

Best Price Guarantee

We work really hard to make sure any genuine like-for-like booking is not available anywhere else at a lower price.

We guarantee to match any cheaper price you find as long as the cheaper price is:

- Genuine.
- Bookable on-line when you report it to us and we check it.
- Available and viewable by members of the public.
- The cheaper price is for the same service (apples vs apples) e.g. It's the...
 - Same place e.g. not an out-of-town alternative offered by the same group
 - Same room type e.g. not standard vs. luxury
 - Same dates e.g. not weekends vs. week days
 - Same service e.g. breakfast included, cancellation policy, late check-in / check-out
 - Same number of guests e.g. not 2 adults vs 1 adult and 1 child

Our best price guarantee does not apply (because we think it's not fair) if:

- You book on a website that doesn't reveal which accommodation you'll be staying at until after you've booked.
- You're comparing a special offer that has limits when it can be used e.g. certain off-peak dates or multi-night bookings.
- You booking through, or in combination with:
 - Some form of membership rates, frequent stays or loyalty points (like using Tesco Rewards, group rates, corporate rates or delegate / conference rates).
 - Other 'reward' type programmes or special promotions available through the accommodation provider (these usually require multiple purchases, have limited availability or have special conditions attached).
- The difference is due to currency exchange rates.

How to contact us for the guarantee

- Email us your booking confirmation within 24 hours of making the booking. Send to guarantee@iknow-uk.com.
- Send a link to the page on the alternative website showing the prices.
- We will investigate the information you send within 2 working days using the 'apples vs apples' comparison listed above.
- If the alternative price meets our 'apples vs apples' comparison we will refund the difference to you.