

Greg Duff

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Overview

Throughout Greg's 30+ year career working in the hospitality industry, he has dedicated himself to helping clients solve the range of legal issues associated with operating a modern hospitality operation - from negotiating management and other operational agreements to advising on the myriad of issues associated with sales distribution and online travel.

Greg is Chair of the firm's national Hospitality, Travel & Tourism practice, which is directed at the variety of matters faced by hospitality and travel industry members, including purchase and sales agreements, management agreements, sales and marketing, distribution, privacy and data security, procurement and technology.

His clients include owners, operators and franchisors of hotels and resorts, airlines, cruise lines, tour operators and restaurants.

Greg has served as counsel to many of the hospitality industry's local, state and national trade associations and trade groups, including the American Hotel & Lodging Association (AHLA), Hospitality Sales and Marketing Association International (HSMAI) and Hospitality Financial and Technology Professionals (HFTP).

Prior to his career in private practice, Greg served in-house legal and business roles with the Westin Hotel Company/Starwood Hotels and Resorts, Homegrocer.com/Webvan Group and Columbia Hospitality.

Greg publishes the Online Travel Update, a weekly digest offering a global perspective of key trends and issues impacting the hospitality and online travel industries. His Online Travel Update posts appear on Foster Garvey's [Duff on Hospitality Law](#) blog and are syndicated by JD Supra. Since 2019, Greg has been recognized among JD Supra's Top Authors in its annual Readers' Choice Awards. [Subscribe](#) to ensure you never miss an update.

Areas of Focus

- [Intellectual Property Licensing & Transactions](#)
- [Hospitality, Travel & Tourism](#)

Admissions

- Washington, 1994
- Oregon, 2012

Education

- J.D., Seattle University School of Law (*magna cum laude*), 1994
 - *University of Puget Sound Law Review*, Editor-in-Chief, 1993-1994
- B.S., Pepperdine University (*magna cum laude*), 1991

Honors & Recognitions

- *Chambers USA* (Nationwide) Leading Individual, Leisure & Hospitality, 2022-2023; 2017
- FeedSpot, 10 Best Hotel Law Blogs and Websites
 - *Duff on Hospitality Law*, 2025
- JD Supra Readers' Choice Awards, "Top Author"
 - Artificial Intelligence, 2026
 - Transportation, 2021-present
 - Airlines/Aviation, 2019-2020
- Rising Star, Washington Super Lawyers, 2001-2002
- *Seattle Met* magazine, "Top Lawyer"
- *The Best Lawyers in America*®, Leisure and Hospitality Law, 2024-present
- Washington Super Lawyers List, 2005

Professional Activities

- American Hotel & Lodging Association (AHLA), Member
 - Distribution Community of Interest Board
 - General Counsels Committee
- Foster Garvey, Firm Co-Chair, 2019-2020
- Garvey Schubert Barer, Firm Chair, 2016-2019
- Hospitality Financial and Technology Professionals (HFTP), Member
 - Global AI Committee
- Hospitality Sales and Marketing Association International (HSMAI), Member
 - Global Distribution Advisory Board
- Museum of Pop Culture (MOPOP), Board of Directors, 2026-present

- Oregon Restaurant and Lodging Association (ORLA), Member
- University of Washington School of Law, Hospitality Law, Part-time Lecturer
- Washington Lodging Association (WLA), Member

Experience

- Foster Garvey represented the sellers of Evolution Hospitality in its sale to Aimbridge Hospitality. Aimbridge is the nation's second largest independent hotel investment and management firm. Foster Garvey advised the sellers in all aspects of the transaction, including structure, documentation, buyer due diligence (purchase price included an equity component in buyer), and broad seller due diligence.
- Integrated celebrity signature restaurants and/or spas into existing hotel, resort and convention center facilities.
- Prepared form global group sales and catering contracts and supporting materials.
- Reviewed and negotiated franchise agreements with national franchisors Hilton, Marriott, Intercontinental Hotel Group, Starwood, Carlson, Choice, Jimmy John's, Black Bear Diner and Quiznos.
- Reviewed and negotiated global distribution, meta-search, daily deal/private sale and on-line marketing agreements with Expedia, Priceline, Booking.com, Orbitz, Agoda, Ctrip, Alpharooms, Destinations of the World, Hotelied, Google, TripAdvisor, Kayak, Roomkey, American Express, Gullivers Travel Associates, Travelclick, Gilt/Jetsetter, Rue La La and Travelzoo.
- Reviewed and negotiated global vendor agreements for the purchase and/or licensing of a variety of goods and services, including in-room entertainment (PPV, FTG); property-management systems (PMS), point of sale (POS), and central reservation systems (CRS); merchant card and payment processing; application development and hosting; and telecommunications (data and voice).
- Reviewed and negotiated management contracts for full service, select service, limited service and extended-stay hotels, condominium hotels, resorts, conference centers, timeshare resort homeowners' association, golf courses and restaurants in Arizona, Washington, Oregon, Nevada, California, Colorado, Montana, Hawaii, New York, Louisiana, Nebraska, Tennessee, Massachusetts, Ohio and Texas.

