



Brussels, 10 March 2025

Statement from the European Hospitality Sector

Google Search – Art. 6(5) DMA

Over the past year, the European hospitality sector has faced uncertainty about how hotels and restaurants reach their customers within Google Search. This lack of clarity has placed undue additional costs and challenges on properties of all sizes, limiting their ability to communicate their offerings online and engage with guests.

We need a fair and transparent digital marketplace—one that empowers consumers to make clear and informed choices while ensuring that European hotels and restaurants have fair online visibility.

We urge the European Commission to take a pragmatic approach. The hospitality industry is a pillar of Europe's economy and society, creating millions of jobs and generating sustainable growth across the continent.

By prioritizing fairness, transparency, and consumer choice, Europe can safeguard its tourism sector and maintain its position as the number one tourism destination globally.

About HOTREC. HOTREC is the umbrella association of Hotels, Restaurants, Bars and Cafés and similar establishments in Europe. It brings together 46 national associations in 36 European countries and serves as the voice of European hospitality. The industry counts 2 million businesses, 99% of them being Small and Medium-sized Enterprises (SMEs), provides 10 million jobs and contributes to 3% of the EU GDP. 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.

About the European Hotel Forum. The European Hotel Forum is a pan-European association bringing together the diversity of the hotel industry in Europe, both in terms of geographical locations and in the variety of professionals involved. The organisation represents a cross-section of the European hospitality industry, encompassing over six thousand European hoteliers and 750,000 European hotel rooms.