

COMPLAINT NUMBER	17/238
COMPLAINANT	S Daneshmandi
ADVERTISER	Accor Hotels
ADVERTISEMENT	Accor Hotels, Digital Marketing
DATE OF MEETING	5 October 2017
OUTCOME	Resolved

Advertisement: The Accor Hotels website, www.accorhotels.com, promotes a best price guarantee policy which states “If you find cheaper elsewhere Accor Hotels will match the rate and add a 10% discount.”

The Chair ruled the complaint was Resolved.

Complainant, S Daneshmandi, said: Accor hotels strongly promotes its best price guarantee throughout their website both prior to and when making hotel bookings. It appears to be a stand out feature which they pride themselves in. ...

My first experience was first rejected as the room on the competing website was listed as a double room, on the grounds that they had a king size bed room. I tried explaining that a double room means a room designed to accommodate 2 adults as per standard hotel terminology which they eventually accepted after much trouble (most people would have given up), however they still declined the best price guarantee as amoma.com is on their blacklist for wrong rates (which I assume is their term for cheaper rates).

If there is such a thing as a 'black list' for sites which accor does not accept best price guarantees for, would it not be in the consumer's interest that these sites are visible and listed in the terms and conditions before engaging in a binding non-refundable contractual agreement (especially for reputable competitors such as amoma.com which tripadvisor engages with).

As a consumer I am left several hundred dollars out of pocket, but feels this is more an issue of principle and fear many more consumers will suffer loss in the future. I have raised my concerns with their customer service representative but have not received a response for several weeks. Reading through online forums, many others have had similar experiences. As a platinum member of their group I find it appalling that they can go on advertising their best price guarantee if they have no intention of upholding it.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2.

The Chair noted the Complainant's concern that the Advertiser quoted a best price guarantee policy on their website, but when making a booking this policy had not been honoured, making the advertisement misleading to consumers.

The Chair noted the Complainant's concern regarding the best price guarantee and their difficulties in getting a response from the Advertiser. The Secretariat confirmed the Advertiser and Complainant had been in direct contact and the matters raised in the complaint had been addressed.

Noting the self-regulatory actions taken by the Advertiser in discussions with the Complainant to remedy their concerns and reach an acceptable outcome, the Chair said it would serve no further purpose to place the matter before the Complaints Board and ruled the matter was resolved.

Chair's Ruling: Complaint **Resolved**