

September 2025

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eu travel tech and relevant members endorse the EU Code of Conduct  
on Online Reviews in Tourism Accommodation

*Strengthening trust, transparency, and fairness in online reviews across  
Europe*

Brussels, 11 September – eu travel tech, representing Europe’s leading travel technology companies, along with eu travel tech members Tripadvisor, Booking.com and Expedia Group, are proud to endorse the *Code of Conduct on Online Reviews and Ratings in Tourism Accommodation*, developed in close cooperation with the European Commission and stakeholders across the tourism ecosystem.

The Code of Conduct aims to strengthen trust, transparency, and reliability in online reviews. Online reviews, pioneered by eu travel tech members, play a vital role in helping millions of travellers make informed choices and in supporting businesses of all sizes across the European tourism sector.

The Code sets out common principles and practical guidance to ensure that reviews are collected and displayed fairly, while addressing out-of-policy or fraudulent content. It builds on and clarifies existing consumer legislation to offer a solid framework to enhance trust and ensure reviews continue to empower travellers and promote fair competition in the tourism industry.

*“It has been shown again and again that online reviews are central to how travellers choose where they stay, and how accommodation providers—especially small and independent ones—can reach and convince new guests of their offer. This Code of Conduct, drafted collaboratively through extensive discussions with accommodation providers’ and consumers’ organizations and the European Commission, will promote the trustworthiness of review systems, for the benefit of all stakeholders.”* said Emmanuel Mounier, Secretary General of eu travel tech.

We are also proud to announce that eu travel tech members Booking.com, Expedia Group, and Tripadvisor are also endorsing the Code of Conduct,

**September 2025**

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showing time and time again their commitment to transparency and the protection of consumers in the travel tech sector.

*“We are proud to endorse the EU’s Code of Conduct for Online Ratings and Reviews alongside eu travel tech. At Booking.com, we know that authentic guest reviews build trust, empower consumers, and bring transparency to the travel ecosystem. Many of the practices now enshrined in the EU’s Code of Conduct have long been part of our own approach. Promoting transparency and tackling fake reviews is in everyone’s interest: travellers, partners, and the wider industry.”* said **Maria Rocha Barros, Senior Vice President and Chief Legal and Public Affairs Officer at Booking.com**

*“Expedia Group welcomes the Code of Conduct on Online Reviews and Ratings. This is a significant step forward and shows the travel industry commitment to ensure trusted consumer reviews. We look forward to continue working with authorities and encourage industry members to support it”* said **Jean Philippe Monod de Froideville, Senior Vice-President Government & Corporate Affairs at Expedia Group**

*“Tripadvisor is proud to partner with eu travel tech, the European Commission, HOTREC and industry partners to endorse this Code of Conduct. As a pioneer and leader in traveller reviews, the integrity of reviews on our platforms is crucial to maintaining the trust of our users, and this Code will help support our fight against fake reviews and review brokers operating across the Internet.”* said **Brad Young, General Counsel, Tripadvisor.**

This endorsement reaffirms eu travel tech’s commitment to a tourism sector that is both consumer-focused and competitive, where transparency and fairness allow businesses of every size to thrive on the quality of their services. Together with our members, we look forward to building on the constructive dialogue this Code has initiated and to continuing close collaboration with all stakeholders to further strengthen trust in the travel and tourism sector.

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**About eu travel tech**

eu travel tech represents the interests of travel technology companies. eu travel tech uses its position at the centre of the travel and tourism sector to promote a consumer-driven, innovative and competitive industry that is transparent and sustainable. Our membership spans travel tech companies (formerly GDSs), Online Travel Agencies (OTA), Travel Management Companies in business travel (TMCs) and metasearch sites.

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