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Hotel guide to more secure online bookings.

When you accept bookings online, you can open your business up to distinct risks and fraud challenges. While we work hard to help keep your online transactions more secure, there are some things you can do to help detect and deter fraud.

5 higher fraud risk bookings.
Carefully check bookings with the following characteristics.

1. **Same day or short timeframe check-ins** less than 4 days from the booking date.
2. **Third-party bookings** where the PayPal account holder or cardholder is not one of the travelling individuals.
3. Bookings from **high risk countries of origin**.
4. **Large-value bookings**.
5. Bookings from **free or suspicious email addresses**, or where the IP and billing addresses don't match.

Fraud prevention tips.

Set minimum timeframes
Establish a minimum timeframe from the date of booking to the date of check-in to give yourself enough time to verify bookings.

Retain booking details
Gather booking information and maintain a database that includes key details, including name, email address, IP address, phone number, transaction amount and time. Consider maintaining a 'positive list' (frequent visitors with no fraud history) and a 'blacklist' (previously identified fraudulent transactions and prior fraud-related chargebacks) to facilitate future identification.

Verify bookings
Verify incoming bookings against your list manually, or use an automated system to flag suspicious transactions for further review. Note, if you're collecting and retaining information about your customers, you'll need to comply with all applicable data protection and privacy laws.

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Confirm details

If a booking appears suspicious, contact the customer by phone or email to verify information. Be cautious if the phone number is disconnected, incorrect or out of service. If a fraudulent booking has
taken place you'll usually be unable to contact the customer. If you're still unsure about a booking, ask the customer to send a copy of their passport to verify his or her identity.