



Over 18,000 European hotels to pursue landmark collective action against Booking Holdings

Amsterdam, 30 October 2026 – The Stichting Hotel Claims Alliance (SHCA) has filed its third and final group of signatories for its collective action against Booking Holdings, the parent company of Booking.com, before the Amsterdam District Court. A total of 18,135 hotels are now participating, a 68% increase in three months.

The claimants are seeking compensation for financial harm arising, among other things, from the use of anti-competitive price parity clauses between 2004 and 2024. These clauses restricted hotels' ability to offer lower prices through other sales channels, including their own websites.

The surge in registrations makes the action one of the largest competition damages claims ever brought against a single company in Europe. SHCA estimates that the total damages sought could reach several billion euros, plus interest, which could have a substantial impact on Booking Holdings' balance sheet.

Today's announcement follows July's expansion to 10,783 hotels, up from the initial 3,087 when proceedings began in January 2026. A first hearing is expected in 2027.

Dr. Volker Soyez, who is leading the claim, said: *"The scale of registrations in recent months reflects the erosion of trust among Booking Holdings' European hotel partners after decades of anti-competitive practices. As AI reshapes travel and offers guests new ways to find accommodation, losing the goodwill of hotels could pose a major risk to Booking Holdings' business."*

Alexandros Vassilikos, President of HOTREC, said: *"Thousands of hotels across Europe have joined this action to seek compensation for the harm caused by Booking.com's anti-competitive practices. Their participation sends a clear message: fair competition and the freedom to set their own prices are essential to Europe's hotels. Securing redress is an important step towards restoring fairness and building more balanced commercial relationships with online travel agencies."*

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Notes to editors

Background

For decades, Booking.com, a subsidiary of Booking Holdings, used anti-competitive price parity clauses in its terms and conditions with hotels. These clauses were found to have restricted the hotels' freedom to set prices, which contributed to Booking.com's dominant market position, distorted competition and caused significant financial losses for hotels.

Through the SHCA, participating hotels are seeking compensation from parent company Booking Holdings for this harm. The total damages from the claims is expected to amount to several billion euros, plus interest. The action is supported by HOTREC – the European association of hotels, restaurants, bars and cafés – and more than 30 national hospitality associations.

The lawsuit will be heard before the Amsterdam District Court for several reasons. Its international jurisdiction is indisputable, especially since Booking.com's terms and conditions expressly stipulate that the courts in the Netherlands shall have exclusive jurisdiction over disputes between hotels and Booking.com.

Proceedings in other countries could involve lengthy disputes over international jurisdiction, with uncertainty over whether national courts would ultimately accept jurisdiction. The Amsterdam District Court is also familiar with the case through parallel proceedings dating back to 2020.

About the Stichting Hotel Claims Alliance

The Stichting Hotel Claims Alliance (SHCA) is a non-profit foundation under Dutch law, created to champion Europe's hotels. Its corporate seat is at Hoogoorddreef 15, 1101BA Amsterdam, Netherlands. It is registered with the Netherlands Chamber of Commerce under RSIN 868022937 and with Germany's Federal Office of Justice in the Legal Services Register under 2025 0000 8247.

Read more: www.mybookingclaim.com

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