

European tourism sector unites for the signing of the EU Code of Conduct on Online Reviews in Tourism Accommodation

Brussels, 25 February — Today marks an important milestone for the European tourism sector, as eu travel tech, alongside the European Commission, HOTREC and other key tourism industry stakeholders, gathers for the official signing ceremony of the *EU Code of Conduct on Online Reviews and Ratings in Tourism Accommodation*.

Following the initial endorsement of the principles set out in the Code by eu travel tech and its member companies Tripadvisor, Booking.com, and Expedia Group in September 2025, today's ceremony formalises a unified commitment between platforms and accommodation providers to ensure transparent, fair, and trustworthy reviews for millions of travellers across Europe.

A unified front for consumer trust

The signing of this Code of Conduct is the outcome of a long and collective alignment work among all relevant stakeholders across the European tourism ecosystem. By joining forces, hotels and travel platforms—represented by HOTREC and eu travel tech—are moving on a voluntary basis towards a more coherent and consumer-friendly regulatory framework at EU level. This collaborative effort ensures that the collection, moderation and display of online reviews are governed by shared principles that prioritise authenticity, enhance transparency and effectively address the challenges of fake reviews.

Platforms leading the charge

With Booking.com, Expedia Group, and Tripadvisor having already endorsed the Code of Conduct, these platforms are reinforcing their commitment to a competitive tourism sector where businesses of all sizes—particularly independent hotels—can thrive based on the genuine quality of their services.

February 2026

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"Today's signing ceremony is a testament to what we can achieve when the entire tourism ecosystem—from independent hotels to global travel technology platforms—works in unison", stated Emmanuel Mounier, Secretary General of eu travel tech.

"This Code of Conduct is not merely a document. It is a shared pledge to uphold the integrity of the European travel experience. By establishing this coherent framework, we are sending a clear message: platforms are fully committed to providing consumers with the reliable information they need to travel with confidence. We are proud to see our members taking such a proactive and serious role in shaping a more transparent and trustworthy travel environment for all."

Building on a solid foundation

This Code builds upon existing EU consumer legislation and provides practical guidance on the responsible management of online reviews and ratings, while empowering travellers to make informed choices. It marks the culmination of extensive dialogue between the European Commission, eu travel tech, and organizations representing accommodation providers and consumers alike.

An additional tool to ensure harmonisation at EU level

Looking forward, eu travel tech calls on the Commission to build on the sector-wide consensus enshrined in the Code when addressing divergent national regulatory approaches that are in breach of EU law. In this regard, eu travel tech calls on the Commission to consider taking action against both the recently adopted legislation on reviews in Spain and the bill currently under discussion in the Italian Parliament.

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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