

Duff on Hospitality Law

This week's Online Travel Update: Amazon's Prime Day travel offerings, Kayak's new business booking features, and a record fine for Booking.com.

By Greg Duff on 7.22.24 | Posted in Online Travel Update

Good Sunday morning from Seattle... Our weekly Online Travel Update for the week ending Friday, July 19, 2024, is below. This week's Update features a variety of stories, including news on the latest fines to be levied on Booking.com. Enjoy.

- **Recent Prime Day Travel Offerings Re-Kindle Amazon Rumors.** Regular readers of our weekly Update will recall the multiple stories we've featured over the years regarding Amazon's rumored interest in travel. Hailing from Seattle (like Amazon), I am asked often about Amazon's interests at industry events and conferences. As we noted in last week's [Update](#), Amazon again this year featured a limited offering of travel services as part of its annual Prime Day sale. Unlike prior years, this year's offerings enjoyed their own dedicated "Prime Day Travel Deals" website page. Is this the beginning of a dedicated effort in travel? Only time will tell. In my opinion, absent a major acquisition by Amazon of an existing industry player, Amazon will only continue to play on the industry sidelines for the foreseeable future.
- **Kayak Adds Features to Its Business Booking Platform.** As competition in the corporate / managed travel space continues to escalate (see last week's story on Marriott's latest [offering](#)), Kayak announced this past week improvements to its Kayak for Business platform. Users of the business platform will now have access to certain airline offerings (via API integration) and use of payment functionality. Participating airlines include American, United and Southwest.
- **Hungary Levies Record Fine on Booking.com.** The Hungarian Competition Authority (GVH) announced last week that it had imposed a record fine on Booking.com for its failure to promptly cease certain previously identified commercial violations. The fine

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arises out of proceedings that commenced in 2018 when the GVH questioned Booking.com's commercial practices – misleading free cancellation promises, psychological sales tactics and inaccurate payment information. In some instances, Booking.com took over four years to implement the required changes.

Have a great week everyone. Only two Updates remain before my upcoming departure.

Could Amazon become a major player in travel?

July 19, 2024 via Phocus Wire

There has been speculation for years about how and when Amazon might enter the travel sphere - and if it would be successful in that kind of venture. Amazon's Prime Day travel deals beg the question once again.

Groupize Acquires The Vendry

July 17, 2024 via Business Travel News

Self-service meeting sourcing and planning platform Groupize has snapped up startup meetings marketplace The Vendry, adding more than 70,000 venues and independent vendors to the Groupize's existing global marketplace of 190,000 hotels.

Kayak for Business Adds Air APIs, Payment Tech to Enterprise Tool

July 17, 2024 via Business Travel News

Kayak for Business has added new features in an update to its Enterprise tool, including integration of airline APIs and the launch of a payment function, the company announced.

Amadeus Execs on the AI Evolution with Microsoft

July 15, 2024 via Skift

Amadeus is working on several generative AI pilots in partnership with Microsoft. Justin Dawes Share Amadeus has learned a lot about AI in the past year. The company has been experimenting with how the latest advancements of AI will define the next generation of its services for travel ...

Booking.com receives record fine in Hungary

July 15, 2024 via Daily News Hungary

The Hungarian Competition Authority (GVH) has imposed a record fine of HUF 382.5 million (EUR 977,000) on Booking.com for failing to fully comply with its obligations to cease previous legal violations. This conclusion was reached following a recent follow-up investigation.

The Latest Numbers Behind Hotel Groups' Bet on Credit Card Rewards

July 12, 2024 via Skift Travel News

Hotel groups have been expanding the reach of their loyalty programs to include a wider base of consumers while trying to maintain their appeal to frequent travelers. It's a tough trick to pull

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off. Sean O'Neill Share Hotel chains are doubling down on loyalty programs, and the strategy