


**You gotta fight for your
right to par(i)ty!**

Markus Luthe
Budapest, 22 November 2018







Hotrec
Hospitality Europe


"You gotta fight for your right to par(i)ty!"

Agenda

1. Dominance of online platforms
2. Rate Parity
3. Unfair Practices
4. P2B Regulation
5. Book direct




Budapest, 22 November 2018



Hotrec
Hospitality Europe

The umbrella association of Hotels, Restaurants and Cafés in Europe

"You gotta fight for your right to par(i)ty!"



Hes-SO VALAIS WALLIS


Haute Ecole de Gestion & Tourisme
Hochschule für Wirtschaft & Tourismus

European Hotel Distribution Study


Results for the Reference Year 2017

May 4, 2018


Prof. Roland Schegg
Institute of Tourism, HES-SO Valais
(Sierre, Switzerland)
roland.schegg@hevs.ch



Institute of Tourism
Page 1



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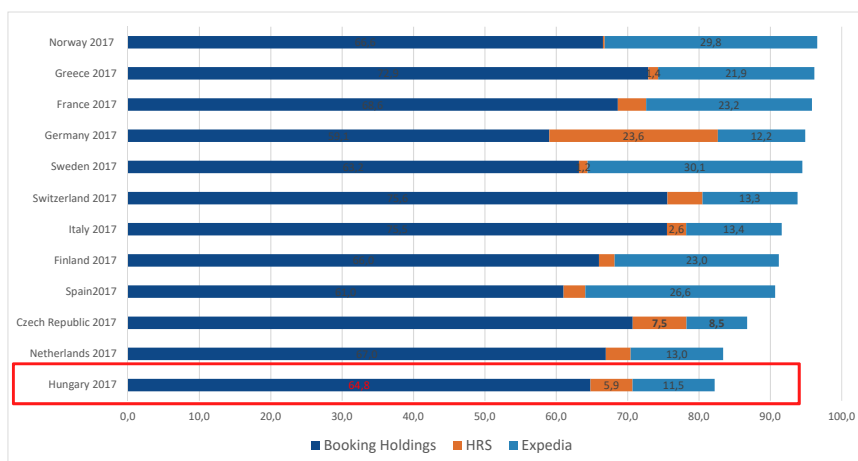
Weighted market shares of distribution channels in Hungary: 2013 to 2017

	Market share 2017 (n=130)		Market share 2015 (n=98)		Market share 2013 (n=75)		DELTA	
Direct - Phone	9.2	40.6	9.0	47.8	13.0	57.3	-3.8	-16.7
Direct - Mail / fax	0.5		0.4		2.5		-2.0	
Direct - Walk-In (persons without reservation)	3.4		3.0		3.5		-0.1	
Direct - Contact form on own website (without availability check)	6.2		12.0		12.0		-5.9	
Direct - Email	15.5		18.5		20.4		-4.9	
Direct - real time booking over own website with availability check	5.8		4.9		5.9		-0.0	
Destination Marketing Organization (DMO) / trade associations	0.2	0.9	0.1	0.2	0.8	1.5	-0.6	-0.6
National Tourism Organization (NTO)	0.7		0.1		0.7		0.0	
Tour operator / Travel agency	13.7	20.6	15.4	27.8	9.1	18.8	4.6	1.8
Hotel chains and cooperations with CRS	0.6		1.4		0.9		-0.3	
Wholesaler (e.g. Hotelbeds, Tourico, Gulliver, Transhotel, etc.)	2.9		4.0		4.5		-1.6	
Event and Congress organizer	3.4		6.9		4.3		-0.9	
Online Booking Agency (OTA)	32.3	33.8	21.3	22.4	19.0	21.3	13.3	12.5
Globale Distributionssysteme (GDS)	1.1		0.5		1.9		-0.8	
Social Media Channels	0.4		0.6		0.4		0.0	
Other distribution channels	4.1	4.1	1.7	1.7	1.2	1.2	2.9	2.9

Source: HES-SO Wallis (2018)

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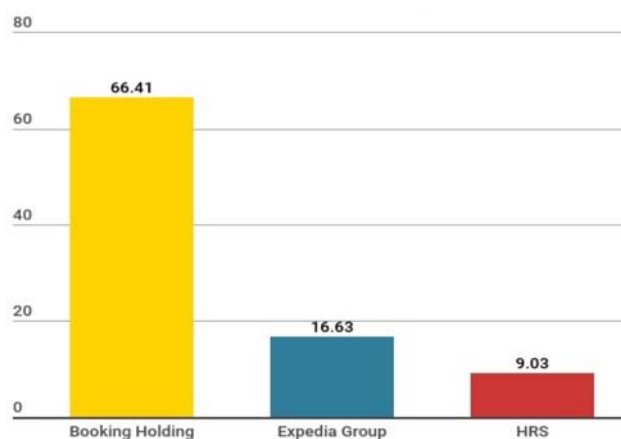
OTA-Share



Source: HES-SO Wallis (2018)

