

A New Wave of Consumer Protection Rules Reaches Hospitality

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Hi there - welcome back to *The Regulatory Check-In!*

This week's roundup covers a broad sweep of consumer-protection and disclosure developments hitting the hospitality and lodging space: New York City's crackdown on junk fees and difficult-to-cancel subscriptions, a landmark anti-trafficking training mandate in Hawaii, wins for hotel discount programs against surveillance-pricing bans, Seattle's push against hidden rental fees, a Washington law targeting single-use toiletries in lodging, and New York's first-of-its-kind law regulating AI-generated advertising.

NYC Cracks Down on Junk Fees and Subscription Traps: Mayor Zohran Mamdani announced sweeping new consumer protection rules aimed at junk fees and "subscription traps," designed to make it easier for New Yorkers to see the real price of what they're buying and to cancel services they no longer want. This builds on NYC's earlier hotel fee rulemaking, so hospitality operators marketing to New York consumers should expect continued, layered scrutiny of pricing disclosures and cancellation mechanics - not just at check-in, but across any recurring or subscription-style offerings (loyalty programs, membership perks, etc.).

Hawaii Mandates Anti-Human Trafficking Training for Hotels: Following months of advocacy by AHLA and its partners, Governor Josh Green signed legislation establishing a statewide anti-human trafficking awareness and prevention program for Hawaii's hotel and lodging industry. If you operate properties in Hawaii, now is the time to review staff training programs and ensure they will satisfy the new statewide framework once implementing details are released.

Hotel Discount Programs Get a Reprieve from Surveillance-Pricing Bans: AHLA reports that over the past six months, more than 24 states have considered legislation barring businesses from using individual consumer data to set prices. In some of these states, AHLA secured key carve-outs protecting legitimate hotel discount programs (AAA, AARP, loyalty, corporate rates, etc.) from being swept into these bans. If your brand relies on data-informed discount tiers, this is a meaningful win, but the underlying surveillance-pricing trend (as flagged in past editions with New York's One Fair Price Act) is still worth tracking state by state.

Seattle Targets Hidden Fees for Renters: Seattle Mayor Katie Wilson has proposed legislation to eliminate junk and hidden fees for renters, aimed at greater price transparency. While framed around residential rentals, this is part of the same municipal fee-transparency wave we've been tracking in the

hotel and short-term lodging context. I anticipate Seattle to look next at hospitality-adjacent fee practices next.

Washington Restricts Mini Toiletries in Lodging: A new Washington law targets single-use plastics in lodging establishments, restricting small-format toiletries to cut down on unnecessary packaging waste. This makes Washington the fourth state (including California, New York, and Illinois) to enact such restrictions. Properties in Washington should review amenity sourcing and packaging now, particularly if your brand standards currently require individually packaged, single-use toiletries.

New York Regulates AI-Generated Commercials: New York has enacted a first-of-its-kind law regulating advertisements that feature an AI-generated image or video of a person. If your marketing team uses AI-generated talent, spokespeople, or likenesses in ads targeting New York consumers, this law should now be part of your creative and legal review checklist (and it's a part of the state-by-state AI patchwork we flagged in the last edition).

Until next time.

[Mayor Mamdani Announces Landmark “Click-to-Cancel” Consumer Protection Rules](#)

July 10, 2026 via NYC

Today, Mayor Zohran Kwame Mamdani and New York City Department of Consumer and Worker Protection (DCWP) Commissioner Samuel A.A. Levine announced sweeping new consumer protections that will crack down on junk fees and subscription traps, making it easier for New Yorkers to know the real price of what they are buying and to stop paying for the services they no longer want.

[Hawaii Enacts Statewide Anti-Human Trafficking Training Law](#)

July 9, 2026 via AHLA

Following months of advocacy led by AHLA and our partners in Hawaii, Governor Josh Green signed landmark anti-human trafficking legislation into law, establishing a statewide awareness and prevention program for Hawaii's hotel and lodging industry.

[AHLA Secures Key Wins Protecting Hotel Discount Programs](#)

July 9, 2026 via AHLA

Over the last 6 months, over 24 states have considered legislation that would prohibit businesses from using individual consumer data to set prices.

[Seattle Looking to Eliminate Hidden and Junk Fees for Renters](#)

July 8, 2026 via KIRO 7

Seattle Mayor Katie Wilson has proposed legislation aimed at eliminating junk and hidden fees for renters in the city. The initiative seeks to provide greater transparency and financial relief to the city's renters.

[Mini Toiletries in Lodgings Law](#)

July 8, 2026 via State of Washington

A law that focuses on single-use plastics in lodging establishments will reduce unnecessary packaging in Washington.

[New York Makes History with First-of-its-Kind Law Regulating AI-Powered Commercials](#)

July 2, 2026 via 930 WFMD

A new, first-of-its-kind law has taken effect in New York, effectively targeting advertisements that feature an image or video of a person generated using artificial intelligence.

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