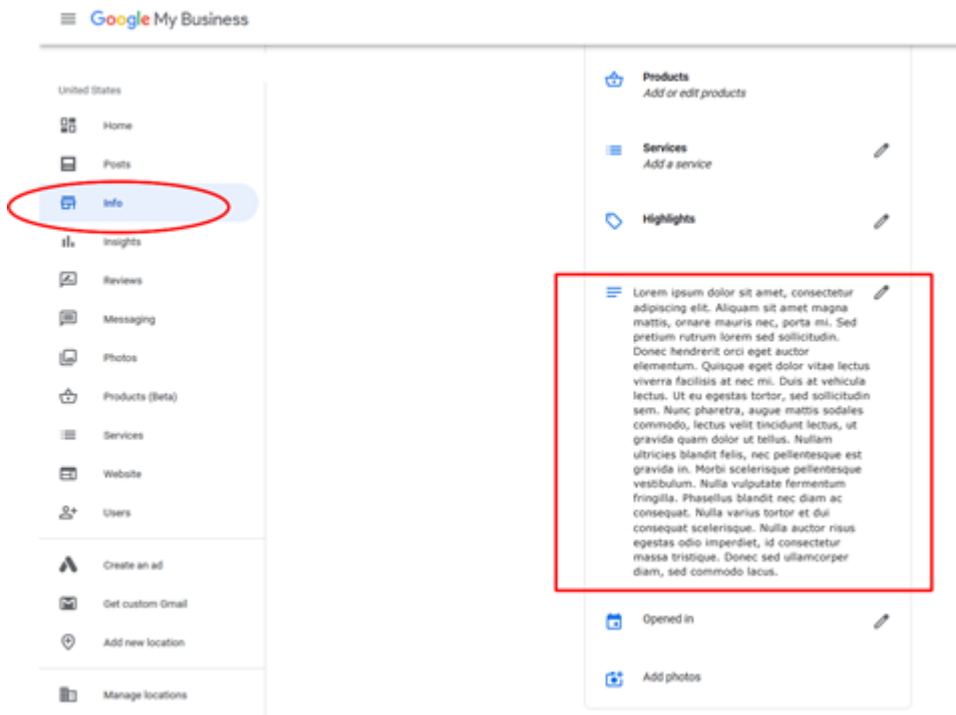


Section 1: Google My Business Listings for Lodging Properties

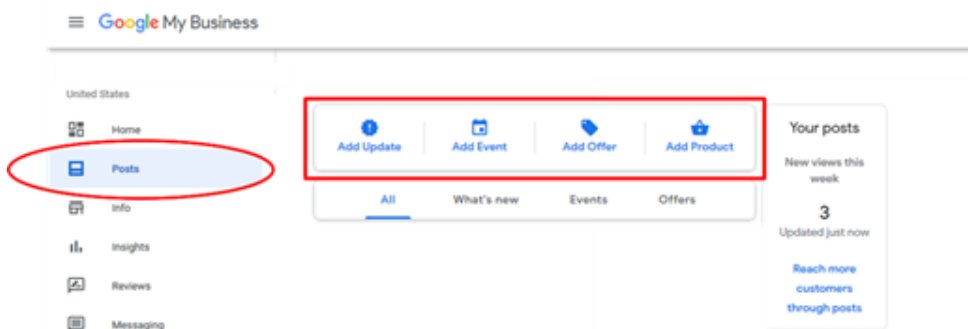
Part 1: Business Description Access



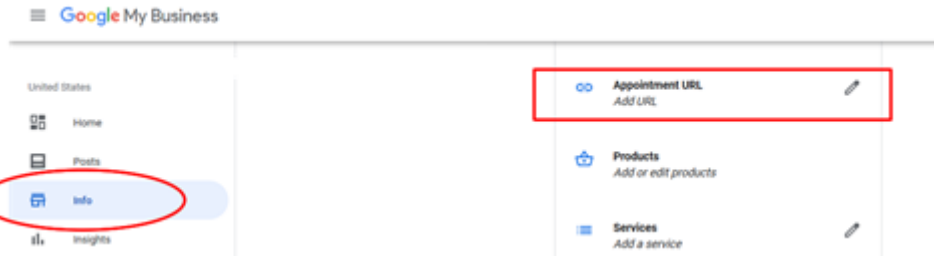
Lodging properties are prohibited from controlling their business description. Such control is afforded to businesses such as doctors, lawyers and plumbers. As such, consumers rely on Google’s information and not that of the actual business owner.