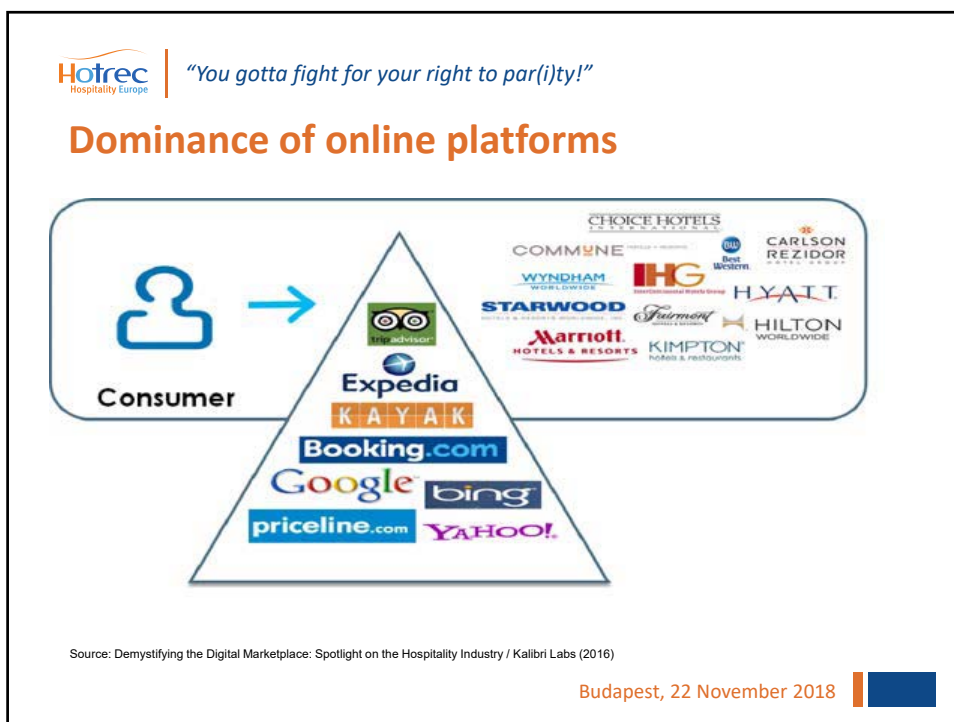
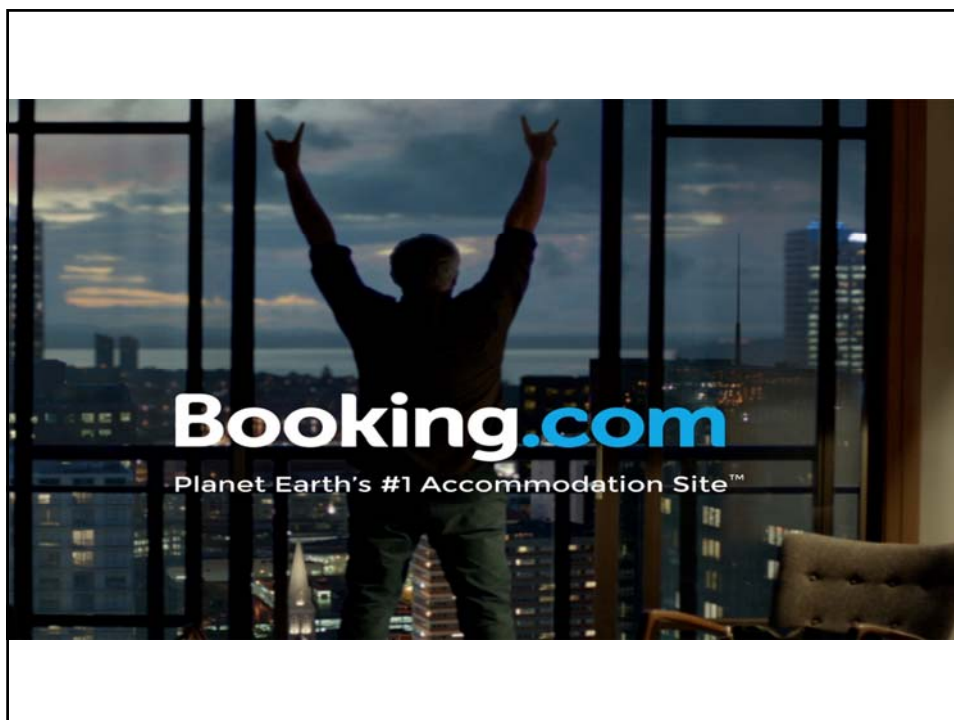
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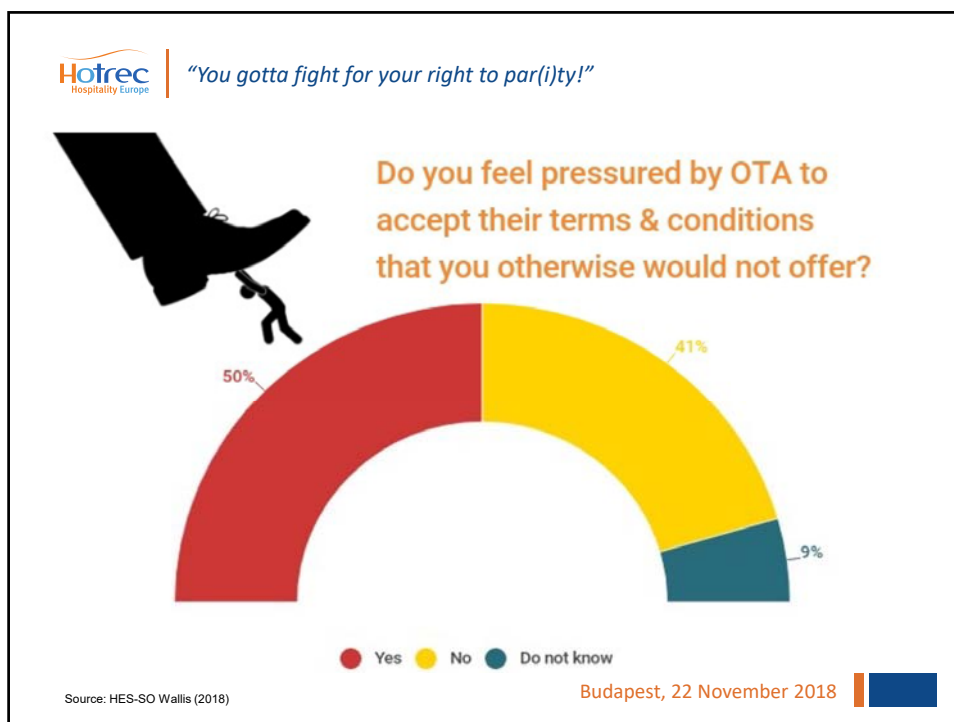
Relative market shares of major OTAs in Europe



Source: HES-SO Wallis (2018)

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trivago

Boutique Hotel Budapest Search

Check-in Check-out Two-person room

Price \$600+ Hotel class All Guest rating All Hotel location Boutique Ho... More filters Select

[View Map](#) Sort by Our recommendations

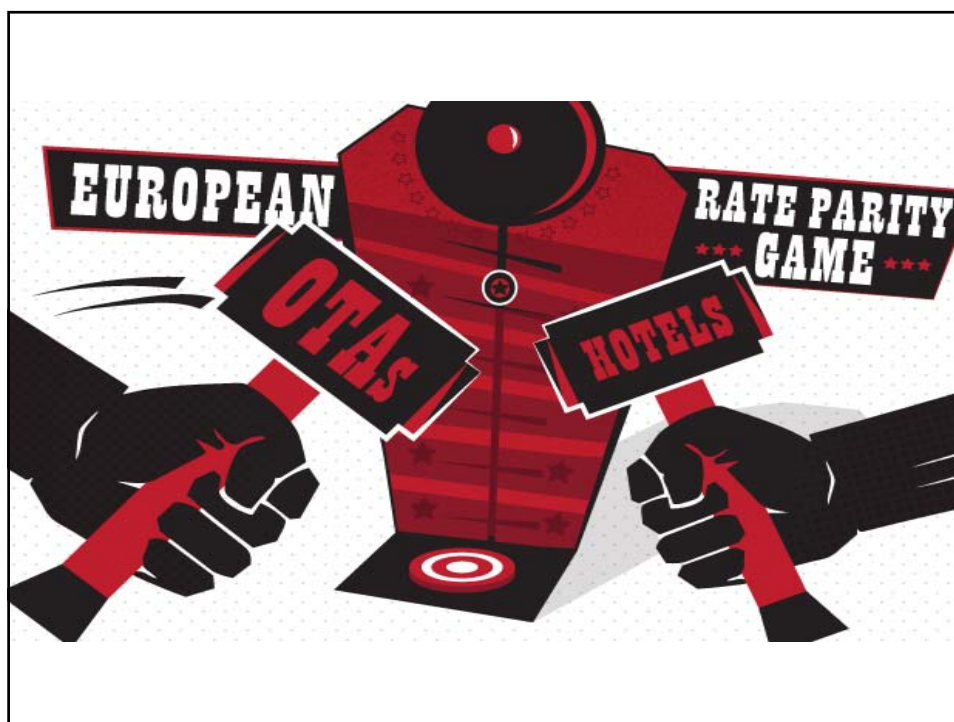
Boutique Hotel Budapest
 ★★★★★ Hotel
 Budapest, 0.9 miles to City center
 8.2 Very good (3485 Reviews)

Hotels.com \$57
 Booking.com \$57
 Travelocity \$57
 More deals from \$56

Agoda ~~\$103~~
 Expedia \$57
 Free breakfast
 View Deal 44%

Deals

Provider	Room Type	Price	Actions
Expedia	City Double Room, 1 Queen Bed Free breakfast	\$57	>
Show 3 more deals (incl. Free breakfast)			
Hotels.com	City Double Room, 1 Queen Bed Free breakfast	\$57	>
Show 3 more deals (incl. Free breakfast)			
Booking.com	Standard Double Room - Breakfast included in the price - Free WiFi Free breakfast	\$57	>
Show 5 more deals (incl. Free breakfast, Pay at the hotel)			
travelocity	City Double Room, 1 Queen Bed (Free breakfast, Free WiFi) Free breakfast	\$57	>
Show 3 more deals (incl. Free breakfast)			
ORBITZ	City Double Room, 1 Queen Bed (Free breakfast, Free WiFi) Free breakfast	\$57	>
Show 3 more deals (incl. Free breakfast)			
getaroom	City Double Room, 1 Queen Bed - Express Booking >>> Free breakfast	\$57	>>>
Show 7 more deals (incl. Free breakfast)			
HRS	Hot Deal Standard room Free breakfast	\$57	>
Show 1 more deal (incl. Free breakfast, Free cancellation)			





"You gotta fight for your right to par(i)ty!"