News & Insights

Blog Posts

[AI Visibility Emerges as Travel's New Marketing Benchmark](#)

[06.28.26](#)

[Sweden Offers a Fresh Perspective on Keyword Disputes](#)

06.21.26

New UK Requirements for Google Put AI Content Use in Focus

06.07.26

The State of Direct Booking

05.31.26

AI Takes Center Stage at Expedia Explore and Google I/O

05.25.26

Platform Players Stake Out New Ground in Online Travel Distribution

05.17.26

Major Earnings, Regulatory Pressure and a Surprise Acquisition Shape a Full Week in Online Travel

05.12.26

The End of Keywords? Travel Marketing Faces an AI Reset

05.06.26

Online Travel Faces the Next Phase of AI Commercialization

04.26.26

Gaps in Trust, Security and AI Visibility Define a Challenging Week in Online Travel

04.19.26

Subtle Shifts in Online Travel: Hopper Lands RBC, AI Hiring Reveals Priorities & Booking.com Changes Course in Chile

04.12.26

Amazon and OpenAI Push Ahead While Amadeus Scores a Court Win

04.04.26

The AI Divide: Google and OpenAI Bet on Different Futures

03.29.26

A Busy Week for Travel Tech: Google, Booking, Hilton and Hopper in Focus

03.22.26

Travel's AI Momentum Continues With New Tools From Hilton, Marriott and Amex GBT

03.15.26

AI Commerce Hits a Reality Check as Regulators Circle the Travel Industry

03.08.26

The \$20B Year for OTAs: Marketing at Scale in the Age of AI

03.01.26

Wyndham and IHG Join the AI Conversation While Booking Holds Its Ground

02.22.26

A Busy Week in Online Travel: Expedia Earnings, Hotelier AI Developments and Renewed Parity Concerns

02.15.26

A Week of Rising Pressure in Online Travel as Pricing Rules Advance and Platform Competition Evolves

02.08.26

Accor Makes Its Move in AI Travel With a New Booking Experience in ChatGPT

02.01.26

The Growing Role of AI Agents in Online Travel and ChatGPT's Ad Plans

01.25.26

A Defining Start to 2026 for Online Travel: China Probes Trip.com, Airbnb Expands Its Hotel Ambitions and Google Unveils Its Agentic Booking Protocol

01.18.26

Online Travel Update: 2025 Year in Review

01.04.26

The Next Phase of Travel Distribution Rekindles Pricing and Parity Debates

12.22.25

AI Turns Up the Heat: OTAs Defend Their Turf as Big Tech Redraws the Map

12.14.25

Travel's Next Competitive Fault Lines

12.07.25

The Unfinished Revolution: Why AI's Promise for Travel Remains Mired in Power Struggles

11.22.25

When Travel Gets Personal: Digital IDs Lift Off and Airbnb Takes on Two Fronts

11.16.25

B2B and AI: The Twin Engines of Travel's Future?

11.09.25

AI and the Travel Value Chain: Who Wins in the New Search Economy?

