



## tripBoomerang vs Online Public Travel Sites

<b>\$100</b>	Hotels offer their rooms to 3 <sup>rd</sup> parties (online travel sites, not consumers) at a "wholesale rate", much like any other product sold.
<b>+ \$50</b>	Online Travel Sites resell the hotel rooms at their "retail rate", so they can make a profit for marketing the rooms.
<b>= \$150</b>	Consumers pay retail rate, usually much more than the wholesale rate.

<b>\$150</b>	<b>tripBoomerang</b> sells hotel rooms at the same or cheaper retail rate than Online Travel Sites.
<b>- \$50</b>	<b>tripBoomerang Travel Cash eCodes</b> allow the user to buy down the cost of the "retail rate", depending on the amount of travel cash in their account. The maximum discount that can be applied is the difference between the "wholesale rate" and the "retail rate" and the amount in the user's account.
<b>\$100</b>	Users save up to 80% off retail pricing. Average dollar savings per night per room: \$45