



Results of the 2016 screening of travel comparison and booking websites

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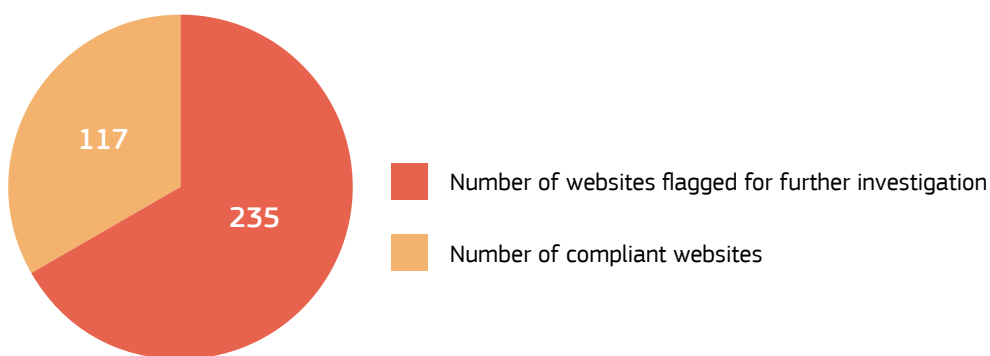


Directorate-General for
Justice and Consumers

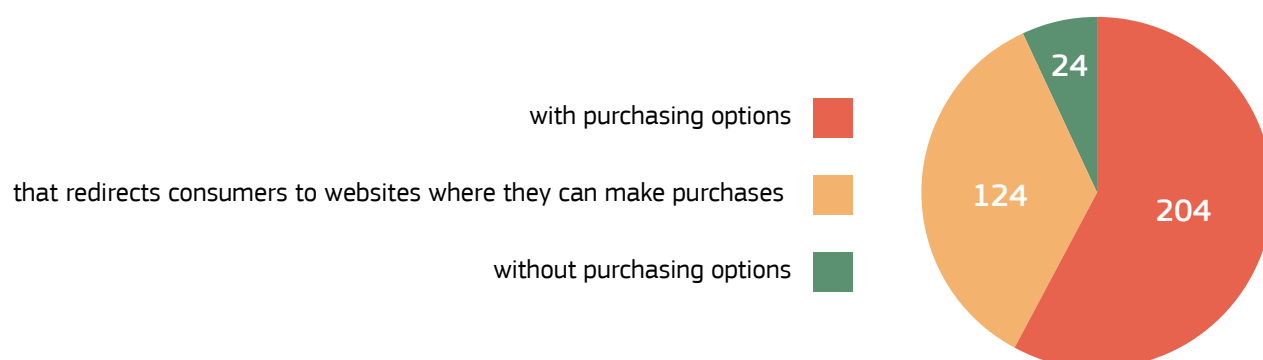


In October 2016 the European Commission and the Consumer Protection Cooperation (CPC) network launched a coordinated screening of travel comparison and booking websites. The consumer protection authorities of 28 countries (26 EU countries, Norway and Iceland) checked a total of 352 websites comparing offers and prices, mainly in the travel sector. Here are some of the key findings.

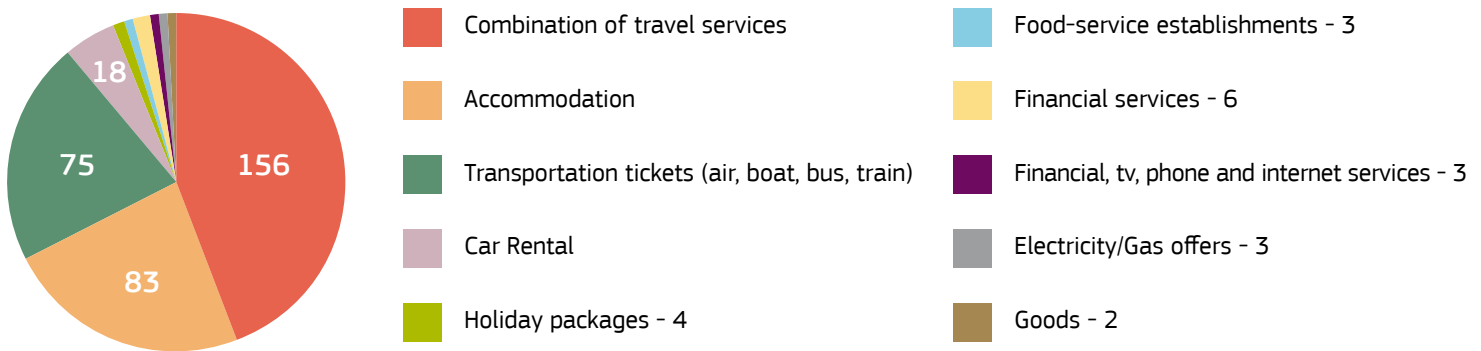
Number of websites checked during the sweep and flagged for further investigation



Number of websites checked per type of Comparison Tool



Number of websites checked per type of service/ product compared



Most common problems found in the sweep

Type of problem	Examples of problem	Total number of websites with problem	% of swept websites
Price/Offers	the price on the page of the comparison list was not the same as the price ultimately displayed in the booking page	113	32.1%
	the total price (inclusive of taxes) – or the way this is calculated – is not clear	106	30.1%
	websites presented special prices and offers, which were not then available as advertised through the actual booking page	73	20.7%
	websites gave the impression that certain offers were scarce (e.g. “only 2 left”, “only available today”) without specifying that this scarcity applied strictly to their own website	91	25.9%
Information on the Provider	websites only gave limited information (e.g. name, address of establishment) on the identity of the provider of the comparison tool	80	22.7%
	websites gave no information (e.g. name, address of establishment) on the identity of the provider of the comparison tool	14	4%
User Reviews	websites presented consumer reviews in an unclear or un-transparent way (and/or included elements that could question their truthfulness)	75	21.3%
Coverage Of comparison	websites did not provide material information that was important for the comparison	37	10.5%