11.02.25

The Growing Influence of ChatGPT on Travel's Future

10.27.25

Between the AI Waves: Online Travel Catches Its Breath

10.18.25

The Race to Reinvent Online Travel

10.12.25

Agentic AI or Amplified Influence: The New Battle for Guest Acquisition

10.05.25

This Week in Online Travel: Sabre Bets on AI, Social Media Drives Inspiration and Skift Questions Market Power

09.28.25

Travel's Balance of Power

09.20.25

The Future of Online Travel in an AI-Driven World

09.14.25

The Economics of Distribution: AI's Impact and Google's New Limits

09.07.25

Algorithms, Alliances and the Art of Booking: This Week's Travel Tech Shifts

09.01.25

This Week in Travel: Pricing Probes, Expedia's Strong Quarter, Southwest's Distribution Shift and New Loyalty Perks

08.10.25

Q2 Results, AI Strategy and New Legal Trouble Keep Spotlight on Booking Holdings

08.03.25

Slower Summer Week, Big Travel Tech Moves: OpenAI's Booking Agent and DirectBooker's AI Play

07.21.25

Google's DMA Tightrope: Navigating Search Result Battles Between Intermediaries and Direct Sellers in Online Travel

07.14.25

EU Legal Pressures Mount: Developments in Booking.com Class Action & Uncertainty Around DMA

07.06.25

Booking.com's Ongoing Legal Battles, Alibaba's Travel Restructuring & the Rise of AI in Hotel Visibility

06.28.25

Google Hotels Faces New Challenges as Competitors Gain Ground

06.22.25

Trouble at the Top: DMA, Booking.com and the Cost of Platform Power

06.15.25

AI at the Crossroads, Booking.com in the Crosshairs: This Week's Travel Industry Headlines

06.08.25

[Class Actions, Competition Scrutiny and Lloyds' Travel Play: A Full Plate for Online Travel](#)

[06.01.25](#)

[Rewriting the Travel Rulebook: AI, Accor and a Swiss Surprise](#)

[05.26.25](#)

[The Canadian Competition Bureau Is Targeting "Drip Pricing" and Other Deceptive Marketing Practices by Hotels](#)

[05.20.25](#)

[This Week in Travel: NDC Progress, Booking.com Scrutiny, and AI Momentum in the Industry](#)

[04.07.25](#)

[Travel Tech Trends: Perplexity's Booking Leap, Airbnb Incentives & AI-Powered Planning](#)

[03.31.25](#)

[AI, Antitrust & Algorithms: EU Targets Google, Travel Grapples with Generative Tech](#)

[03.25.25](#)

[This Week in Travel: Booking.com Phishing Scam, California's AI Pricing Crackdown & More](#)

[03.17.25](#)

[Navigating the Future of Travel: AI Innovations, Record Marketing Investments & Regulatory Shifts](#)

[03.03.25](#)

[AI's Impact on Travel: OpenAI's "Operator" Tool and Its Disruptive Potential](#)

[01.27.25](#)

[Travel Tidbits: Breaking News and Insights from the Online Travel World](#)

[08.05.24](#)

[Online Travel Update: Google's Shift on Cookies & Booking.com's Legal Scrape](#)

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[This week's Online Travel Update: Amazon's Prime Day travel offerings, Kayak's new business booking features, and a record fine for Booking.com.](#)

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[Unlocking Trends: HOTREC's Distribution Insights and Kayak's SME Revolution](#)

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[Online Travel Update: Turbulent Times for Booking.com Amid EU Regulations](#)

[06.24.24](#)

[Big Changes in Online Travel: Transparency, Accessibility, and the Battle for Business Travelers](#)

[06.17.24](#)

[This Week in Online Travel: Appeals in Las Vegas Price-Fixing Case, Booking.com's STR Push, and Hilton Expands into RV Bookings](#)

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[Online Travel Update: American Airlines Softens Distribution Strategy, OTA Marketing Spend Surges](#)

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[Online Travel Industry Updates: Key Interviews, Airline Policy Changes and New Travel Platform Launches](#)

[05.28.24](#)

[Digital Dynamics: Booking.com's DMA Gatekeeper Role and AI's Expanding Impact on Travel Planning](#)

[05.21.24](#)

[Online Travel Update: Google's Cookie Policy Update, Shifts in Sustainable Travel Interest, and the Reality of Online Group Bookings](#)

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[Travel Innovations and Challenges: DOT's Loyalty Program Hearing, Sustainability Efforts by Google & Expedia, and Hotel Direct Booking Updates](#)

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[Shifts in Travel Tech: DerbySoft's Airline Foray, Expedia's VRBO Strategy, and a Deeper Amadeus Partnership](#)

[04.16.24](#)

[Travel Innovations and Regulatory Moves: Singh's 'Perfect Trip' Vision and EU's Scrutiny of Tech Giants](#)

