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## **TRIVAGO DECISION A WIN FOR HOTEL SECTOR AND CONSUMERS**

Tourism Accommodation Australia said today's federal court ruling on hotel comparison site Trivago was a big win for both the accommodation sector and consumers.

National CEO of Australia's leading tourism accommodation body, Michael Johnson, said the Full Federal Court dismissed an appeal by Trivago against an earlier decision which found it was making misleading representations about hotel room rates on its website and television advertising.

Mr Johnson said TAA had been working on behalf of its members for several years to reform booking websites like Trivago and had brought the matter to the attention of the Australian Competition and Consumer Commission (ACCC).

"Today's decision is a win for our accommodation hotels and the customers who use them," Mr Johnson said.

"Many of our members had serious concerns about the misleading practices of some comparison websites and the work by the ACCC to investigate and bring the matter to court is welcome.

"It is good news for our industry as we try to recover from the toughest year in recent memory," he said.

In January of this year the Federal Court ruled Trivago had misled consumers by representing its website would quickly and easily help users identify the cheapest rates available for a given hotel.

The ACCC brought the case to court because they were concerned consumers were being told they were getting the best deal, when in fact they were shown the deals that benefited Trivago advertisers.

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