



HOTREC PRESS RELEASE

Digital Markets Act: European Commission designates Booking.com as gatekeeper

(Brussels, 13 May 2024)

The European Commission has today designated Booking Holdings, the parent company of Booking.com, as a gatekeeper platform under the [Digital Markets Act \(DMA\)](#). Booking.com now has six months to comply with all the **do's and don'ts as a gatekeeper. HOTREC strongly supports the official designation. European hoteliers are confronted with far too many unfair business practices and impairments by Booking.com that have a huge impact on their performance.**

Booking Holdings is still attempting to prevent hotels from offering better prices on their own distribution channels than via the Booking.com platform. Moreover, Booking is not sufficiently sharing its data with hotel partners. These are just two of the many issues that should finally be resolved thanks to today's designation of Booking.com as a gatekeeper under the DMA.

Alexandros Vassilikos, HOTREC President, commented:

"After a decade-long struggle between European hotels and Booking.com, the DMA is now a real game changer. HOTREC is committed to constructive and transparent discussions with the European Commission and Booking.com."

Markus Luthe, Managing Director of the German Hotel Association (IHA), added:

"It is now important to ensure that the gatekeeper does not attempt to circumvent its new obligations and that it properly consults all affected stakeholders on its compliance solutions."

Background

According to HOTREC's 2022 European Distribution Study, Booking.com is by far the most dominant online travel agency with a market share of over 70%. An updated version of the study on recent developments of online distribution channels is expected to be published in June 2024.

Documents

[HOTREC press release on the notification of Booking.com](#)

[European Commission press release on the designation of Booking.com](#)

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HOTREC is the umbrella association of Hotels, Restaurants, Cafés and similar establishments in Europe. It brings together 47 national associations in 36 European countries and serves as the voice of the European hospitality industry. HOTREC's mission is to represent and champion the industry's interests towards the EU and international institutions, foster knowledge sharing and best practices among its members to promote innovation and serve as an expert platform for the hospitality sector.

The European hospitality industry is a vital economic contributor, comprising 2 million businesses and employing 10 million people. It plays a vital role in driving economic growth and job creation, contributing approximately 3% to the total EU GDP. The industry is characterized by a high level of entrepreneurship, with 99% of businesses classified as small and medium-sized enterprises (SMEs). These companies bring innovation, creativity, and a personal touch to the industry.