04.09.24

Strategic Shifts in Travel: AmexGBT Acquires CWT and Booking.com Rethinks Sustainability Ratings

04.02.24

Global OTA Scrutiny and Airline Distribution Battles: This Week in Online Travel

03.25.24

Regulatory Challenges for OTAs in Indonesia, Spotnana's Innovative Booking Tool, and OTA Marketing Records Shattered

03.19.24

Google's DMA Compliance Controversy and the End of TripAdvisor Plus: This Week in Online Travel

03.12.24

Exploring New Frontiers in Online Travel: From AirAsia's Flexible Fares to Hilton's Campground Ventures

03.04.24

Online Travel Update: Trip.com Soars with Strong Q4 and Yearly Results, Booking Holdings Releases Earnings and Legal Updates

02.26.24

Online Travel Update: TripAdvisor's Potential Sale Dominates Headlines as Expedia's CEO Departure Announcement Still Reverberates

02.20.24

Online Travel Update: Expedia CEO Departure, Google Ends Two Hotel Ad Products and More

02.12.24

Online Travel Update: American Airlines Shifts Bookings Online, Hilton Settles "Junk Fee" Dispute and More

02.05.24

Online Travel Update: OTA Marketing Shift, Google's DMA and Wholesaler Woes Unveiled

01.30.24

Online Travel Update: Hawaiian and Sabre Settle Things, and European Regulators Seek Information on Booking.com

01.23.24

Online Travel Update: Ryanair's OTA Battle Escalates and GDS Evolution

01.08.24

Year In Review: Roundup of 2023 "Online Travel Update" Blog Posts

12.30.23

AI in Travel, Resort Fee Legal Battles, and Booking Holdings' ETraveli Appeal: This Week's Online Travel Update

12.12.23

Online Travel Update: EU's Proposed Changes to Traveler Rights, Massachusetts Joins States Looking to Ban Junk Fees and a Crescendo in the Clash Between Ryanair and OTAs

12.05.23

Online Travel Update: More Booking.com Customers Cite Fraudulent Emails and Hubli Launches API Offering Real-Time Meeting and Event Inventory

11.29.23

This Week in Online Travel: Booking.com's Cruise Venture and Airbnb's Hotel Strategy Shift

11.13.23

Online Travel Update: Airlines' Tactics Under Scrutiny, Booking.com's Challenges, and Citi-Navan's New Partnership

10.31.23

Online Travel Update: The Spotlight on SMB Initiatives, Coalition Against Fake Reviews, and the Real Costs to Hoteliers

10.23.23

Online Travel Update: California Tackles Hidden Fees, Hopper's Supplier Shift, and Booking.com's Advertising Strategy

10.18.23

Online Travel Update: Expedia's Asia/Pacific Expansion, Hopper's Operational Shifts, and an ADA Case Update

10.11.23

EU Commission Blocks Booking's eTraveli Purchase & Highlights from Skift Global Forum: Online Travel Update

10.03.23

Fall Frenzy: Updates on CA Resort Fee Legislation, Booking.com's Credit Card, and Emerging Corporate Booking Platforms

09.26.23

Analyzing Divergent Views on the Booking-eTraveli Merger and Developments in Corporate Travel Platforms – Online Travel Update

09.19.23

Booking Holdings Under Scrutiny and the Rise of AI Trip Planners: This Week in Online Travel

09.12.23

EU Blocks Booking's eTraveli Deal, Sonesta Faces Resort Fee Lawsuit, and Hungary Probes Online Booking Payments

09.05.23

Online Travel Update: Hyatt's Resort Fee Battle and Amazon's Climb in the Travel Realm

08.29.23

Online Travel Update: Latest Quarterly Updates from Major Players, Texas AG Sets Sights on Booking.com's Practices

08.15.23

Online Travel Update: Expedia's New Partnerships, AH&LA's Support for Resort Fee Legislation, and Strong Q2 Results for Industry Giants

08.08.23

Online Travel Update: Sabre Records Win in Showdown Between Major CRS Platforms and Expedia Conducts Layoffs Across Multiple Departments

07.24.23

[Online Travel Update: Expedia Terminates Hopper, TUI Unveils Package Offerings, Priceline Partners with Amazon for Prime Day, and Finnair Concedes to OTA Discounts](#)