Part 2: ‘Posts’ Feature Access

Lodging properties are prohibited from accessing the Posts feature. Other businesses such as doctors, plumbers and lawyers utilized this area to communicate important business updates. As such, consumers are prevented from accessing information about travel businesses in the same timely and accurate manner – directly from the business.

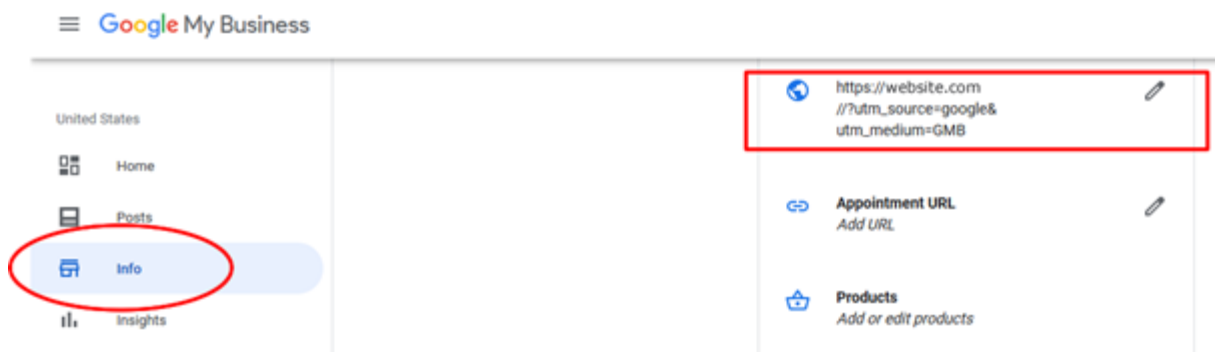


Part 3: Appointment URL Access



Lodging Properties are prohibited from accessing the Appointment URL link field. Other businesses such as doctors, plumbers and lawyers utilized this area to allow consumers to directly book appointments. As such, consumers are prevented from accessing travel businesses directly in the same timely and accurate manner.

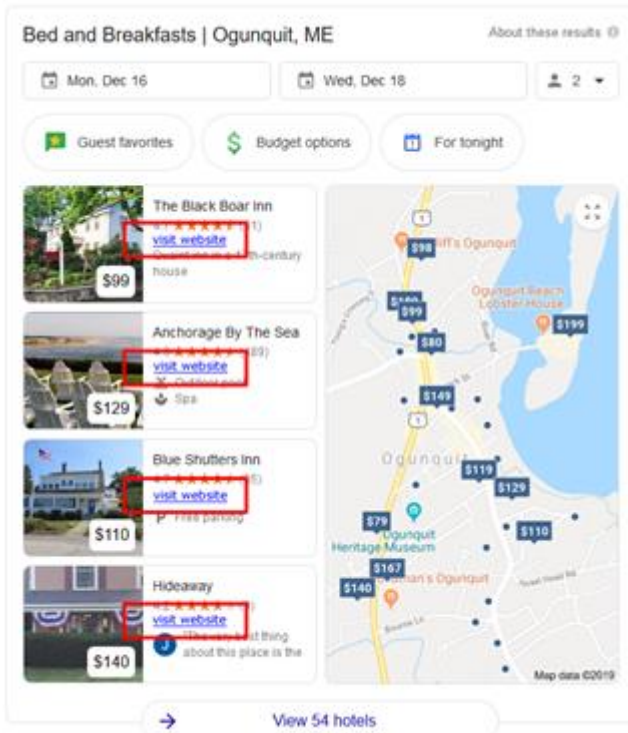
Part 4: UTM Tracking Code Access and Random Removal



UTM tracking codes allow a business to differentiate organic search from the Google My Business listing traffic, informing a business of how a consumer found them online. This is important in evaluating where to invest marketing dollars. There are concerns ranging from the inability to enter such a code to the random disappearance of the code. When the code is not in place and/or removed, the innkeeper is unable to have the same access to tracking data that other online sources are subjected to. This creates a lack of transparency into where and with whom an independent hoteliers should invest their time and dollars with to reach the consumer and the marketplace.

