

Question for written answer E-004983/2025
to the Commission
Rule 144
Stefano Cavedagna (ECR)

Subject: Trusted flaggers under the Digital Services Act

Online reviews have become a central decision-making tool in the hospitality sector. More than 90 % of travellers consult online reviews before making bookings, and around 80 % state that such reviews significantly influence their choice of hotels and restaurants.

However, the credibility of this system is increasingly undermined by the growing volume of fake reviews and illegitimate user- or AI-generated content intended to artificially improve or damage a business's reputation. This situation places hospitality operators at a competitive disadvantage and limits the ability of consumers to make informed choices and undermines their trust.

1. What measures is the Commission taking to ensure that hospitality operators can more effectively manage misleading, inauthentic and fake reviews, including by receiving timely and effective consideration by the platforms hosting such reviews, as required under the Digital Services Act (DSA)?
2. Can the Commission confirm that the forthcoming guidelines on trusted flaggers under Article 22 of the DSA will clarify the criteria and procedures governing who may obtain trusted flagger status and how applications for trusted flagger status are to be assessed?
3. As trusted flagger status is increasingly requested by various sectors, can the Commission confirm that national hospitality associations may also be eligible to become trusted flaggers and therefore challenge fake reviews on behalf of their member establishments under the DSA?

Submitted: 17.12.2025