[07.17.23](#)

[Online Travel Update: Expedia Group launches One Key, Booking.com potentially impacted by EU “Gatekeeper” Designation](#)

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[Online Travel Update: Legal Developments in the U.S. and EU, Growing Concerns with Generative AI, Chargeback Challenges, and EU Commission’s Designation of Booking.com Under DSA](#)

[07.03.23](#)

[Online Travel Update: A Growing Influence of Fintech Products and Their Suppliers](#)

[06.20.23](#)

[Online Travel Update: Online Travel Giants \\$3.5 Billion Marketing Blitz, Priceline Embraces AI, Capital One Expands, and Expedia’s AI Advantage Wanes](#)

[06.12.23](#)

[Online Travel Update: Unveiling the AI Era in Travel – Priceline’s Future, Expedia Calls Out Agoda, Hotel Distribution Trends, and Resort Fee Controversies](#)

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[Online Travel Update: Assessing Instant Booking Apps for Event Management, Fintech Promises, and Texas Resort Fees Settlements](#)

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[Online Travel Update: CWT teams with Booking.com for Business, Uber takes flight bookings to the UK, and Expedia unveils new B2B initiatives](#)

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[Online Travel Update: Ryanair fights back against scraping of fares while Booking.com’s purchase of ETraveli is under review again, Hopper’s fee practices questioned, and Expedia launches a bookable video platform](#)

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[Online Travel Update: OTAs Regain Majority Share, Hoteliers Need to Act Like Retailers, and TripAdvisor's Transparency Report](#)

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[Online Travel Update: Expedia Integrates ChatGPT, EU Commission's 2022 Policy Initiatives, Lufthansa's Cloopio, and Kayak's Change in Direction](#)

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[Online Travel Update: Antitrust Updates from the European Union and South America](#)

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[Online Travel Update: Intermediaries Regain Ground in Latest Hotel Booking Trends Report](#)

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[Online Travel Update: Expedia's Loyalty Program Posts Strong Gains](#)

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[Online Travel Update: Biden Calls for Legislation Limiting Unfair Fees](#)

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[Online Travel Update: Booking.com and Expedia Mobile Apps Fare Well in 2022](#)

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[Online Travel Update: DOT Extends Comment Period for Proposed Rule on Airline Ancillary Fees](#)

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[Online Travel Update: Airbnb's Adoption of All-In Pricing Is Official](#)

[12.16.22](#)

[Online Travel Update: American Express Announces Investment in Selfbook](#)

[12.09.22](#)

[Online Travel Update: Australian Treasury Re-Examines Narrow Parity Provisions](#)

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[Online Travel Update: Expedia Partners with Payment Application Afterpay](#)

[11.25.22](#)

[Online Travel Update: Phocus Wire's Hot 25 Travel Startups.](#)

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[Online Travel Update: Airbnb to Feature Total \(All-Inclusive\) Pricing](#)

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[Online Travel Update: Biden Administration Announces Plan to Tackle "Surprise Fees"](#)

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[Online Travel Update: India's MakeMyTrip Fined for Anti-Competitive Behavior](#)

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[Online Travel Update: Booking Holdings Presses Ahead With Etraveli Acquisition](#)

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[Online Travel Update: Booking.com to Soon Become the Dominant Player in Online Travel](#)

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[Online Travel Update: Rumors Around a Possible Sabre Sale Persist](#)

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[Online Travel Update: Here Come the Regulators on Buy Now, Pay Later Products](#)

[09.30.22](#)

[Online Travel Update: More Platforms Turning to Fintech Products to Foster Growth](#)

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[Online Travel Update: Sonesta Moves Small Group Bookings Online](#)

[09.16.22](#)

[Online Travel Update: Has TikTok Become the Social Media Platform of Choice for Travel Brands and OTAs?](#)

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[Online Travel Update: An Update on Hotel Distribution and Vacasa's Change in Leadership](#)

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[Online Travel Update: Competition Among Banks' Travel Platforms Intensifies, and Southwest Launches New Corporate Booking Portal](#)

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[Online Travel Update: Summer Vacation Edition](#)

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[Online Travel Update: Uber Travel Launches in the UK; Expedia Reports Record Q2 Revenue and Profit; and Booking Posts Strong Numbers](#)

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[Online Travel Update: EU's Digital Markets Act \(DMA\) Moves Forward, and Online Business Models Continue to Evolve](#)

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[Online Travel Update: CWT Tests NDC, and Tik Tok Gains Traction Among Travel Industry Members](#)

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[Online Travel Update: Why Banks' Growing Interest in Travel?](#)

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Online Travel Update: Is Booking Holdings Poised for a Rebound?

