

(English version)

**Question for written answer E-004981/25
to the Commission**

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(17 December 2025)

Subject: Compliance of Booking Holdings with the Digital Markets Act

The Digital Markets Act (DMA) was designed to ensure fair competition in the digital markets. Booking Holdings was designated as the only gatekeeper in the online travel agency (OTA) sector on 13 May 2024. However, the company continues to consolidate its dominant position, systematically offering the best prices through privileged partnerships with hotels and supported by its partnership with ChatGPT. As a result, the market remains highly concentrated around its services.

As Booking is the only European gatekeeper, this case is a test of the DMA's enforcement credibility. The Commission must act decisively, sending a clear message that EU rules apply equally to all gatekeepers, not only to US firms.

1. How does the Commission assess the current level of contestability in the OTA sector since Booking's designation and does it consider that the DMA has had a pro-competitive effect on this market? If not, what actions does it intend to take?
2. Is the Commission actively monitoring practices that produce equally restrictive effects, even if they are not explicitly listed under DMA obligations?
3. How will the Commission ensure that the DMA remains a credible instrument in sectors where entrenched market power and new AI solutions risk further undermining the DMA's objectives?

Submitted: 17.12.2025

Answer given by Executive Vice-President Virkkunen on behalf of the European Commission
(23 February 2026)

Since Booking's designation under the Digital Markets Act (DMA), Booking put in place a number of measures to ensure compliance with the DMA, as required by that act.

These measures have been outlined in the compliance reports⁽¹⁾ put forward by Booking. For example, as required by the DMA, Booking has removed 'parity clauses' from its contractual arrangements with accommodation providers.

This measure should ensure that business users are free to differentiate the price and conditions of their offers between the sales channel they use, including offering different or cheaper rates on their own websites.

The Commission is continuously monitoring the gatekeepers' compliance, within its mandate of enforcing the DMA for all relevant core platform services that have been designated, including Booking.com.

This entails use of the Commission's investigation powers, such as use of requests for information to Booking as well as to interested third-parties.

In instances, where such monitoring points to compliance concerns and the regulatory dialogue with gatekeepers does not yield in effective compliance, the Commission will not hesitate to use the available tools to their full extent. The Commission also stands ready to apply antitrust law when and where necessary.

The Commission is currently undergoing a review of the DMA, as provided for by Article 53 of the DMA.

As part of this ongoing DMA review, the Commission launched a consultation in July 2025, including the issue of a dedicated questionnaire on the AI sector in the EU and implications of the DMA on AI services.

In addition, to the extent that AI is embedded in the designated core platform services under the DMA, the obligations relating to the respective services already apply.

⁽¹⁾ <https://digital-markets-act-cases.ec.europa.eu/reports/compliance-reports>.