

US Credit Czar David Howe Reports Priceline and Hotel Pennsylvania to Federal Government

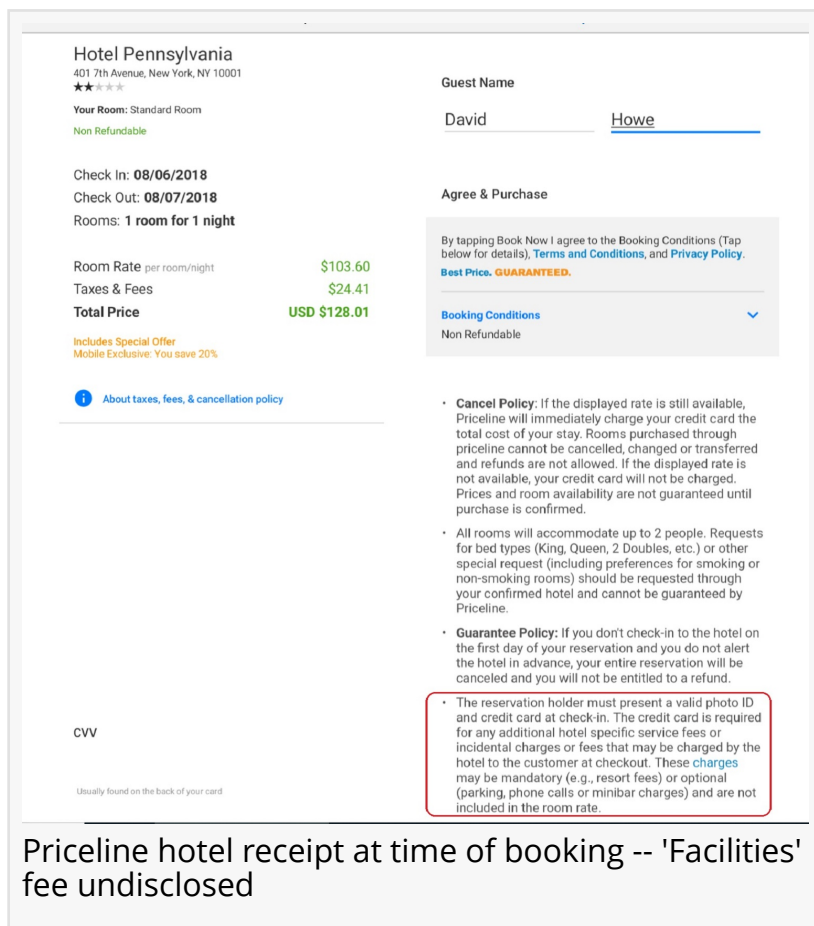
Federal UDAAP violation conspicuous at New York City landmark hotel following Priceline booking

NEW YORK, NEW YORK, UNITED STATES OF AMERICA, August 8, 2018 /EINPresswire.com/ -- [SubscriberWise](#), the nation's largest issuing CRA for the communications industry and the leading protector of children victimized by identity fraud, announced today the formal complaint (FTC #98676841) for an undisclosed daily 'Facilities Fee' of \$34.42 (taxes included) charged at check-out by the [Hotel Pennsylvania](#), 401 Seventh Ave at 33rd Street, New York, NY.

The undisclosed and predatory fee is considered by the United States Federal Trade Commission as an 'UDAAP' because it is patently 'unfair and deceptive' in nature when not conspicuously disclosed at the point of sale.

See UDAAP:

<https://www.cfpaguide.com/portalesource/Exam%20Manual%20v%202%20-%20UDAAP.pdf>



Hotel Pennsylvania
401 7th Avenue, New York, NY 10001
★★★☆☆

Your Room: Standard Room
Non Refundable

Check In: 08/06/2018
Check Out: 08/07/2018
Rooms: 1 room for 1 night

Room Rate per room/night \$103.60
Taxes & Fees \$24.41
Total Price USD \$128.01

Includes Special Offer
Mobile Exclusive: You save 20%

1 About taxes, fees, & cancellation policy

CVV

Usually found on the back of your card

Guest Name
David Howe

Agree & Purchase

By tapping Book Now I agree to the Booking Conditions (Tap below for details), [Terms and Conditions](#), and [Privacy Policy](#).
Best Price. GUARANTEED.

