



THE GHOST RATE

Rate parity forces your direct price to match the OTA. In a dead-heat price tie, the household brand wins the click and your page starves for the engagement signals that help you rank.

\$249

Same **\$249** on both listings. When price is equal, the traveller clicks **the name they know** and you lose a data point, not just a booking.

5 LEGAL WAYS TO WIN THE TIE

Compete on the package, not the number



Biggest opening

Member-only / closed-user-group rate



Legal escape hatch

Own your branded search outright



High

Reclaim destination + long-tail queries



Medium

Make the AI layer understand you



Compounding

Parity is a margin problem. The bigger half is a signal problem.

You pay 15 to 25 percent commission on the booking you make. The invisible cost is the clicks you never won, which thins the behavioral evidence Google and AI use to rank and recommend you.