



## **Resort fee transparency: How framing and mental budgeting influence consumer decision-making**

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### **Abstract**

*This research examines how resort fees influence hotel booking intentions, considering factors such as framing, price transparency, and mental budgeting under both optional and mandatory pricing models. A factorial design was employed to evaluate how these factors influenced decision-making among 320 participants. Findings demonstrated that subtractive framing led to the greatest likelihood of booking. This research aids stakeholders in the development of effective pricing strategies, especially as resort fees must now be disclosed. Moreover, the findings enhance our understanding of hospitality consumer behavior by analyzing the psychological mechanisms behind framing effects and their influencing conditions. Practical insights include interventions that encourage predictable booking behaviors for hotels with resort fees.*

**Keywords:** *Pricing strategies, framing, prospect theory, rate transparency, mental accounting*