Booking Conditions
Non Refundable

- Cancel Policy:** If the displayed rate is still available, Priceline will immediately charge your credit card the total cost of your stay. Rooms purchased through priceline cannot be cancelled, changed or transferred and refunds are not allowed. If the displayed rate is not available, your credit card will not be charged. Prices and room availability are not guaranteed until purchase is confirmed.
- All rooms will accommodate up to 2 people. Requests for bed types (King, Queen, 2 Doubles, etc.) or other special request (including preferences for smoking or non-smoking rooms) should be requested through your confirmed hotel and cannot be guaranteed by Priceline.
- Guarantee Policy:** If you don't check-in to the hotel on the first day of your reservation and you do not alert the hotel in advance, your entire reservation will be canceled and you will not be entitled to a refund.
- The reservation holder must present a valid photo ID and credit card at check-in. The credit card is required for any additional hotel specific service fees or incidental charges or fees that may be charged by the hotel to the customer at checkout. These charges may be mandatory (e.g., resort fees) or optional (parking, phone calls or minibar charges) and are not included in the room rate.

Priceline hotel receipt at time of booking -- 'Facilities' fee undisclosed

"It's remarkable that we live in a society that tolerates what I call 'sanctioned theft'," remarked [David Howe](#), USA Credit Czar, America's child identity

“

I sincerely hope one day consumers will wise up to the harms of deregulation. I sincerely hope one day consumers will respond to these predatory practices with a unified voice at the ballot box.”

US Credit Czar David Howe

guardian, and founder of [SubscriberWise](#). “The idea that the Hotel Pennsylvania, and hotels anywhere in the USA for that matter, can so brazenly misrepresent the price of a room is an outrage in a world where computer technology could easily itemize these otherwise hidden and predatory fees.

“But concealing the full price is exactly – and literally – what the hotel industry is banking on,” conceded Howe.

“In other words, there’s simply no reason that US and state regulators turn a blind eye to these unfair and deceptive

practices. The notion that a 3rd party offering a hotel property to its members is somehow unable to disclose a complete and accurate accounting of daily mandatory hotels fees is wholly ridiculous.

"As for Priceline's role in these predatory money schemes, it appears that the organization is not directly responsible when the hotel fails to display the true cost of a room. However, it's my strong position that Priceline -- and other 3rd-party aggregators -- should immediately and permanently remove any hotel from its list of published properties if the fees are not fully and conspicuously itemized.

Related Washington Post Story:

https://www.washingtonpost.com/lifestyle/travel/hotel-resort-fees-hidden-charges-bemoaned-by-travelers-are-climbing-higher-than-ever/2017/07/20/a56256d0-68b1-11e7-a1d7-9a32c91c6f40_story.html?noredirect=on&utm_term=.f6b1b1752fae

NEW YORK'S
**HOTEL
PENNSYLVANIA**

David Howe

Room : 00429
Cashier :
Page : 1 of 1
Date : 08/07/18
Folio # :
Confirmation # : 9118228
TA Reference # :

INFORMATION INVOICE
Arrival : 08/06/18
Departure : 08/07/18

Date	Text	Charges USD	Credits USD
08/06/18	Facilities Fee	30.00	
08/06/18	Facilities Fee Sales Tax	2.66	
08/06/18	Facilities Fee City Tax	1.76	
08/07/18	Visa 410063XXXXXX0752 01/20		34.42
	Total	34.42	34.42
	Balance	0.00	USD

Undisclosed 'Facilities' fee added at departure - Federal UDAAP

"For the record, I spoke with 'Dave' in the accounting department at the Hotel Pennsylvania today. I also spoke to 'Iris' at Priceline. Each told me the same thing. They both said I'd need to dispute with the other party. And I did exactly that and accomplished nothing but excuses for this obvious predatory practice of deceiving consumers.

"The only advice that was consistent from each: READ THE FINE PRINT," Howe quipped.

"In fact, Dave told me it was my responsibility to read the fine print," continued Howe. "Iris justified the fee by reading Priceline's fine print, which was apparently contained on the final booking page -- where, of course, the actual fee and total amount was not: 'Hotel charges may be mandatory (e.g., resort fees) or optional (parking, phone calls or minibar charges) and are not included in the room rate'. My question to both: 'What if the fee happened to be \$500.00 or \$5000.00 per day! Shouldn't a customer know this information...?'

"Apparently, since neither could answer my question, it's okay if the heist is something more modest, for example \$50.00 or less," Howe added. "My guess is once the hidden fee reaches the \$100.00 mark, then consumers -- and no doubt complicit lawmakers -- will finally demand an end to this shameful business scam.

"Yes, it's just another way that consumers are fleeced by dishonest and predatory businesses engaged in 'DRIP' pricing and federal 'UDAAP' violations," the Credit Czar concluded. "I sincerely hope one day consumers will wise up to the harms of deregulation. I sincerely hope one day consumers will respond to these predatory practices with a unified voice at the ballot box."

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