

Duff on Hospitality Law

Online Travel Update: Hyatt's Resort Fee Battle and Amazon's Climb in the Travel Realm

By Greg Duff on 8.29.23 | Posted in Online Travel Update

This week's Update features a variety of stories, including the latest news on the new cottage industry of resort fee litigation and Amazon's growing (yet understated) significance in the travel industry. Enjoy.

- **Hyatt Faces Class Action Over Resort Fees.** Late last week, consumer advocacy group, Travelers United, filed a class action in Washington D.C. superior court over Hyatt's alleged resort or destination fee practices. This lawsuit is the latest in a string of lawsuits brought against hoteliers (e.g., Hilton and Hyatt) and OTAs (Booking Holdings) over their alleged failure to properly disclose mandatory fees.
- **Amazon's Growing Understated Influence in the Travel Industry.** Thought you knew everything about Amazon's pursuit of the travel industry? Think again. While many of us get caught up in Amazon's latest efforts in Indian rail passes or virtual tour offerings, Amazon has been quietly growing its role in the travel industry – largely through its cloud computing offering, Amazon Web Services. Amazon's cloud customers include Travelport, ATPCO, Lonely Planet, Ryanair and Trip.com. In fact, AWS and Trip.com have formed a joint innovation lab focused on, among other things, flight business, hotel business and artificial intelligence.

[Hyatt sued over use of resort fees](#)

August 24, 2023 via Travel Weekly US - Top Stories

A legal dispute involving "junk fees" has been initiated against Hyatt Hotels Corp., making Hyatt the latest major hotel company dealing with a fee-related lawsuit. Consumer advocacy group Travelers United filed a class action against Hyatt with the Superior Court of the District of Columbia, alleging that the hospitality company ...

[How cloud services help expand Amazon's role in travel](#)

August 22, 2023 via Phocus Wire

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Massimo Morin, Amazon Web Services' global head of travel, shares insights into how AI and other new tech extends the company's reach into the travel industry.

American Airlines sues travel website over hidden-city ticketing

August 20, 2023 via Travel Weekly US - Top Stories

American Airlines is suing a travel website that sells tickets that let people save money by exploiting a quirk in airline pricing. American sued Skiplagged Inc. last week in federal court in Fort Worth, Texas, accusing the website of deception. It threatened to cancel every ticket that ...

U.S. online channel share expected to remain unchanged through 2026

August 18, 2023 via Phocus Wire

Changing traveler behavior from 2020-2022 has brought about several noteworthy shifts, some of which are expected to endure for a considerable period, particularly related to travel distribution.