Germany

- January 2010:
German Antitrust Authority starts investigations against MFN clauses (incl. rate-, availability- and condition parity) of HRS.
- October 2013:
German Hotel Association (IHA) complains against MFN clauses of Booking.com and Expedia.
- December 2013:
German Antitrust Authority found that MFN clauses are in clear violation of German and European competition laws and prohibit HRS the further use of these clauses as far as the clauses affect hotels in Germany.

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Germany

- January 2015:
Higher Regional Court Dusseldorf dismisses the appeal of HRS against the decision of the German Antitrust Authority – legally binding.
- December 2015:
German Antitrust Authority prohibit Booking.com the use of wide **and narrow** parity clauses as far as the clauses affect hotels in Germany.
- January 2016:
Booking.com appeals against the decision of the German Antitrust Authority at the Higher Regional Court Dusseldorf (OLG Düsseldorf).

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Germany

- February 2017:
First court hearing at the Higher Regional Court Düsseldorf
- March 2017:
Court sends extensive questionnaire to German Antitrust Authority

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France: July 2015
Loi Macron




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Austria: January 2017

- 9. November 2016:
National Council decides Amendment to the Act against Unfair Competition
- Since 1 January 2017 no parity clauses in Austria!



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Italy: August 2017



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BELGIUM THE 5TH COUNTRY IN EUROPE ALLOWING FOR PRICE SETTING FREEDOM FOR HOTELIERS

Brussels, 20 July 2018 – Yesterday the Belgian federal parliament adopted by unanimous vote a new law banning rate parity clauses from contracts between online booking platforms and tourist accommodation providers. This legislative move was initiated by Horeca Bruxelles/Brussel, Horeca Vlaanderen and Horeca Wallonie, with the support of the Belgian consumer organisation 'Test Achat'. Belgium now follows the way of Austria, France and Italy, while in Germany such clauses are prohibited by competition authority's decisions. With this vote in the Belgian parliament, in more than half of the European tourism market (in terms of overnight stays) hoteliers may finally freely set the conditions for the distribution of their own products.

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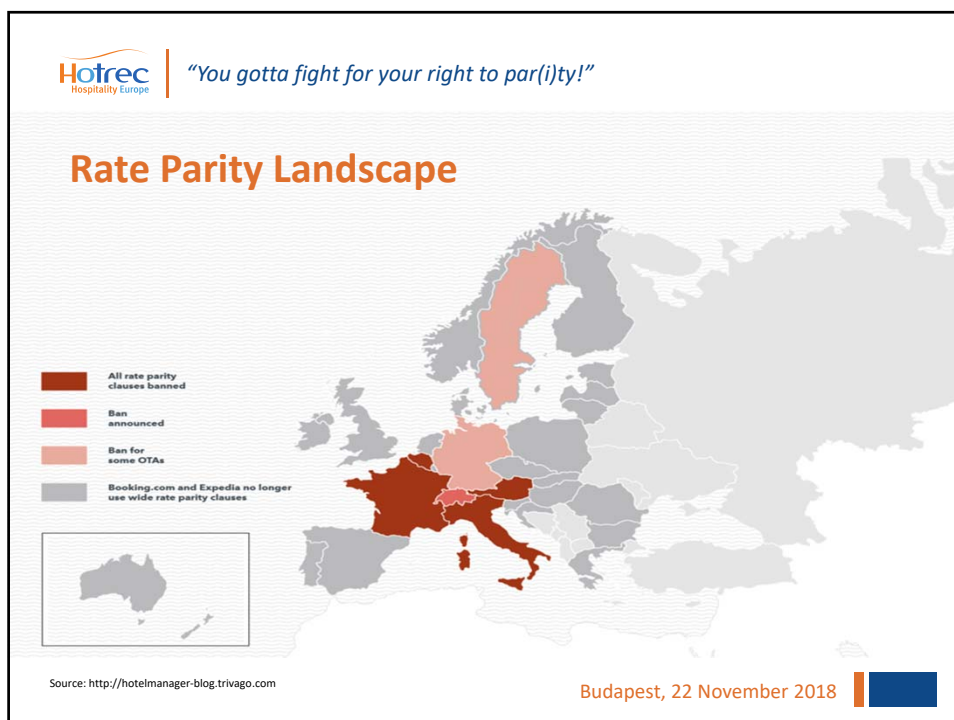


PRESS RELEASE

PARITY CLAUSES OF BOOKING.COM NOW BANNED IN SWEDEN FOR THE BENEFIT OF CONSUMERS AND HOTELIERS – THE BALL IS ROLLING ACROSS EUROPE

Brussels, 24 July 2018 – After the ban of price parity clauses in Belgium this 19 July, last Friday, the Swedish Patent and Market Court issued its judgement forbidding Booking.com to impose parity clauses in its contracts with hotels from 20 October 2018 onwards. Such clauses must not be imposed in any form and under any conditions on hoteliers, also ranking algorithms must not take into account refusal of hoteliers who are denying such clauses. Incentives by Booking.com e.g. in the form of lower commissions to apply such clauses is forbidden as well. Sweden is already the 6th country in the EU where parity clauses of at least of the European market leader Booking.com are banned.

Parity clauses applied by online booking platforms forbid businesses to offer better conditions on their own websites than provided to the online intermediary. As 2 online booking platforms dominate over 82% of the increasing online intermediated hotel booking market in Europe, the current Swedish court decision partly releases platforms' pressure from the market, allowing for fairer competition to the benefit of consumers' and all businesses.



ECN-Report (April 2017)

OTA conversion rates ('look-to-book' ratios)

In the context of the national investigations into OTA parity clauses, OTAs have argued that either wide or narrow parity clauses are **indispensable to prevent hotels from free riding** on OTA investments. Their argument is that, absent parity clauses, consumers will use OTAs to search for and compare hotels, but will then book more cheaply on the hotel's website, thereby depriving the OTA of commission revenue. OTA conversion rates ('look-to-book' ratios) can be used as a measure of free-riding. The monitoring working group therefore examined whether the conversion rates of the major OTAs have changed following the recent changes to their parity clauses.



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ECN-Report (April 2017)

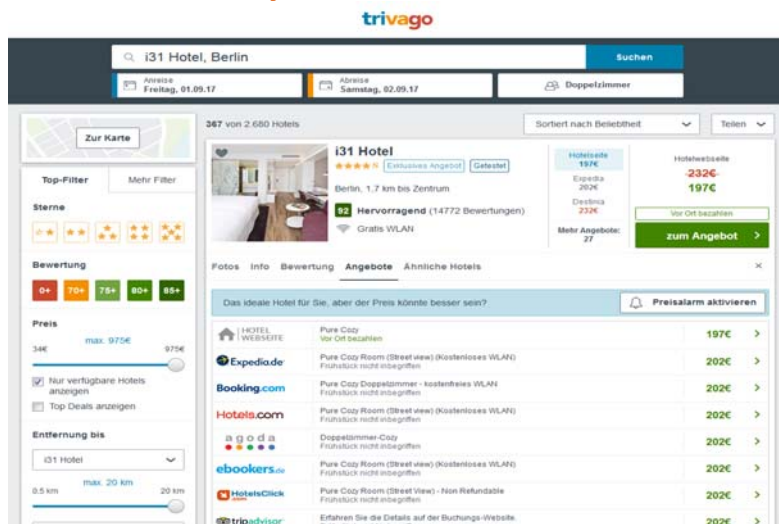
An analysis of conversion rate data provided by certain OTAs for a representative sub-sample of hotels in each participating Member State showed **no evidence of decreases in the OTAs' conversion rates following the changes to OTA parity clauses.**

The results for France and Germany did not differ materially from those for the other Member States.