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Online Travel Update: Vacation Edition

07.08.22

Online Travel Update: Do We Really Need Digital Hotels?

06.24.22

Online Travel Update: Leave Anytime: Hopper's Latest Offering, and Agoda's Latest Sales Program - Eco Deals

06.17.22

Online Travel Update: TripScout Introduces Instagram Hotel Bookings, and Hopper Brings Flexible Payment Options to Short-Term Rentals

06.10.22

Online Travel Update: Musafir Partners with Mastercard to Launch Innovative Payment Options, and Wyndham Announces New Trip Planning Tool

06.03.22

Online Travel Update: Jury Finds Out That Sabre Did Not Unreasonably Restrain Trade and That U.S. Air Was Entitled to Only \$1.00 in Damages, and Marriott Launches Marriott Media Network

05.27.22

Online Travel Update: Kakao Expands Ride-Hailing Offerings; Agoda Offers New Payment Alternative; Airbnb Enables New Split Stay Functionality

05.20.22

Online Travel Update: Online Booking Platforms Expedia Group and Booking Holdings Release Q1 Earnings Report; and Groups Are Latest Target for Alternative Accommodations

05.13.22

Online Travel Update: FlightHub Insists It Is Trustworthy; US Airways Claims Losses of Nearly \$300 Million in Case Against Sabre; and AirAsia Continues Quest for Super App Status

[05.06.22](#)

[Online Travel Update: Trivago Is Fined for Misleading Room Rates; Travel Influencers Are Under a Legal Microscope; and the U.K. Announces New Rules on Fake Reviews](#)

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[Online Travel Update: Technology Powers Loyalty Program Growth, and Group Travel Continues Its Move Online](#)

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[Online Travel Update: Groups360 Raises an Additional \\$50 Million; Uber Continues Push to Super App Status; and Google's Rob Torres Returns to Expedia](#)

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[Online Travel Update: Booking.com Adds Loyalty Program Benefits; Yelp Makes News on Two Fronts; and Major OTAs Spend More Billions on Marketing](#)

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[Online Travel Update: Hopper Is the Fastest Growing Travel App in 2021; Sustainability in Travel Takes Another Step Forward; and Canada Jetlines Chooses Fareportal](#)

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[Online Travel Update: Kayak Grows Development Team, and Fareportal's Use of "Dark Patterns" Results in \\$2.6 Million Payment](#)

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[Online Travel Update: OYO and Hopper Plan to Incorporate Games into Their Booking Platforms, and Hotelbeds Gets Creative in the Face of Competition](#)

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[Online Travel Update: Effects of Recent Egencia Acquisition Start to Unfold at Amex GBT; Uber Seeks Super App Status; and Expedia Group Now a Preferred Redistributor for IHG](#)

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[Online Travel Update: Google Shuttles "Book on Google" feature; Booking Holdings' Earnings Release Reveals Insight on Profit Margins Strategy; and Amadeus Brushes Off Concerns About Airlines' Direct Connectivity Push](#)

03.04.22

Online Travel Update: HotelPlanner Cancels Planned Merger; Booking.com Outsources Customer Service; Supply Remains a Challenge for Airbnb

02.25.22

Online Travel Update: The Travel Industry's Push on Climate Gains Traction; Online Platforms Continue to Diversify; and Expedia Releases Fourth Quarter Earnings Report

02.18.22

Online Travel Update: Kayak and Cruise Critic Partner on Cruises; Hopper Reaches \$5 Billion Valuation; Travel Management Companies Are in Transition

02.11.22

Online Travel Update: Copolo seeks to capitalize on travelers' growing environmental concerns; Hopper diversifies through "homes"; Airbnb gains traction in traditional hotel room distribution

02.04.22

Online Travel Update: Travelport continues improvements to Travelport Plus and Hawaiian Airlines elects a different distribution strategy

01.28.22

Online Travel Update: Expedia predicts better travel days ahead; Southwest embraces Kayak's business platform; Oyo released the Top 10 most downloaded travel apps in 2021

