RateHighway

NOW IN BETA

Agent Awareness by RateHighway

What AI travel agents know about your brand and rental locations.

FOR CAR RENTAL OPERATORS

Know your market. See the bigger brand picture.

AI agents can recognize a national brand and still miss a local rental location. Explore what they say about yours, then put that local picture in context.

One location. Two useful comparisons.

YOUR MARKET	YOUR LOCATION	YOUR NATIONAL BRAND FAMILY
Other brands at your airport	Your brand at your airport	The same brand at other covered airports

Comparison framework. No customer results shown.

01 Understand your airport market.

Review your brand alongside other brands serving the same airport, including other brands you operate. Keep on-airport and off-airport locations in view.

02 Put your location in national context.

Explore the same brand across other covered airports. Bring local differences and questions worth investigating to your national brand team.

Give your team something concrete to discuss.

Where available, start with the captured question and answer. Use the evidence to make conversations with your marketing, distribution and national brand teams more specific.

Comparisons depend on covered airports and comparable evidence. A national view does not imply complete national coverage.

Put your locations in the picture.

Tell us which airports and brands matter to you.

Request your account

app.agentawareness.ratehighway.com/signup

Agent Awareness is in beta. Coverage varies by airport and is still expanding.

A creation of project APOGEE. A member of the RateMonitor Elite (RME) family, with optional integration.