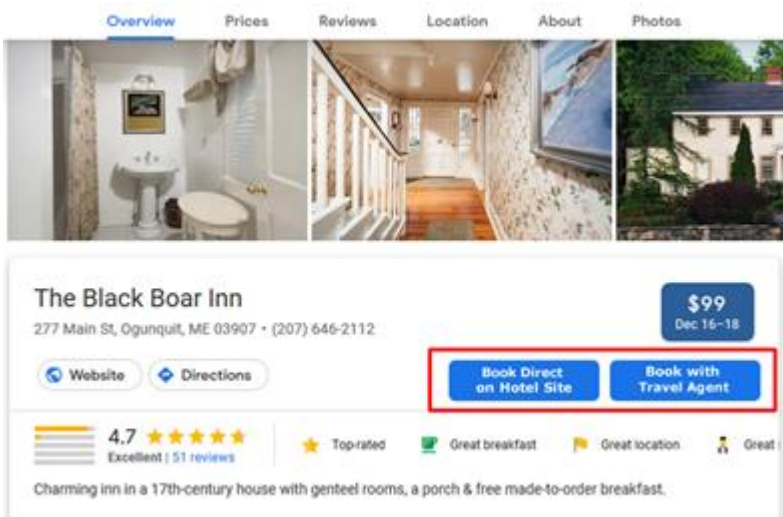
Section 2: Google.com/Travel Display on Desktop

Part 1: Visit Website Link



Google has removed the previously available consumer access to the 'Visit Website' link and the ability to directly reach the site of the business that they choose. Above is a proposed display to return the visit website link.

Part 2: Address 'Book A Room' Misdirection Experienced by the Consumer

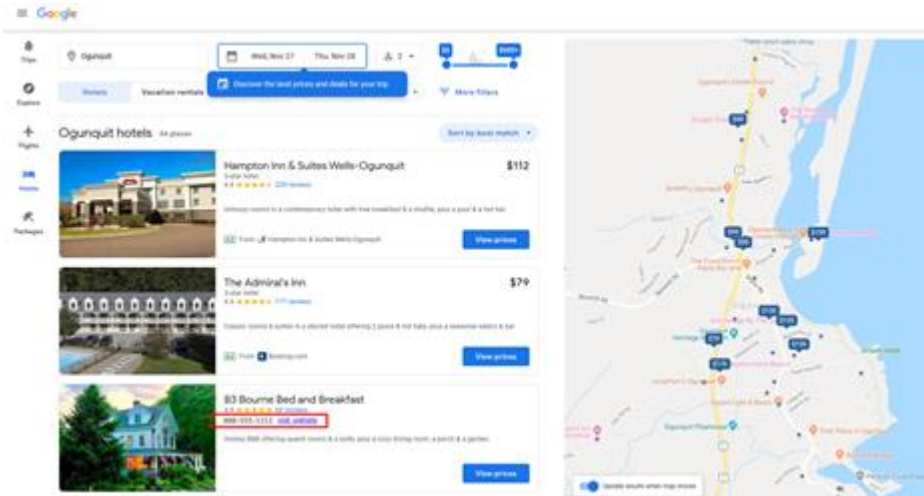


The Book a Room language on the Google.com/Travel Overview page does not disclose where the button leads the consumer. The lack of transparency has resulted in over 70% of consumers being unaware of what company

that they are booking with. This has resulted in marketplace confusion and online booking scams. Above is a proposed button display to alleviate this confusion.

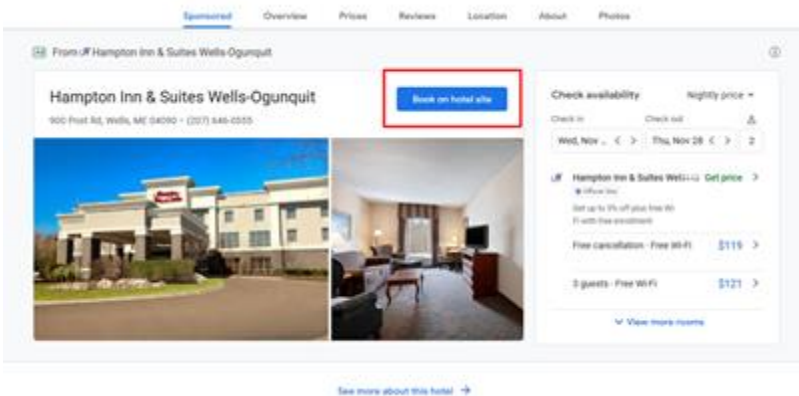
<https://acorn-is.com/blog/2018/11/70-of-your-customers-think-they-are-booking-direct-when-they-are-not-and-we-have-the-proof.html>

Part 3: Restore Phone Number for the Consumer



The removal of the Phone Number from the Google.com/Travel Overview page removes this information from the consumer. The lack of access has resulted in consumers being unable to access direct phone numbers. This has resulted in marketplace confusion and the consumer unable to tell who they are calling. Above is a proposed display to return the phone number.

