



Diversity Travel will  
match any lower-priced,  
like for like quote

# Price Match Guidance



## Notification

Please contact us via telephone, during customer service opening hours. The lower rate must be available for booking with ourselves, other website or agent at the time you contact us. Please send a copy of the screenshot or quote, so that the agent can review immediately in real time.



## Must be “Like for like” Comparison

The lower price is available for exact itinerary matches, including but not limited to;

- Dates and times of travel or service
- Flight number/s • Cabin class • Marketing Carrier

As an example, a Humanitarian fare cannot be matched vs a published fare as the conditions on the ticket differ and provide added client value. The price-match applies only to the cost of booked travel, as presented in the Diversity confirmation email, **without including fees.**



## Exclusions

The fare must link to agency licensed by IATA in the same country that you are buying from. (i.e. USA, ex USA flights).

This does not include rates offered on membership program websites, corporate discounts or rates; group, charter, rewards programme, incentive, meeting, convention, consolidator; prices available only by using a coupon or other promotion not offered to the general public and flights that are booked in conjunction with ground arrangements offered as a tour package.

This does not apply to the following airlines:

- All low-cost carriers • All Lufthansa Group carriers

All price-matching vs. **NON TMC** excludes the Diversity Travel booking fee.

## Where do the DT fares come from?

- We draw our content from a number of different sources and suppliers to ensure we have a wide spread of prices.
- The main channel used is the Global Distribution System (GDS). This system has been around for a long time and has its restrictions, however, it's the main system airlines and accommodation providers upload all their content to.
- We also have various APIs (Application Programme Interface) and direct links with the likes of Travelodge, Premier Inn etc as well as the other 'bed banks'. You may notice the same property at a different price, this is coming from different suppliers, but does ensure you're getting the widest possible range of available hotels to book.
- We work on a commission basis from suppliers.

## Airline & Hotel Pricing models:

- Both carriers and accommodation providers work on an availability model. Meaning the less product (seat/rooms) available, the higher the price.
- As availability fluctuates minute by minute, so will the rates/fares; this is especially prevalent post covid, as suppliers try to recoup the billions they've lost through 2+ years of inactivity. You may be sitting next to someone on a flight, and they may have paid £100 more due to conditions and availability.
- Suppliers such as Booking.com, Bedsonline and other wholesalers also have APIs which sit behind their content, meaning the accuracy of the content depends not only on our connection with the supplier but the connections of that supplier with the individual accommodation providers (chains, individual properties). These supplier's APIs need updating, but the accommodation providers simply don't have the capital to invest in this area currently.
- Greater flexibility will generally mean a higher price too.

## Why are some rates not the same?

- Some suppliers, both airlines and hotels, try to avoid distribution fees associated with the likes of the GDS (mentioned above) so will offer exclusive content they don't offer to 3rd party suppliers (like Travel Management Companies)
- Most suppliers will retain the last few rooms/seats to be sold at a premium directly on their booking channels, so occasionally we may not show availability, but the supplier's website may. We work to ensure we have 'last room availability' with hotel chains, however this is not always possible.
- If you were to book these fares/rates directly with the supplier yourself, this does mean that the credit card used to confirm will be required at check in, which does cause issues, such as:
  - Our payment is a virtual card and won't be available for travellers to produce on check-in should we contact the hotel directly and book on your behalf.
  - If you use a department credit card, then this will be required on check in
  - There will be credit card fees when booking flights especially, which usually comes to around 2-3% of the fare, depending on the type of credit card used to book.



## Why can't we match some fares/rates?

There are so many different variables for air fares these days, as the more traditional carriers attempt to strip back fares to keep in competition with the low cost carriers (Easy Jet, Ryan Air etc) it can be a challenge to ensure any comparisons are completely the same, this can include slight changes to:

- Baggage allowance
- Flexibility of ticket (cancellation and amendment policy)
- Class of travel...there are over 30 classes on any aircraft, not just First, Business & Economy
- The likes of Skyscanner, Kayak etc are just aggregator sites, so you can't actually book anything through them until they redirect you to the supplier's website. These sites will give a 'lead price' based on the average of the past few tickets sold on that flight, this is both unreliable and inaccurate.

## When can/can't we price match?



















Will Price Match	Won't Price Match
Exact same terms, flexibility, baggage, times dates, flight number	Any screen shots taken from aggregator sites i.e. Kyak, Skyscanner and without time/date stamps.
Screen shot must be very final screen including credit card charges and other hidden fees	Low Cost Carriers & Lufthansa Group
UK based IATA registered agency	



## Why don't DT price match Hotels?

Some background on the distribution model/method:

- Hotels distribute their inventory through a high number of different channels, unlike airlines who generally stick to their own website and the GDS (Global Distribution System)
- The only similarity to airline distribution models is the cheapest way to sell their content is via their own website, thus maximising their revenue.
- Accommodation providers have to pay a distribution fee, anywhere between 8% and 15%, this includes the likes of Booking.com, Hotels.com, wholesalers etc
- Each distributor (Booking.com, Hotels.com et al) has a certain allocation of rooms, so once the allocation reduces the price goes up.
- Revenue Management for hotels is a constantly moving and a very important part of the distribution, so they can maximise revenue for each room sold.
- If a hotel has a large late cancellation or high volume of 'distressed inventory' then they may well slash the price in order to sell the rooms, these reductions may not be passed onto distributors though.

HOTEL	RACK RATE £200	BOOKING CHANNEL			
		HOTEL DIRECT CALL OR WEBSITE	WALK IN	GDS, CORPORATE/ NEGOTIATED RATES	OTAs ONLINE TRAVEL AGENTS
	Occupancy: 90% Rate: £200				
	Occupancy: 75% Rate: £120				
	Occupancy: 50% Rate: £100				
	Occupancy: 25% Rate: £80				

- Hotel revenue managers will turn off availability for certain distributors the closer they get to maximum capacity of a property; this is illustrated in the above table.
- In summary, due to the above complexities and sheer volumes of different prices in the market, then it's almost impossible to match hotel prices. However, our content consists of a significant number and spread of suppliers and distributors, covering millions of accommodation providers globally, including:
  - Expedia
  - Hotels.com
  - Telda (wholesaler)
  - GDS

Occasionally you will see the same hotel with 2 different prices in our online booking tools, so you can rest assured that we offer the most comprehensive volume of options.

## Why don't DT price match Rail?

Similar to hotels, the cheapest way to distribute tickets is via the rail operators own website, so they will often keep exclusive content for this method.

DT use a direct connection with Trainline, meaning that if there are discounts available then this distribution channel is the most likely to be offered these fares, as the most popular and widely used partner for Train Operators