

Pricing: Check your price accuracy and coverage

In the “Accuracy” tab, you can review your [price accuracy](#) report, which includes your price accuracy score, recent trends in your score, and the most recent itineraries evaluated by Google from your Hotel Price Feed. Use this report to help ensure adherence to Google's [Price Accuracy Policy](#) and [Taxes and Fees Policy](#) or determine potential sources of price discrepancies.

To view your price accuracy score:

1. Sign in to your [Hotel Center account](#).
2. Select **Prices** from the navigation menu on the left.
3. Click the **Accuracy** tab.

How your price accuracy score is calculated

To determine your price accuracy score, Google compares the price you provided to Google with what the user actually ended up viewing on your website. Specifically, Google takes a subset of your [Hotel Price Feed](#) data and compares the base rates, as well as taxes and fees for a given hotel or [itinerary](#) that you supplied to Google (known as feed or cached values) to what Google fetched (or scraped) from your website.

If the feed value is different than the retrieved value (especially if the retrieved price is higher than the feed price), Google may flag this as a [Price Accuracy Policy](#) violation, suspend the hotel, and lower your price accuracy score. [Learn how to report and resolve price violations](#)

Because your price accuracy score is based on only a subset of your Hotel Price Feed, use this report to detect patterns that might result in price accuracy issues. Do not use the price accuracy report as a comprehensive list of prices.

Understanding your price accuracy report

[\[- \] Your current and predicted score](#)

Your price accuracy score is displayed at the top of the page.

- **Price accuracy score:** Your current average score that will be used in the bidding auction.
- **Predicted price accuracy score:** Your estimated future score based on trends from your most recent price updates.

Possible values for your score:

- Excellent
 - Good
 - Poor
 - At-risk
 - Failed
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[\[-\] Trend graphs](#)

The center of the "Accuracy" page displays recent trend graphs for your price accuracy score and mismatch reasons.

- **Price accuracy score chart:** Shows the trend for your average score over the last 30 days.
- **Price mismatch reasons chart:** Shows the most common mismatch reasons over the last 7 days.

Possible values for mismatch reason:

- Delayed matches
 - Delayed and inconsistent amounts
 - Room not available
 - Taxes + fees missing
 - Other
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[\[-\] Recent price samples](#)

The table at the bottom of the page shows the most recent itineraries evaluated by Google. You can also filter the view by columns and download the sample data as CSV.

Column name	Description
Hotel ID	The unique ID for the hotel that you use in your Hotel List Feed .
Check in	The first day of the itinerary, in YYYY-MM-DD format.
Nights	The number of days for the itinerary.
Report Date	The date your price accuracy was evaluated by Google.
Date (retrieved)	The date and time that Google fetched the price from your website.
Total (retrieved)	The total fetched price. The value is given in "Currency (retrieved)".
Base rate (retrieved)	The price per night of the given itinerary that Google fetched directly from your website.
Taxes + fees (retrieved)	The total amount of taxes and fees that Google fetched from your site for the given itinerary. Google compares this value to the feed taxes and fees to determine if your taxes and fees are accurately displayed in Hotel Center as compared to on your website.
Currency (retrieved)	A three-letter currency code representing the currency that the retrieved price and taxes and fees are given in.
Date (feed)	The date and time that Google received and stored the feed price from your Hotel Price Feed .
Total (feed)	The total feed price. The value is given in "Currency (feed)".

Base rate (feed)	The price per night of the given itinerary that you supplied to Google in your Hotel Price Feed . Google compares this value to the fetched price to determine if your prices are accurately displayed in Hotel Center as compared to on your website.
Taxes + feed (feed)	The total amount of taxes and fees that Google has for the given itinerary. Google gets this value from its data cache, which contains the taxes and fees that you supplied with your Hotel Price Feed.
Currency (feed)	A three-letter currency code representing the currency that the feed price and taxes and fees are given in.
Price freshness	"Date (retrieved)" minus "Date (feed)", in hours.
Advance booking window	"Date (retrieved)" minus "Check in", in days.
Total price deviation	The difference between the feed price and taxes and fees and the scraped price and taxes and fees. A positive percent indicates the total scraped price is greater than the total feed price.
Base price deviation	The difference between feed price and scraped price. A positive percentage indicates the scraped price is greater than the feed price.
Taxes and fees deviation	The difference between the feed taxes and fees and the scraped taxes and fees. A positive percent indicates the scraped taxes and fees value is greater than the total feed taxes and fees value.
Method	Shows how non-feed prices were retrieved.
Price match	Shows whether the retrieved price matches the fetch price.
Rate rule ID	The defined rate rule id for fenced rates from your rate rule definition file .
Hotel country	Indicates the country where the hotel is located.
Device type	The end-user's device type.
Affects score	Whether or not the price accuracy check impacted your overall score.
Landing page	The landing page (formerly point of sale) url that was accessed for this booking.
Final domain	The retrieved domain of your final booking page .

Price coverage

The "Coverage" tab shows your coverage of cached prices across all supported hotel-itinerary combinations for each of your matched hotel's check-in dates and lengths of stay. This report, updated daily, currently supports up to 330 days of your advance booking window and up to 30 days for the length of stay.

To view your price coverage report:

1. Sign in to your [Hotel Center account](#).
2. Select **Prices** from the navigation menu on the left.
3. Click the **Coverage** tab.

Cached price coverage

The cache price coverage report shows a percentage value that indicates your coverage of cached prices across hotel-itinerary combinations for your advertised hotel's check-in dates and lengths of stay from 0 to 330 days in advance and 1 to 30 nights long. The report displays the following columns:

- **Advance booking window:** The number of days in advance the end-user wants to book the hotel. The rows are grouped by 30-day spans. The maximum number of advance days is 330. It is calculated based on the date in the hotel's time zone when the request is made.
- **Length of stay:** The number of nights the end-user has selected to stay for. The columns are group by 7-day spans. The maximum number of nights is 30.

You can sort by the "Advance booking window" and the 4 lengths of stay in ascending or descending order by clicking the header of each column.

Clicking on each value within the table will display a more detailed graph within additional data points.