01.21.22

Online Travel Update: 2021 Year in Review

01.07.22

Online Travel Update: Google may pose a bigger threat to OTAs than ever

12.30.21

Online Travel Update: Trip.com grows European market share with superior technology; Sabre adds travel management company veteran

12.23.21

[Online Travel Update: Agoda debuts additional new offerings; Booking.com reins in suppliers' promotions; Amex GBT continues its transformation](#)

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[Online Travel Update: Life House raises an additional \\$60 million; another business corporate platform quietly emerges; American Airlines offers GDS Alternative](#)

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[Online Travel Update: Expedia Partner Solutions offers carbon neutral hotel stays; traditional offline travel management companies offer new technologies; Amazon ads target travel companies](#)

[11.24.21](#)

[Online Travel Update: Booking Holdings to acquire Getaroom; Amadeus announces value-based agreement with Delta Airlines; the end of travel advisors may be near](#)

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[Online Travel Update: Amazon expands India travel offerings; Sabre loses Expedia's North America business; flights drive most of Booking Holdings' quarterly success](#)

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[Online Travel Update: South Korean regulators re-examine OTA practices; cruise bookings move online; Fairfly plans to offer hotel solution](#)

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[Online Travel Update: Marriott's antitrust case goes to trial and Trip.com facilitates COVID testing online](#)

[10.29.21](#)

[Online Travel Update: Hopper continues its meteoric rise; Accor moves group bookings online; Capital One grows its travel portfolio](#)

[10.22.21](#)

[Online Travel Update: Marriott and Rakuten announce partnership; Sonder continues to expand distribution network; Expedia combines loyalty programs](#)

[10.15.21](#)

[Online Travel Update: Airbnb takes steps to accommodate hotel listings; Hopper is ranked the most downloaded travel app in the first half of 2021](#)

10.08.21

Online Travel Update: Tripadvisor Plus program forced to make significant changes; travel industry veterans launch Spotnana; Hopper CEO plans to create travel superapp for the West

10.01.21

Online Travel Update: MCR Hotels trial runs attribute pricing; Travel Funders Network offers revenue guarantee; and Hopper raises another \$175 million

09.27.21

Online Travel Update: Travelport and Amazon Web Services announce travel startup accelerator; recent studies reveal Generation Z's online travel preferences

09.10.21

Online Travel Update: Russian authorities impose antitrust penalty on Booking.com and individual branded properties decided to join Tripadvisor's subscription service

09.03.21

Online Travel Update: Expedia Group and Booking Holdings' Q2 earnings releases witness slight recovery in bookings

08.13.21

Online Travel Update: Trivago and Kayak take different approaches to address metasearches; Fareport Holdings drops antitrust suit against JetBlue; Sonder prepares for expected rebound in corporate travel

08.06.21

Online Travel Update: Tripadvisor Plus announces initial hotel partners for its subscription service, and Booking Holdings reveals more details around their planned fintech business

07.26.21

Online Travel Update: Vrbo gets creative when facing vacation rentals shortages; Booking.com creates fintech business to enhance payment platform; tensions rise between Southwest Airlines and flight discounter Skiplagged

07.09.21

Online Travel Update: Spanish hotels made claims against Booking.com over its pricing practices; recently passed house bill may impact Google's travel products; and Google delays rollout of its controversial third-party cookies

07.02.21

Online Travel Update: Hopper introduces price freeze for hotels; Expedia aims to be one-stop shop cruise agency; Tripadvisor launches Tripadvisor Plus; a federal appeals court overturns 1-800 contacts decision

06.23.21

Online Travel Update: Booking Holdings announces that it will repay pandemic aid after criticism of bonuses; Trip.com unexpectedly sells shares in Tripadvisor; the travel industry tests the waters of a buy-now-pay-later model

06.11.21

Online Travel Update: Expedia continues to overhaul their leadership; Sabre partners with ByHours to distribute hourly room rentals; Google Travel includes vacation rentals alongside traditional lodging accommodations in search results

06.04.21

Online Travel Update: Expedia Chairman anticipates the bounceback of leisure and business travel; Nevada court rules litigation against online travel agencies can continue; Booking.com loses court battle in Germany

