

Secret Hotels

The screenshot shows a travel agency's website interface for a secret hotel. At the top left is a small image of a modern bedroom labeled "UNIQUE". To its right is a star rating icon followed by the text "Hot Rate! 4-star Hotel". Below this is the location "in Hong Kong (Central & Western) area" and a distance indicator "0.5 miles from search". A green rating box shows "4.0/5 Very good! (1999 Expedia reviews)". To the right is a price box with "\$120 per night" and a total price of "\$148 total". Below the rating are icons for "Free WiFi", "Includes", and "View all amenities". A "What hotel will I get?" button is also present. At the bottom, there are tabs for "Hotel name", "Amenities", and "Location", with "Hotel name" being the active tab. A note below states: "Due to our incredibly low prices, we can only reveal the hotel name after you've booked." A section titled "Your hotel is guaranteed to be one of these:" lists three options with images, star ratings, and names: "Garden View Hong Kong" (4.0+), "Ramada Hong Kong Harbour ..." (3.0+), and "Hotel Jen Hong Kong" (4.0+). A footer at the bottom left says "Ratings powered by Expedia".

On some online travel agencies (e.g., Hotwire), you can find a cheap secret hotel at a lower price.

But Why?

Secret Hotels

Price checker

Save \$32 per night with this Hot Rate® Hotel!

 Hot Rate®

\$120

Retail Price

\$152

One some online travel agencies (e.g., Hotwire), you can find a cheap secret hotel at a lower price.

But Why?

Secret Flight



And you can even find flight “blind box”!

But Why?