

# ACL Customer Guarantees

The ACL (2013) includes Customer Guarantees that are designed to ensure that customers receive the goods or services that are paid for.

Under Customer Guarantees when accommodation is purchased by a consumer it must:

- \* match the description,
- \* be of an acceptable quality and
- \* be fit for purpose

As not all customers are aware of their consumer rights and are not comfortable complaining if their expectations are not met, often they prefer to reduce the risk of buying unsatisfactory accommodation and use the information provided by fellow travellers' reviews to inform their decisions about booking accommodation.