

5 of 28 booking flows only let you finish the booking once you sign in or create an account.

We walked 36 UK booking flows (tickets, tours, 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

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

Walked 5 to 7 Oct 2026 · Version 1.0 · 7 Oct 2026

Key takeaways

- 5 of 28 booking flows: Sign-in or new account required to finish the booking.
- 4 of 36 booking flows: Donation or paid extra already added to the booking.
- 6 of 7 findings stay on the existing screen; 1 needs a new screen or route.

What we saw across 36 booking flows walked

Walked against the full Flowlane checklist for the United Kingdom (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
Sign-in or new account required to finish the booking Basket, contact details step	5 of 28	C · DMCC ss 226–228 An account the customer has to create before the checkout is an obstacle worth a look; a guest route keeps the booking open to everyone.	L Large
Donation or paid extra already added to the booking Ticket selection, basket	4 of 36	B · CCR reg 40 No additional payment without the customer's express consent; a donation or membership that is ticked in advance is not consent.	S Small
Refusing cookies takes more effort than accepting them Cookie banner on the first page	23 of 32	D · PECR reg 6 Refusing non-essential cookies is as easy as accepting them, on the same layer; advertising cookies wait for a clear yes.	M Medium
Also seen in two or three flows			
Booking or ticket delivery fee appears only after the first price	3 of 33	B · DMCC s 230	S Small
Member rate shown ahead of the price a guest pays	3 of 36	C · DMCC ss 226–228	M Medium
Reservation countdown that restarts when the page is reloaded	2 of 36	C · DMCC Sch 20 § 7	S Small
Marketing consent ticked or assumed at the email field	3 of 28	D · PECR reg 22	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, the calendar showed about £37 per person; a booking fee of about £4 appeared only after a time slot was picked.

ACCOUNTS

In one booking flow, the basket showed the full price, but the next step made a password mandatory, with no way to continue as a guest.

COOKIES

In one booking flow, the cookie banner offered only accept or manage; refusing took six clicks, accepting took one.

What the rules ask

The pricing and unfair-practice rules have applied since 6 April 2025. Shown here: the rules this report touches.

B · DMCC s 230

B · CCR reg 40

Fees and total price IN FORCE SINCE APRIL 2025
The total price, including every mandatory charge, in the headline price. No additional payment without the customer's express consent, so nothing pre-ticked.

C · DMCC Sch 20 § 7

C · DMCC ss 226–228

Banned and unfair practices IN FORCE SINCE APRIL 2025
No false urgency, no claims of limited availability that are not true, no omission of information the customer needs to decide.

D · PECR reg 6

D · PECR reg 22

Consent IN FORCE
Non-essential cookies and marketing messages wait for a clear yes; refusing is as easy as accepting.

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	Can a customer finish a booking as a guest, without signing in or setting a password?	C · DMCC ss 226–228	☐ yes ☐ no
2	Is every donation, membership and paid extra unticked until the customer chooses it?	B · CCR reg 40	☐ yes ☐ no
3	Is every booking or delivery fee part of the first price shown, or is its amount shown next to it?	B · DMCC s 230	☐ yes ☐ no
4	Is the guest price as clear as the member price wherever both are offered?	C · DMCC ss 226–228	☐ yes ☐ no
5	Does every reservation countdown keep running on reload and reflect a real hold?	C · DMCC Sch 20 § 7	☐ yes ☐ no
6	Is rejecting non-essential cookies one click on the first banner, with no ad trackers set before a choice?	D · PECR reg 6	☐ yes ☐ no
7	Is every marketing box unticked, or a clear opt-out shown where the email is collected?	D · PECR reg 22	☐ yes ☐ no

Not observed in this benchmark

- Changes and cancellations after booking**
These screens sit behind a completed booking and the account that holds it.
- Member and club rates behind a login**
The rates a member sees after signing in are not shown to a guest.
- Card-type surcharges**
Shown only after card details are entered; not walked as a guest.

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



Scan to book