

Duff on Hospitality Law

Q2 Results, AI Strategy and New Legal Trouble Keep Spotlight on Booking Holdings

By Greg Duff on 8.3.25 | Posted in Online Travel Update

Good Sunday evening from Seattle . . . Our Online Travel Update for the week ending Friday, August 1, 2025, is below. It was another slow week in the online travel world with Booking Holdings again capturing most of the industry's headlines. Enjoy.

- **Booking Holdings Reports Strong Second Quarter.** This past week Booking Holdings issued its second quarter earnings release (for those interested, a copy of the earnings call transcript is linked below). Booking Holdings' strong market position in countries outside the United States (as compared to its primary competitors, Expedia and Airbnb) once again proved to be its saving grace as the U.S. leisure market continued to struggle. Highlights from the recent release for me include the following:
 - Booking.com's loyalty program, Genuis, showed meaningful growth. Booking.com plans to soon add additional travel products (beyond accommodations) to its awards program.
 - In an effort to head off the effects of Google's AI summaries on traditional search engine marketing, Booking Holdings is diversifying its marketing investments, including a 25% (YOY) increase in spending on social media platforms. According to Booking Holdings CEO, Glenn Fogel, these investments will allow Booking Holdings to engage with customers earlier at the inspiration stage of the travel funnel.
 - With regard to AI and its growing importance within Bookings Holdings, Fogel provided updates on efforts at Priceline, Agoda, Booking.com, Kayak and OpenTable to grow their use of AI organically. Fogel also confirmed previously reported collaborations with OpenAI (including OpenAI's recently announced ChatGPT Agent), Microsoft and Amazon as a means of expanding Booking Holdings' sources of future travelers.
- **Trust Remains a Concern for Most Users of AI.** Booking Holdings released last week [The Global AI Sentiment Report](#), which shares important insights gained by Bookings Holdings from over 37,000 consumers in 33 markets. While the Report details consumers' overwhelming excitement about the new technology (and growing interest in using the

technology in the future), concerns among consumers remain. I encourage everyone to take 30 minutes to review the Report.

- **Yet Another Class Action Targeting Booking.com.** This past week saw news of yet another potential class action against Booking.com over its pricing (e.g., rate parity) practices. This latest claim is being brought by the UK's Bed and Breakfast Association on behalf of thousands of UK accommodation providers. The same concerns I expressed earlier over similar previously announced class actions (particularly for those providers with negotiated portfolio-wide contracts with Booking.com) apply equally to this newly announced effort.

Have a great week everyone.

Booking Holdings Builds on European and Asian Strength, While U.S. Lags

July 29, 2025 via Skift

Booking Holdings sees many Americans remaining cautious about travel. The good news: It has less U.S. exposure than rivals Expedia and Airbnb. Booking Holdings' gross bookings and revenue in the second quarter exceeded management's earlier forecasts, but the performance highlighted a tale of two markets: strong international demand versus continued ...

Booking Holdings Inc Q2 2025 Earnings Call

July 29, 2025 via Booking Holdings

During its Q2 2025 earnings call, Booking Holdings shared key financial updates and insights, with CEO Glenn Fogel and CFO Ewout Steenbergen fielding questions from analysts representing major firms.

Rethinking Travel Content Marketing in the Age of AI

July 28, 2025 via Skift

As AI reshapes the travel marketing landscape, brands must rethink their approach to content strategy. A new report from Curacity reveals how marketers can shift from passive awareness-building to active, measurable demand creation through targeted storytelling and strategic distribution. This sponsored content was created in collaboration with a Skift partner. ...

What if Airbnb Builds the Killer AI Travel Search App?

July 27, 2025 via Skift

Airbnb is hiring an engineer for an AI-powered natural language search product. If the tech delivers, it could create new creative pressure in shaping how people choose where to go and stay. Airbnb is preparing to rebuild its internal search engine with generative AI at the core. In a recent ...

AI in Travel: Enthusiasm Grows Amid Trust Concerns, Finds Booking.com Report

July 23, 2025 via Hospitality Trends

Q2 Results, AI Strategy and New Legal Trouble Keep Spotlight on Booking Holdings

Booking.com's latest report reveals global enthusiasm for AI in travel, tempered by concerns about trust and regional variations in attitudes. 91% of global respondents say they are excited about AI and 79% are familiar with the technology, though levels vary across regions. Despite widespread enthusiasm, only 6% fully trust AI ...

Booking.com Targeted by Planned UK Mass Claim Over Pricing Clauses

July 22, 2025 via MLex

Booking.com is targeted by a UK class action over the platform's use of pricing clauses, lawyers for the claimant have said. The UK's Bed and Breakfast Association is bringing the claim on behalf of thousands of UK accommodation providers and will file a claim at the UK's Competition Appeal Tribunal.