

6 of 32 booking flows add a fee that was not shown next to the first price.

We walked 34 Australian booking flows (tours, tickets, stays, transport) with one date and one traveller, from the search result to the last screen before payment. Here is what keeps coming up, with the screen it sits on and the rule behind it.

At a glance

- 34 booking flows walked, desktop, as a guest
- 6 findings worth a look, each seen in two or more flows
- 16 checks per flow from the Flowlane checklist

Walked 6 Oct 2026 · Version 1.0 · 7 Oct 2026

Key takeaways

- 6 of 32 booking flows: Booking, transaction or transfer fee not shown next to the first price.
- 3 of 34 booking flows: Condition behind a price or discount only one step deeper.
- No new screen needed: each of the 6 findings is a label, a line or the order of a step.

What we saw across 34 booking flows walked

Walked against the full Flowlane checklist for Australia (16 checks); shown: every finding seen in more than one flow, with the screen it sits on, the rule it touches and the usual size of a change. Counted once per flow; uncertain observations not counted. Each number counts only the flows in which that step could be checked.

WHAT WE SAW AND WHERE IT SITS	FLOWS	RULE	CHANGE
Booking, transaction or transfer fee not shown next to the first price Basket, booking summary, lower on the page	6 of 32	B · s 48A A booking, transaction or transfer fee charged on every booking is shown beside the first price, not later in the flow.	S Small
Refusing cookies takes more effort than accepting them Cookie banner on the first page	5 of 5	C · s 28B A cookie choice where refusing takes more effort than accepting can steer the customer; the choice is part of the decision environment.	M Medium
Also seen in two or three flows			
Condition behind a price or discount only one step deeper	3 of 34	C · s 28B	M Medium
Paid extra or prepayment selected before the customer chooses	2 of 34	C · s 28B	S Small
Member rate in large type, guest rate small or struck through	2 of 34	C · s 28B	M Medium
Newsletter box ticked in advance at the contact step	2 of 24	D · Spam Act s 16	S Small

S: a label or a line of text · M: layout or the order of a step · L: a new screen or route.

Three examples, written as categories

FEES

In one booking flow, a ticket of about \$77 became about \$80 in the basket: a transaction fee of about \$3, not shown next to the ticket price.

MEMBER RATES

In one booking flow, a room showed a member rate of about \$147 in large type, with the rate without membership, about \$167, small and struck through above it.

MARKETING

In one booking flow, the box to receive the newsletter was already ticked under the contact fields, before any details were entered.

What the rules ask

The Act received Royal Assent on 6 July 2026 and its rules apply from 1 July 2027; until then these are patterns that will need a look. The Spam Act rules on marketing consent already apply. Shown here: the rules this report touches.

B · s 48A

Fees and total price FROM 1 JULY 2027

A fee that applies to every transaction is shown beside the base price, at the same time, as prominently. Where the amount is not yet known, how it is calculated.

C · s 28B

General prohibition FROM 1 JULY 2027

No practice that manipulates or unreasonably distorts a decision: pressure that is not real, defaults that steer, obstacles to a choice the customer is entitled to make.

D · Spam Act s 16

Consent IN FORCE

Commercial emails and texts need consent; a pre-ticked box is not express consent.

Check your own flow in ten minutes

One question per finding. A "no" is worth a look; it is not a verdict.

	QUESTION	RULE	YOUR FLOW
1	Is every booking, transaction or transfer fee shown with its amount next to the first ticket, tour or room price?	B · s 48A	☐ yes ☐ no
2	Is a condition that sets the price, such as an end date or a non-refundable rate, readable where that price is shown?	C · s 28B	☐ yes ☐ no
3	Is every paid extra, and prepayment instead of paying later, left unselected until the customer chooses it?	C · s 28B	☐ yes ☐ no
4	Is the price a guest will pay shown as clearly as the member rate?	C · s 28B	☐ yes ☐ no
5	Can a visitor refuse optional cookies in one click, as easily as accepting them?	C · s 28B	☐ yes ☐ no
6	Is every newsletter or marketing box unticked until the customer ticks it?	D · Spam Act s 16	☐ yes ☐ no

Not observed in this benchmark

- Changes and cancellations after booking**

They sit behind a booking reference, which a guest walk-through does not create.
- Fees added at the payment screen**

Many flows asked for name and email before the payment screen, where our walk-through stops.
- Member and loyalty rates after login**

Rates and offers shown to logged-in members need an account, which a guest walk-through does not use.

Method and anonymity

Public flows, walked as a guest: Each flow was walked in a desktop browser set to the market's language, time zone and storefront, from the entry page to the last screen before payment or personal data. Cookie banners were read before the first click and spot-checked from the market; banners shown only to visitors from other countries were left out. Nothing was bought, no account was created, no personal data was submitted. **One screenshot per observation:** An observation counts only with a screenshot, the URL, the step number, the date and the exact wording on the screen. Uncertain observations are not counted. **Rule, not verdict:** Each pattern is matched to the provision it touches. It marks a screen worth a look, not a legal finding: whether a rule applies depends on facts a public walk cannot see. **Anonymous by design:** No company is named, quoted or identifiable. Examples are written as categories. The sample is drawn from the sector, not from clients, and no participant was told.

NEXT STEP

See where your flow sits. Twenty minutes, for you only.

Book a walkthrough: getflowlane.com/walkthrough

Or email the URL of your flow to tobias@getflowlane.com



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