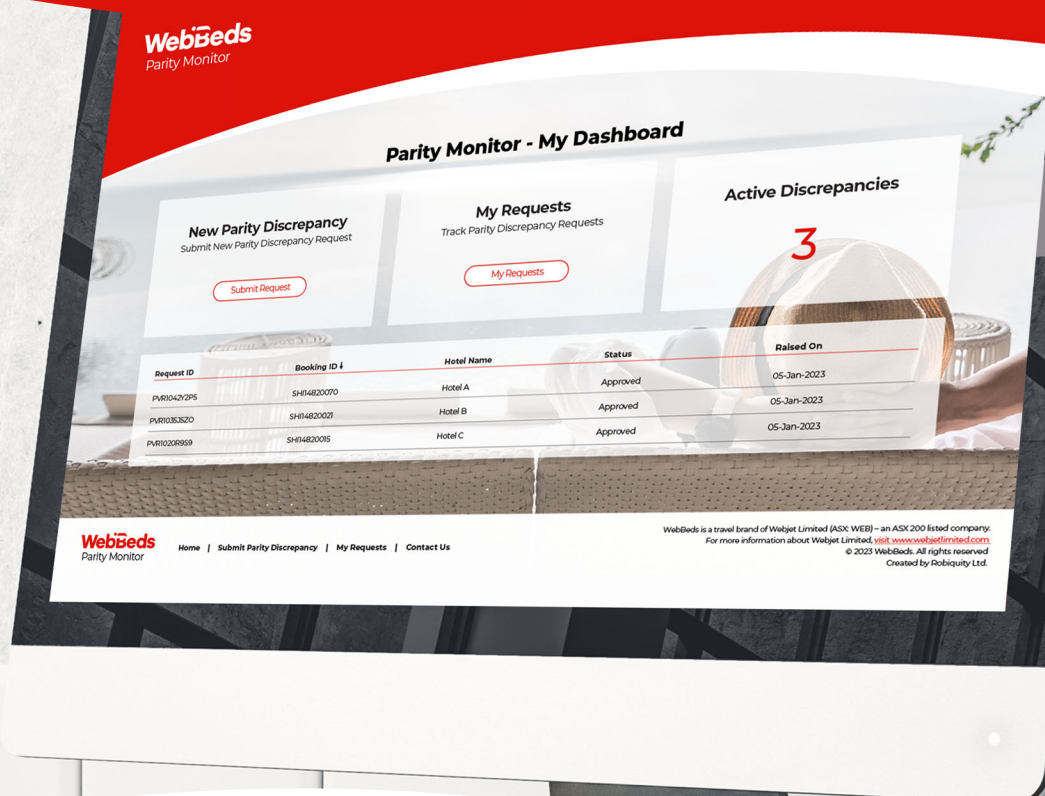
### Enforcing Minimum Selling Price

With our buyers across all sales channels



### Tracing Opaque Rates

Throughout the entire distribution journey



## Parity Monitor - Next Steps.

Visit the Parity Monitor overview page via the QR code, or at [www.webbeds.com/explore-tech/paritymonitor](http://www.webbeds.com/explore-tech/paritymonitor) for:

- **Features & benefits** summary.
- **Video demo** of the online tool.
- **Registration for access** for hotels to request access and begin using.