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Does it work already?



trivago

Suchen

i31 Hotel, Berlin

Anreise: Freitag, 01.09.17 Abreise: Samstag, 02.09.17 Doppelzimmer

367 von 2.680 Hotels

Sortiert nach Beliebtheit

Zur Karte

Top-Filter Mehr Filter

Sterne

Bewertung

Preis

Entfernung bis

Das ideale Hotel für Sie, aber der Preis könnte besser sein?

Preisalarm aktivieren

Hotel	Preis
Pure Cozy	197€
Pure Cozy Room (Street view) (Kostenloses WLAN)	202€
Pure Cozy Doppelzimmer - kostenloses WLAN	202€
Pure Cozy Room (Street view) (Kostenloses WLAN)	202€
Doppelzimmer-Cozy	202€
Pure Cozy Room (Street view) (Kostenloses WLAN)	202€
Pure Cozy Room (Street View) - Non Refundable	202€
Erfahren Sie die Details auf der Buchungs-Webseite.	202€

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Does it work already?

- The abolition of Booking.com's narrow BPC is associated with the hotels' direct channel being the price leader more often. This makes it possible to conclude that Booking.com's narrow rate parity clause restricted price competition.¹
- „For smart travelers, it often pays to book directly with the hotel: The best prices for rooms in 76 of the 100 German hotels found the testers in the sample not on a booking portal, but directly on the hotel page.“²



1) Zentrum für Europäische Wirtschaftsforschung (ZEW), Oktober 2016, Diskussionspapier Nr. 16-066, Evaluation of Best Price Clauses in Hotel Booking, Matthias Hunold, Ulrich Laitenberger und Frank Schlütter, <http://ftp.zew.de/pub/zew-docs/dp/dp16066.pdf>

2) MyDealz, 22. Juni 2017, <http://pepper.pr.co/155702-booking-com-hrs-und-expedia-de-so-gut-schneiden-buchungsportale-im-direkten-vergleich-mit-den-preisen-der-hotellers-wirklich-ab>

Does it work already?

Hotel Sales Manager (m/f)

HRS - HOTEL RESERVATION SERVICE, Robert Ragge GmbH

[Registrieren und bewerben](#)



HAVING IDEAS IS GOOD. BEING SUCCESSFUL WITH THEM IS EVEN BETTER.
Ulf Valentin, Business Manager

We are looking for a home office based **Hotel Sales Manager Stuttgart (m/f)** who acts as an ambassador for HRS in the managed sales area.

At HRS GROUP "We love to make it happen". We are the world's leading hotel solutions provider and enable business and leisure travelers to search, book and stay in control of their hotel accommodation. It is our goal to make the booking experience simple and smart. Our booking portals contain more than 650,000 accommodations worldwide and form the basis for our innovative end-to-end solutions we are offering to global corporations. The HRS GROUP continues to expand and employs more than 1,500 people in 27 offices across the world – including Cologne, Shanghai, London, Mumbai and Sydney.

To fuel our international growth we are looking for entrepreneurial minds, who are passionate and result-driven, have a strong team spirit and will take on the challenge to pioneer the ever changing travel industry. Do you also want to make it happen at HRS?

The challenge you are up for

- Conduct a minimum of 10 pro-active visits plus 50 calls per week with hotel partners in the managed area.
- Pro-actively contact the non-compliant hotel partners in order to ensure rate and availability parity.
- Identify and acquire new hotel partners in the managed area.
- Acquire exclusive price agreements, rebates, corporate discounts, and allotments within the hotel partner portfolio.
- Monitor a catalogue of criteria and client reviews to ensure a high quality level.
- Educate and conduct training sessions for hotel partners on HRS Hotel Reservation Service systems and applications.

The commitment you bring

- Commercial education – preferably in the travel industry – or degree in Business Administration combined with work experience in the B2B travel industry.
- 3-5 years of experience in the hotel or related professional area.
- Proactive sales background or hotel distribution preferred.
- Car driving license.
- Fluency in German and good command of English, spoken and written.

„Pro-actively contact the non-compliant hotel partners in order to ensure rate and availability parity“

Source: www.xing.com, 26.07.2017

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Source: <https://i.ytimg.com/vi/9LvkYxdKoMo/maxresdefault.jpg>

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„Top picks“

Booking.com € £ \$ [List your property](#) [Register](#) [Sign in](#)

Accommodation Flights Flight + Hotel Car rentals Airport taxis

Search
 Destination/property name: Brussels Centre
 Check-in date: Tuesday 10 July 2018
 Check-out date: Wednesday 11 July 2018
 1-night stay
 1 adult
 No children 1 room
☐ I'm travelling for work
[Search](#)

Brussels Centre: 68 properties found - including 8 value deals!
 3 reasons to visit: Magritte Museum Fine Art Museums Mini Europe Tours Delirium Cafe Beer [Map view](#)

[Top picks for solo travellers](#) [Lowest price first](#) [Review score and price](#) [Stars](#) [Top reviewed](#)

Tip: [Open the map](#) to find your perfect place to stay.

Citadines Sainte Catherine Brussels Aparthotel
 Very good 8.5
 2,920 reviews
 Location 9.3
 Brussels Centre, Brussels - Show on map - Metro access
 Popular now! 8 people are looking at this moment
 Booked 15 times in the last 6 hours
 Studio 21 - 25 m²
 In high demand!
 € 125
[See both available apartments](#)

Rocco Forte Hotel Amigo ★★★★★
 Brussels Centre, Brussels - Show on map - Metro access
 6 people are looking at this moment
 Booked 8 times in the last 6 hours
 Superb 9.2
 883 reviews
 Location 9.7

Filter by:
 Your budget
☐ € 0 - € 50 per night 1
☐ € 50 - € 100 per night 23
☐ € 100 - € 150 per night 35
☐ € 150 - € 200 per night 28

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Sanction „De-Ranking“



Boutique Hotel i31 Berlin Mitte ★★★★★
 Mitte, Berlin - Show on map (1.8 km from center) - Subway
 Access
 1 person is looking right now
 Booked 2 times in the last 12 hours
 Great Value Today
 Double Room
 In high demand!
 € 95
 See our last available rooms >

Preferred Partner
 Standard Commission
 15% + 5%

Ranking: < 25
 Page: 2



Boutique Hotel i31 Berlin Mitte ★★★★★
 Mitte, Berlin - Show on map (1.8 km from center) - Subway
 Access
 1 person is looking right now
 Booked 2 times in the last 12 hours
 Great Value Today
 Double Room
 In high demand!
 € 95
 See our last available rooms >

No Preferred Partner
 Standard Commission
 15%

Ranking: > 350
 Page: 18

Budapest, 22 November 2018

Sanction „Dimming“



Wir haben noch 2 für
€97
 Inkl. Steuern und Gebühren



Avendi Hotel Bad Honnef ★★★★★
 Bad Honnef
 Buchen Sie online oder telefonisch 069-999 915 503 (Anruflkosten)

Sehr gut! 4.0/5
 (15 Bewertungen)
 Gesamtpreis ab
€96

Rheinhotel Dreesen ★★★★★
 Bonn (Bad Godesberg)

Gesamtpreis ab
€131



Sonderaktion: Bis zum 15.02.2016 buchen und doppelte Punkte sammeln! Es gelten die AGB.