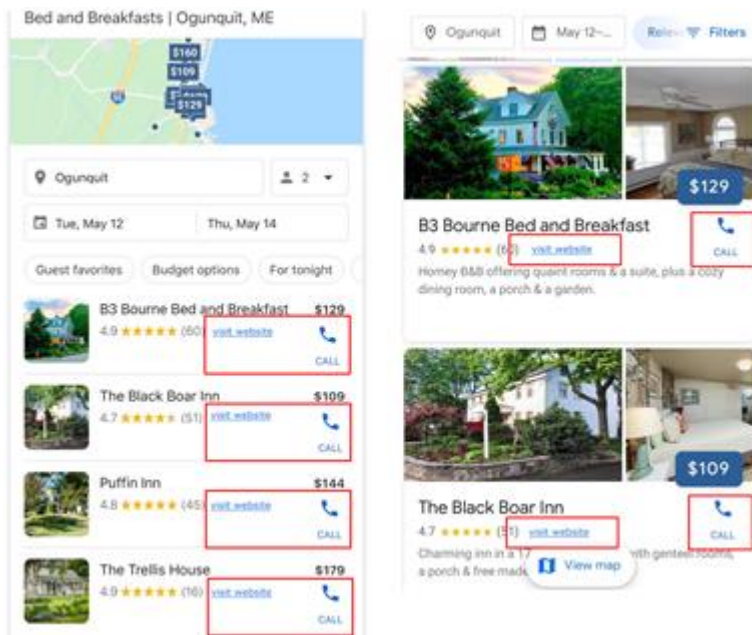
Part 4: Equal Access to 'Book on Hotel Site'



The 'Book on Hotel Site' button on the sponsored page prohibits independent hoteliers who cannot afford to enlist a Google Partner and are not advertising via Google Hotel Ads. This limited consumer choice by preventing access.

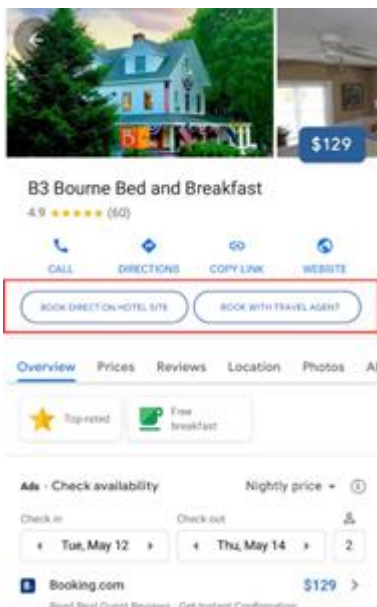
Section 3: Google.com/Travel Display on Mobile

Part 1: 'Visit Website' and Call Icon Access for the Consumer



Google has removed the consumer access to the 'Visit Website' link and phone access. The ability to directly call all and/or reach the site of the business that the consumer chooses in inhibited, unlike other Maps categories (Lawyer, Plumber, Doctor, etc.) Above is a proposed display to return the visit website link and phone access.

Part 2: Address 'Book A Room' Misdirection Experienced by the Consumer



The Book a Room language on the Google.com/Travel Overview mobile layout does not disclose where the button leads the consumer. The lack of transparency has resulted in over 70% of consumers being unaware of what

company that they are booking with. This has resulted in marketplace confusion and online booking scams. Above is a proposed button display to alleviate this confusion.

<https://acorn-is.com/blog/2018/11/70-of-your-customers-think-they-are-booking-direct-when-they-are-not-and-we-have-the-proof.html>

Section 3: Clarify Availability Language for the Consumer

On both Desktop and Mobile layouts, the lack of transparency and accessibility for the consumer creates market confusion. Google can rectify much of this confusion by adjusting the availability language as noted in the image below and providing direct links to the property Website and Booking Software.

