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PRESS RELEASE

FOR IMMEDIATE RELEASE

While 10,000 European hotels and more than 200,000 consumers are taking Booking.com to court, a new European platform with AI and social community is turning European tourism upside down

The European tourism sector has been buzzing for some time now. While **more than 10,000 European hotels and over 200,000 consumers** are taking Booking.com to court for abuse of market power, dark patterns, and unfair "best price" clauses, a new, revolutionary platform is poised to definitively change the landscape: **Hotel.eu** and **Directbookings.eu**.

The lawsuit, supported by thirty national hotel associations, focuses on a years-long ban on hotels offering better prices on their own websites than on Booking.com – a practice that has cost them millions and made them dependent on commissions of up to thirty percent per booking.

Hotel.eu and Directbookings.eu are radically disrupting this model. No commissions, no hidden terms, and no algorithms that determine what you see, but **100% direct bookings** between travelers and providers on the hotelier's website. Hotels pay only a low subscription fee, **65% of which is reinvested in the promotion of the affiliated partners**.

But it's much more than a booking platform. Besides hotels, travelers will also find **museums, excursions, local events, culinary destinations, artisan shops, and hidden gems**. Everything is brought together in **an interactive map** and linked to **a self-developed social network** where travelers, locals, and entrepreneurs can share their stories, tips, and experiences. This creates a vibrant community that encourages authentic travel in Europe.

This is all enhanced by an **innovative and advanced AI travel assistant** that offers inspiration, suggests unique European destinations, and creates completely personalized itineraries ("where to go" and "what to do"). This gives travelers not only direct access to the best prices and the latest deals, but also ready-made ideas for unforgettable experiences, directly fed by the local community.

Meanwhile, investments are being made in the integration of "tokenomics."

"We've been building this with all our might for three years, and now's the time to take back control," says Jan Carron, the driving force behind Hotel.eu. "We're giving hoteliers, entrepreneurs, and local players back their autonomy, while enabling travelers to book and explore not only more fairly, but also more intelligently. Everyone wins – except the intermediary."

Starting September 1, 2025, travelers can use the platform—which already hosts more than 50,000 European hotels—to explore Europe in a fair, local, and transparent way. Hotels, B&Bs, museums, attractions, and other tourism businesses can still join via **hotel.eu** or **directbookings.eu**.

While Booking.com is forced to answer in court, the alternative is ready: fair, transparent, social and built for the future of travel in Europe.

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Press map : <https://directbookings.eu/press>

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