Best Western Hotel Kaiserhof ★★★★★
 Bonn (Bad Godesberg)
 Buchen Sie online oder telefonisch 069-999 915 503 (Anruflkosten)
 Expedia-Preis
 Zuletzt vor 15 Stunden gebucht

Gesamtpreis ab
€89

Budapest, 22 November 2018

„There is no ‚Dimming‘...“

Ein Hotel, das in den Buchungsportalen der Expedia-Gruppe ein Zimmer zu einem schlechteren Preis einstellt als im Portal eines Wettbewerbers der Expedia-Gruppe – was dem Hotel unbenommen ist – wird in der Er-

„However, it is wrong to claim that the visibility on the portals of the Expedia Group is directly due to the competitiveness of the offers in comparison to other booking portals.“

Wettbewerb) zurückzuführen. Überwiegend betreffen Aspekte im Algorithmus der Expedia-Gruppe nämlich die Wettbewerbsfähigkeit der Angebote im Vergleich zu anderen Hotelangeboten, also Gesichtspunkte des inter-brand Wettbewerbs.

Source: Complaint recovery Expedia, Regional Court Cologne, 29th June 2016

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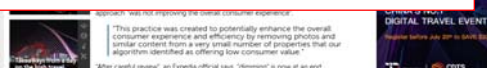
Sanction „Dimming“



Whether it is to head off further criticism or simply learn from an "experiment" (as Cyril Ranque, president of lodging partner services at Expedia, calls it), Expedia says the approach "was not improving the overall consumer experience".

"This practice was created to potentially enhance the overall consumer experience and efficiency by removing photos and similar content from a very small number of properties that our algorithm identified as offering low consumer value."

"After careful review", an Expedia official says, "dimming" is now at an end.



Source: <https://www.tnooz.com/article/expedia-stops-dimming-hotels-in-search-results-that-offer-low-value/>

Budapest, 22 November 2018

PhocusWire
Powered by Phocuswright


HOME DISTRIBUTION ONLINE TECHNOLOGY STARTUPS FOCUS ON ✓



News | Distribution | Online

Google's trademark policy revision kickstarts "brandjacking" debate

This article was originally published on **tnooz**



BRAND BIDDING

TICKETS AVAILABLE NOW AT GOOGLE.COM/ADWORDS

FREE-FOR-ALL

Source: <http://reefdigital.com.au/blog/ppc-sem/2013-adwords-trademark-policy-update-what-this-means-for-your-business/>

Hotrec
Hospitality Europe

"You gotta fight for your right to par(i)ty!"

Control by the business user of its own brand

Google danubius hotel helia budapest

133.000 Ergebnisse (0,51 Sekunden)

Danubius Helia Budapest | Bestpreisgarantie | booking.com
[Logo] www.booking.com/Danubius-Hotel-Helia-Budapest
Danubius Hotel Helia in Budapest reservieren. Schnell und sicher online buchen. Bestpreisgarantie. Zimmer frei. Sparen Sie. Bewertungen lesen. Schnell Buchen. Ausstattung: WLAN inklusive, Parkplatz, 24-Stunden-Rezeption, Klimaanlage.

Für morgen buchen
Einfach, schnell und sicher buchen!
Neue Angebote jeden Tag

Sicherer Buchungsvorgang
Jetzt buchen mit Booking.com!
Viele Unterkünfte – tolle Preise

Keine Reservierungsgebühr
Online buchen, schnell & sicher
Schnell und sicher buchen!

Danubius Hotel Helia Budapest | Geheimnis Angebot
[Logo] www.danubius-hotels.com • +36 1 859 9999
Unser geheimes Angebot lässt sich auch mit anderen Rabatten kombinieren! Kostenloses WLAN, Fitness, Herzen der Stadt 10 Min. Spa & Wellness, Fitness Studio, Typen: Rezeption rund um die Uhr, Zimmerservice, Bestpreisgarantie.
Tagesrate – 40,00 € – Person/1 Nacht – Mehr »

Danubius Hotel Helia, Budapest | Buchen ohne versteckte Kosten.
[Logo] www.expedia.de/Budapest-Ungarn/Hotels
Dieses Hotel an der Flusspromenade in Budapest (Üjpest-úter). Kostenloses WLAN, Exklusivrestaurant.

Danubius Hotel Helia Spa Hotel Budapest (13. Bezirk)
[Logo] www.danubius-hotels.com • Home • Unsere Hotels Budapest •
★★★★★ Bewertung: 4,8 - 2.531 Rezensionen
Offizielle Website: Danubius Hotels Helia **** Budapest 13. Bezirk, Bestpreisgarantie
Fotos, Videos, Preisvergleich, Angebote

DANUBIUS HOTEL HELIA ab 62€ (\$46) | Bewertungen, Fotos
https://www.tripadvisor.de/.../Ungarn/Zentralungarn/Budapest/Hotels/Budapest...
★★★★★ Bewertung: 4,8 - 2.569 Bewertungen - Preisgarantie: 54€ - 122€ (basierend auf den durchschnittlichen Preisen eines Standardzimmers)
122 (\$16) bei TripAdvisor: Danubius Hotel Helia, Budapest, 245 Bewertungen, 1.310 authentische
Bewertungen, 122 Fotos, Angebote für Danubius

Danubius Hotel Helia
Fotos ansehen Von außen ansehen

Webseite Routenplaner Speichern

4,0 ★★★★★ 268 Google-Rezensionen

ZIMMER BUCHEN

Adresse: Budapest, Kárpát u. 62-64, 1133 Ungarn
Telefon: +36 1 859 9900

Verfügbarkeit prüfen

	So., 25. Nov.	Mo., 26. Nov.	2
Booking.com	Echte Bewertungen	Sofortige Bestätigung	75 € >
Hotels.com			72 € >
TripAdvisor.de			72 € >
Expedia.de			72 € >
Wieder Preise ansehen			ab 73 €

Budapest, 22 November 2018





- PRESS RELEASE -

Brandjacking: EU shall show the red card to Google

Brussels, 24 October 2018 – HOTREC, the European umbrella association representing hotels, restaurants, and cafes, is extremely concerned by the developments Google recently announced regarding its policy for brand names. Google announced that any intermediary may freely use the brand names of the traded products in their Google Ads, dictating, using its dominant market position, the rules of trademark policy. European enterprises may thus completely lose control over their brand names, which is one of their most precious property. HOTREC calls on the European Parliament and the Council to put bigger emphasis in the upcoming Regulation on platform to business relations on the protection of European enterprises' rights to have control over their brands.

Google's announcement to allow any online intermediary or information provision service to freely make use of the brand names of products put for advertisement on Google, is clearly an attack on the autonomy of enterprises to exercise control over their intellectual property rights. With this move, rights related to the brand names of businesses suffer a huge decrease in value. Trademark protection thus becomes more and more irrelevant, which must not be acceptable.

"HOTREC calls on the European Parliament and the Council to increase European businesses' brand protection in the current negotiations on the Regulation on platform to business relations, as proposed to both institutions by HOTREC", said Christian de Barrin, CEO of HOTREC.



"You gotta fight for your right to par(i)ty!"

Control by the business user of its own distribution



...in times of countless affiliates...

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Misleading discounts

ibis Paris
18th arr., Paris
Popular no...
In high dem...
Double Room...
In high demand - only 7 rooms left on our site!

