

(English version)

**Question for written answer E-002318/25
to the Commission
Marcin Sypniewski (ESN)
(10 June 2025)**

Subject: Negative impact of the DMA on consumers in the hotel, aviation and catering sectors

The Digital Markets Act (DMA) was intended to increase competition in the digital market, but there are numerous signs that its effects are hitting small and medium-sized enterprises (SMEs) and consumers. The hotel, catering and aviation industries are particularly affected, with SMEs experiencing a significant decrease in visibility in search results on digital platforms and reduced access to customers.

There are companies experiencing falls in the order of tens of percent in direct bookings in markets covered by the DMA, or falls in revenue from organic traffic in Google and increases in aggregator participation at the expense of direct sales channels. A4E (Airlines for Europe) is also sounding a warning that the DMA can negatively affect consumers and increase operational costs for carriers.

In light of the foregoing:

1. Is the Commission monitoring the DMA's impact on SMEs, especially in local services sectors?
2. Is the Commission planning to consult representatives of industries negatively affected by the DMA, including the hotel and air transport sectors?

Submitted: 10.6.2025

**Answer given by Executive Vice-President Ribera on behalf of the European Commission
(8 September 2025)**

The Commission closely monitors the impact of the Digital Markets Act (DMA) ⁽¹⁾ on all relevant stakeholders, including on local services, SMEs and consumers. The Commission has received significant positive feedback concerning the DMA's effect on the EU's digital markets.

The Commission has also opened an investigation to assess Alphabet's compliance with Article 6(5) DMA. The obligation prevents Alphabet from the practice of favouring its own services (e.g. Google Flights and Google Hotels) in ranking on Google Search over similar third-party services, thus benefitting Alphabet's competitors (e.g. Skyscanner, Expedia.com, Booking.com) and not the business users of Google Search in general (e.g. direct suppliers including airlines and hotel companies).

The Commission has not endorsed any measures implemented by Alphabet in the context of compliance with this obligation and on 19 March 2025, has informed Alphabet of its preliminary view that certain features and functionalities of Google Search may treat Alphabet's own services more favourably compared to rival ones.

In its assessment, the Commission considers the interests of various user groups of Google Search (including SMEs and consumers), in line with the objectives and other provisions of the DMA.

This includes Article 6(12) DMA, which mandates Alphabet to apply fair, reasonable, and non-discriminatory access conditions to its search engine Google Search.

As such, the Commission is in discussions and holding workshops with various impacted stakeholders, including representatives of suppliers of services competing with Google services and many others, to assess how compliance with the DMA can be best ensured.

⁽¹⁾ <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32022R2554>.