



JUNK FEES UNMASKED

Resort fees were never banned. Hiding them was. The FTC Junk Fees Rule and California SB 478 force the headline price to be the all-in price, taxes aside.

\$95/day

Regulators found mandatory hotel fees as high as \$95 a day **hidden from the headline price** - a trick all-in pricing now **collapses**.

MANDATORY FEES REGULATORS WENT AFTER (PER NIGHT)

Marriott - DC AG suit
(2019)



\$9-\$95

Hilton - Nebraska AG suit
(2019)



\$15-\$45

FTC worked example
(resort fee)



\$39

Honest independent - no
junk fee



\$0

The law just forced your dishonest competitors to stop doing the thing that was beating you.

For years, chains advertised a fake-low rate, won the price sort, then bolted on a mandatory fee. All-in pricing deletes that arbitrage. If your rate is already the real price, say "no hidden fees" loudly - it converts.