Very good 8.0
3,924 reviews

~~€127~~ €99

See our last available rooms >

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Psychological pressure



ibis Paris Montmartre ★★★★★
18th arr., Paris – [Show on map](#) – Metro access

Very good 8.0
3,924 reviews

Popular now! 15 people are looking at this moment
Latest booking: 1 minute ago

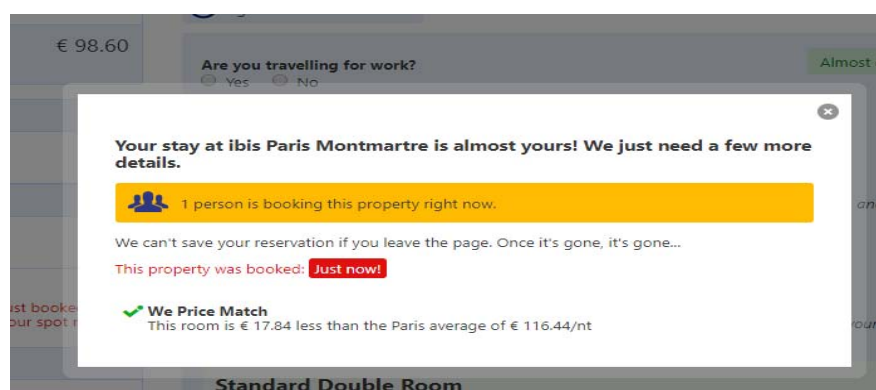
Double Room
In high demand - only 7 rooms left on our site!

€ 99

[See our last available rooms >](#)

Budapest, 22 November 2018

Psychological pressure



€ 98.60

Are you travelling for work?
☐ Yes ☐ No

Your stay at ibis Paris Montmartre is almost yours! We just need a few more details.

1 person is booking this property right now.

We can't save your reservation if you leave the page. Once it's gone, it's gone...

This property was booked: **Just now!**

We Price Match
This room is € 17.84 less than the Paris average of € 116.44/nt

Standard Double Room

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Expedia

Book your trip

The HAWAIIAN ISLANDS

DISCOVER YOUR ALOHA

Use your webcam and immerse yourself in the world of Hawai'i to create a personalized itinerary of Hawaiian experiences


Source: <https://discoveryaloha.expedia.com/>

Budapest, 22 November 2018 | 45

Expedia Group launches Guest Insights tool globally

By Simon — On Oct 28, 2018

Facebook LinkedIn Twitter Google+ WhatsApp Email



"Partners... until now have lacked the appropriate tools to access comprehensive guest motivations"

Expedia Group has announced the global launch of Guest Insights, a solutions-driven insights tool for hotels. As part of the Expedia Group's Partner Central suite of offerings, Guest Insights leverages current property, competitive and market intelligence to inform properties of their guest's travel motivations and booking behavior, allowing partners to identify opportunities to reach and convert travellers in a strategic way.

Source: www.traveldailymedia.com/expedia-groups-launches-guest-insights-tool-globally/

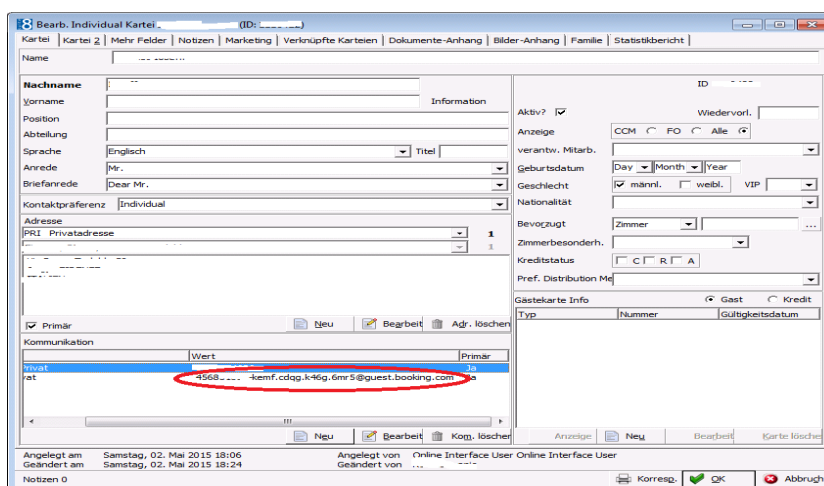
Access to data



Source: DPA/AP/Gregory Bull

Budapest, 22 November 2018

Access to data

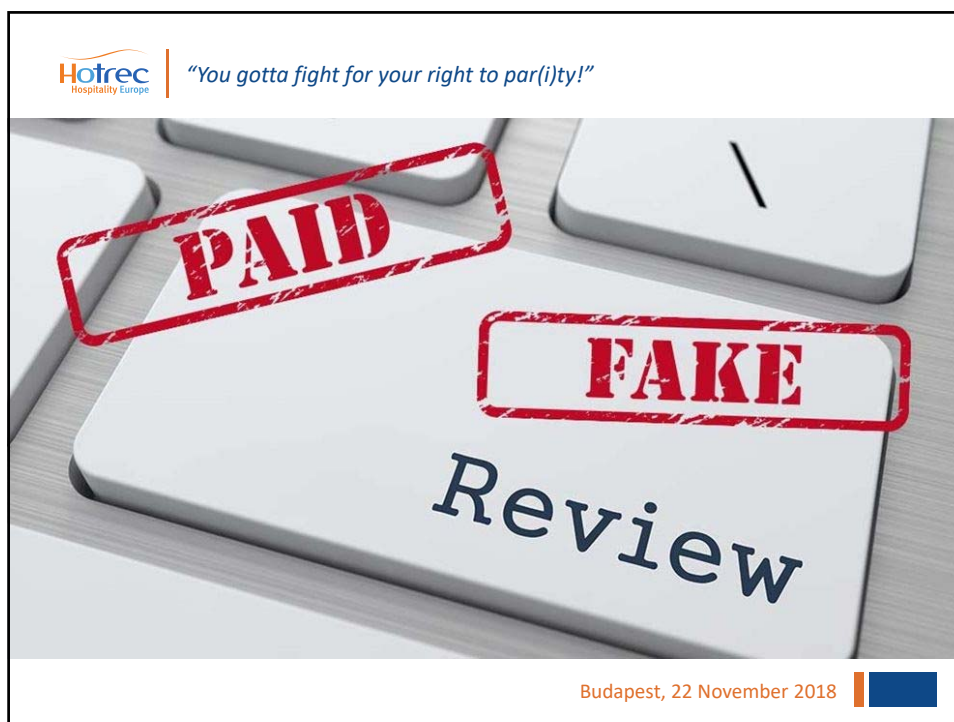


The screenshot shows a software window titled 'Bearb. Individual Karteikarte'. It contains a form with the following sections:

- Name:** Nachname, Vorname, Position, Abteilung, Sprache (English), Anrede (Mr.), Briefanrede (Dear Mr.), Kontaktpreferenz (Individual).
- Adresse:** Adresse, PRL (Privatadresse).
- Information:** Aktiv? (checked), Anzeige (CCM, FO, Alle), verantwort. Mitarb., Geburtsdatum (Day, Month, Year), Geschlecht (männl., weibl.), Nationalität, Bevorzugt (Zimmer), Zimmerbesonderh., Kreditstatus (C, R, A), Pref. Distribution Me.
- Gastkarte Info:** Typ (Nummer, Gast, Kredit), Nummer, Gültigkeitsdatum.
- Kommunikation:** A table with columns 'Wert' and 'Primär'. The first row shows 'Privat' and 'ja'. The second row shows 'at' and 'ja'. The email address 'kempf.cdag.k-46g.6nr5@guest.booking.com' is highlighted in the 'Wert' column.

At the bottom, there are fields for 'Angelegt am' (Samstag, 02. Mai 2015 18:06), 'Geändert am' (Samstag, 02. Mai 2015 18:24), 'Angelegt von' (Online Interface User), and 'Geändert von' (Online Interface User). There are also buttons for 'Neu', 'Bearbeiten', 'Komm. löschen', 'Anzeige', 'Neu', 'Bearbeiten', and 'Karte löschen'.

Budapest, 22 November 2018



Hotrec Hospitality Europe | "You gotta fight for your right to par(i)ty!"

Effective redress / fake reviews

Ringhotel Waldhotel Bärenstein
Am Bärenstein 44, Horn

Write a review

4,3 ★★★★★ Very good
131 reviews on Google

Like

Alexandra Stork
a week ago on Google

2/5

(Translated by Google) Meeting rooms and sauna ok. Room appealing and clean. Overview of the premises and service as well as the food not so good. The salad buffet does not deserve its name. Everything a bit chaotic and not lovingly organized. The staff sometimes seems to be leaderless. All in all, not bad, but 4 stars let you expect more ambience. Pity

Reviewer was not a guest of the hotel!

Budapest, 22 November 2018



"You gotta fight for your right to par(i)ty!"

Effective redress / coercion

Closure of property's listing because of legal actions against Booking.com clients

Re-opening Request Form

I ([REDACTED]), agree to stop any further legal action or harassment against the guest with booking number 802.460.976.

I agree that in connection to this confirmation my request for the re-opening of my property on the Booking.com website will be taken into consideration.

Any further attempt to threaten or harass guests in any form will be seen as a breach of contract, and will result in closure of your property on the Booking.com website without the chance of being re-opened.

Budapest, 22 November 2018

The latest means of
Booking.com & Co



Hotelmarketing.com
Daily must-reads for hotel marketers.

„Risk Free Reservations“

January 11, 2018

Booking.com to launch Risk Free Hotel Reservations program

IN THE NEWS | OTA

Hotels will receive non-refundable bookings as bookings with free cancellation. If the client ends up cancelling, Booking.com will find the hotel another client for the same dates, or will pay for the booking.

Due to the flexibility that free cancellations give travelers, Booking.com anticipates more bookings for hotels that participate in the program.

Search

Visit our sponsors:

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TravelClick

Snapshot

TravelClick

mirai
We believe in your hotel

Blog Contact

 **César López**
10/01/2018 - 4 minutes read

Post tags: Booking.com, cancellations

Why you shouldn't participate in the new Booking.com programme "Risk Free Reservations"

En español, en català,


Booking.com is launching its new programme: "Risk Free Reservations", at least for some hotels here in Spain. They are doing so in the same way as with other programmes the past: including all hotels by default. Hotels who don't wish to participate must actively notify their decision, something which, in practice and due to lack of time or certain passivity, achieves the programme's objectives, which are for most not to reply and to include more hotels inside the programme.

Recent Posts

- Take advantage of the new trivago filters to boost your direct sales
- Your brand is no longer protected on Google Ads. This is how it will affect your AdWords (Google Ads)
- Chatbots for your hotel: Everything that you need to know
- Room Booking Module: Google incorporates room photos to Hotel Ads results
- Google Hotel Ads launches Promoted Hotels


Authors

- César López (41)
- Pablo Delgado (40)
- Equipo de Mirai (8)



"You gotta fight for your right to par(i)ty!"

Check out guests before they check in.



HOME | JOIN GUESTSCAN | CONTACT | MEMBER LOGIN

What is Guestscan?

- HOW IT WORKS
- WHAT IT COSTS
- FAQs
- NEWS


Accommodation Providers

- INSURANCE
- LEGAL ADVICE
- BOOKING DIARY
- KEYLESS ENTRY SYSTEM

Booking Agents

- EASY INTEGRATION
- INTEGRATED BOOKING SYSTEMS
- GET A QUOTE

PROTECTING YOU FROM NIGHTMARE GUESTS



Guestscan is a groundbreaking website created to safeguard hotels, B&Bs, holiday lets, holiday parks, booking agents and tour operators from "nightmare" guests.

Troublemakers can be identified for their misdemeanours:

JOIN NOW AND BENEFIT FROM


- The full Guestscan service
- Check out new bookings
- Report problems
- The Guestscan Booking Diary - in itself worth £££'s
- Access to specialist B&B and holiday homes insurance
- Specially negotiated legal advice

FACTS AND FIGURES

- 3 million Britons damaged property when visiting UK hotels
- UK guests checked out with £5m worth of stolen bathrobes
- 80% of guests have taken something as a memento of their stay
- 335,000 beds have been broken
- 672,000 electrical items (kettles, irons, hairdryers etc) needed to be replaced
- Over 300,000 TV sets ruined

*Source 'More Than Business' over a 5 year period

Budapest, 22 November 2018



"You gotta fight for your right to par(i)ty!"

„Harmful Guest Selection“

We've listened to your needs

We know cancellations can have an impact on your business. To help you save time and keep your availability open, we're making a few changes to when and how we show your free cancellation rates to specific customers that are highly likely to cancel.

This will affect only customers that have made multiple reservations for the same dates and have a high likelihood to cancel rate. They will only see your non-refundable rates, or be offered a shorter timeframe for free cancellation.

We hope that these changes will reduce the number of cancellations you receive.

If you don't want us to make the above changes, no problem – just opt out below.

[Opt out](#)

Budapest, 22 November 2018

Fake Bookings

An increasing phenomenon

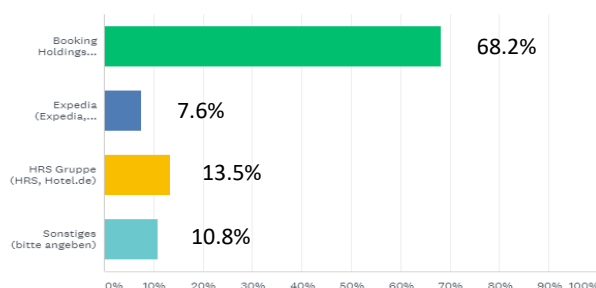
- 77% of German hotels received fake bookings
- More than 50% consider a rise in fake bookings
- 68% experienced fake bookings mainly from Booking.com



Budapest, 22 November 2018

Over which portal provider did you receive most fake bookings measured by the number of total bookings?

Answered: 556 Skipped: 83



Source: IHA-Survey, September 2018

Budapest, 22 November 2018

Possible causes

- Affiliates to generate more revenue from the 'mother' company (Booking.com)
- Discounts for consumers for recommendation to friends after a successful booking




Budapest, 22 November 2018

Kickbacks...

Von: Booking.com [mailto:noreply@booking.com]
 Gesendet: Freitag, 24. August 2018 10:01
 An: N.N.
 Betreff: Erhalten Sie 11% Ihrer Buchung von Stadtname zurück

Booking.com
Buchungsbestätigung: 1043XXXXXX




Hallo Andrea,



Wir hoffen, Ihre Reise nach Stadtname wird toll. Um sie noch besser zu machen, wie wäre es mit 11% Ihrer Buchung zurückerstattet? Das sind ganze € 15!

Sie müssen dafür nur diesen Empfehlungslink mit Ihren Freunden teilen. Wenn diese über Ihren Link buchen, **buchen wir € 15 auf Ihre Kreditkarte zurück**. Und Ihre Freunde erhalten auch € 15 zurück!

https://www.booking.com/s/21_8/d0xxxxx

Budapest, 22 November 2018




Transparent and fair trading on **online platforms**

- Understandable** Terms & Conditions
- Explaining** suspension and delisting
- Informing** about data exchanges
- Clarify** how the platforms treat their own offers
- Justify** influencing pricing by businesses
- Transparent** ranking criteria

#DigitalSingleMarket | #Platforms



  EUROPEAN COMMISSION

Brussels, 26.4.2018
COM(2018) 238 final
2018/0112 (COD)

Proposal for a

REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

on promoting fairness and transparency for business users of online intermediation services

Platform to business regulation – COM proposal

■ Main aim

- Increase transparency
- Allow for better dispute resolution



■ Main areas covered:

- Terms and conditions
- Rankings
- Access to data
- Parity clauses
- Dispute resolution

Budapest, 22 November 2018



European Parliament, IMCO Committee
Public Hearing „P2B Regulation“, 19 June 2018

State of play - timetable

European Parliament

- All 4 Committees proposed Amendments
- 19-22 November: TRAN, JURI and ITRE to adopt opinions
- 6 December: IMCO vote
- 13 December: Plenary to vote on EP position



Council:

- Priority for Austrian Presidency
- Council position by 30 November



Budapest, 22 November 2018

ONLINE

ABOUT POLICY ANALYSIS ADVOCACY CAMPAIGNS REPUTATION BUILDING INSIGHTS BLOG

The EU Observatory on the Online Platform Economy: a talking shop or the beginnings of a new regulator?

by Annie Scanlan on 12 Oct 2018





Buried in the detail of a proposed Regulation from the European Commission was the establishment of an Observatory of the online platform economy. It has now been established and has a broad remit but little power, so far. Is this the foundation of a new EU regulator for online platforms?

What is the Observatory?


One of the most far-reaching policies still to be finalised by the EU institutions before the new European Parliament and Commission are appointed in 2019 is the [proposed Regulation](#) aimed at "promoting fairness and transparency for business users of online intermediation services" – widely known as the online 'Platforms-to-Business' Regulation, or 'P2B'. This is the Commission's first attempt at regulating this type of business model, with a cross-sector policy seeking to introduce more transparent practices and improve contractual relations between platforms and traders who rely on them to sell their goods and services.

Budapest, 22 November 2018


 *"You gotta fight for your right to par(i)ty!"*



Budapest, 22 November 2018

 *"You gotta fight for your right to par(i)ty!"*

www.hotrec.eu/industry-projects/book-direct/



Budapest, 22 November 2018

Hotrec Hospitality Europe | "You gotta fight for your right to par(i)ty!"

Hotrec Hospitality Europe | www.book-direct-shop.eu

HOME PRINT PRODUCTS STICKER & PINS ADVERTISING BRANCH FREE DOWNLOAD



BOOK DIRECT SHOP

The BOOK DIRECT campaign, supported by HOTREC and its Member Associations, is aiming at raising awareness among guests, hoteliers and restaurateurs across Europe on the possibility of booking direct. The campaign is accompanied by a logo and various promotional products like stickers, flyers, displays, etc. in several languages.

Here you can see and download the campaign logos free of charge and for your free use. The additional promotional products you can order for a small fee.

Budapest, 22 November 2018

Hotrec Hospitality Europe | "You gotta fight for your right to par(i)ty!"

Hotrec Hospitality Europe | <http://checklist.book-direct-shop.eu>

English | German

BOOK DIRECT

CHECKLIST TO STRENGTHEN DIRECT DISTRIBUTION

This is a self-assessment checklist for hoteliers to evaluate the potential of their own establishments regarding prospective direct bookings. It may also serve as a stimulation to reflect upon, what could still be done to attract more direct bookings. Although answering honestly even all questions with a 'Yes' will not guarantee 100% of direct bookings, the more questions you can answer with a 'Yes', the more it is likely, that guests would book your services direct.

Completing the checklist may take around 20 minutes of your time, which can be considered as a first good investment to increase direct bookings. You may also print the checklist with your (even temporary) results.

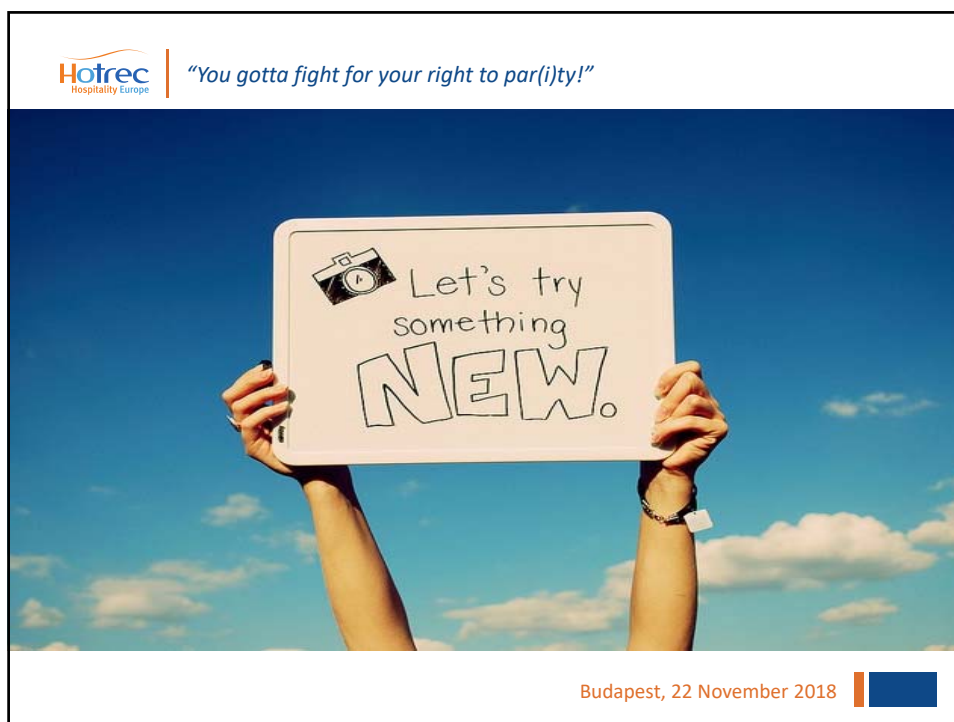
Note: in the point score, some questions have a higher weighting than others!

We wish you lots of success.

If you decided to participate in the European 'Book Direct' campaign, you can find further information and promotion materials in the 'Book Direct' Shop.

		Yes	No
1. Establish an own profile			
1.1.	You know why guests book your hotel?	<input type="radio"/>	<input type="radio"/>
1.2.	You have clearly defined your competitors (local & regional)?	<input type="radio"/>	<input type="radio"/>
1.3.	You have unique selling propositions (USPs), which set you apart from competitors in your region?	<input type="radio"/>	<input type="radio"/>
1.4.	You actively communicate these USPs on your website?	<input type="radio"/>	<input type="radio"/>
2. Build up knowledge and know how			
2.1.	You know how many bookings and what turnover you generate through which online booking portal and especially via your own website?	<input type="radio"/>	<input type="radio"/>
2.2.	You know what affiliate marketing is, how it is used by online booking portals and what this might mean for your distribution strategy?	<input type="radio"/>	<input type="radio"/>
2.3.	You have an overview which online-portals (OTAs, review sites, etc.) place advertisements on your hotel name on Google, Yahoo, Bing or similar?	<input type="radio"/>	<input type="radio"/>
2.4.	Do you intend to do something against that?	<input type="radio"/>	<input type="radio"/>

Budapest, 22 November 2018





"You gotta fight for your right to par(i)ty!"

Köszönöm megtisztelő figyelmüket!

Markus Luthe

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 [@hotellerie_de](https://twitter.com/hotellerie_de)



Budapest, 22 November 2018