05.28.21

Online Travel Update: Booking Holdings, Expedia Group and Tripadvisor report rising travel demand and discuss core strategies to capture travel rebound in first quarter's earnings releases

05.14.21

Online Travel Update: Ryanair launches initiatives to protect customers from unauthorized online travel agents; short-term rental owners seek to attract direct bookings; Sonder doubles its valuation in under two years

05.07.21

Online Travel Update: The New York Times predicts strong return of travel agents; experience staying at KAYAK Miami Beach hotel revealed; Expedia settles false advertising class action

04.23.21

Online Travel Update: Expedia joins other platforms in offering COVID-19 advisory; online distributors pursue public offerings; Booking.com fined over recent data breach reporting

04.19.21

Online Travel Update: Short-term rentals hosts become hot commodities; AirAsia continues its effort to diversify online offerings; Expedia launches AI-enabled virtual travel agents

04.12.21

Online Travel Update: JetBlue seeks to diversify its online offerings; Hopper announces latest \$170 million funding round; next-gen middleware companies may change hotel room distribution forever

04.02.21

Online Travel Update: Tripadvisor Plus continues to grab attention; distributors' "narrow parity" compromise in South Korea; Trip.com deepens partnership with Shangri-La; Fareportal is asked to substantiate antitrust claims

03.26.21

Online Travel Update: Google once again embraces organic search and eliminates hotel listing fees; Kayak plans to open hotel in Miami Beach; Certares is on the road to become travel powerhouse

03.19.21

Online Travel Update: Virtual experiences may remain relevant over the long haul; hospitality industry plans for post-pandemic group travel; Google aims to eliminate third-party cookies

03.12.21

Online Travel Update: Booking Holdings releases fourth quarter and 2020 financial results, plus a few takeaways; and Expedia and other newcomers eye wholesale distribution opportunities

03.05.21

Online Travel Update: Skift pays tribute to Marriott CEO Arne Sorenson; Kayak says meta search is still influential; Tripadvisor updates their subscription model

02.25.21

Online Travel Update: Trivago reports a challenging 2020, but expects a positive 2021; Expedia reports disappointing year-end results; 'Clear' emerges as new digital health passport leader; unpaid refunds threaten Lastminute.com

02.19.21

Online Travel Update: Booking.com announces new cancellation and deposit policies; Expedia offers discount rates to all of its travel agency partners; Agoda launches new booking tool; Amazon drops virtual experiences prices

02.12.21

Online Travel Update: Tripadvisor introduces virtual voice tours for Amazon Alexa; Airbnb Experiences continues to face challenges; TripActions succeeds with fresh approach to travel management

02.05.21

Online Travel Update: Expedia dominates early 2021 television advertising; powerhouse technology and health care companies join forces to create vaccination passport; Apple moves forward with controversial privacy requirements

01.29.21

Online Travel Update: Tripadvisor launches beta application to help travelers avoid crowds at public places; Southwest pursues claims against unauthorized OTA; Chinese OTAs actively pursue traditional hotel investments

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Online Travel Update: Trump Administration bans Alipay; JetBlue withholds flight information from Fareportal; outdoor booking startup Hipcamp connects landowners with campers

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Online Travel Update: 2020 Year in Review

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Online Travel Update: Agoda adds installment payments, and Expedia scales back its non-core businesses while its competitors press forward

12.31.20

Online Travel Update: VResorts launches first virtual reality booking platform; Lufthansa and Sabre settle differences; EU releases anticipated online regulations

12.24.20

Online Travel Update: Airbnb's blockbuster IPO arrives with \$100 billion valuation; Expedia dismisses launch of Google's Travel Insights; RVs gain popularity as new mode of accommodation and travel

12.18.20

Online Travel Update: Accor and Marriott's interest in short-term rental interest grows; new tax claims filed against OTAs in Nevada, EU regulations postponed again

12.11.20

Online Travel Update: Increased importance of contactless engagements may fuel growth of a startup, Volara, in 2021, and IATA announces COVID-19 Travel Pass

12.03.20

Online Travel Update: Kyte is featured in PhocusWire's Hot Travel Startups for 2021; Booking Holdings discusses pressures predicament of the hotel industry; Airbnb's IPO upholds its status as a global distribution powerhouse

11.24.20

OTA & Travel Distribution Update: JetBlue announces plans to distribute short-term rentals; Beachy, one of PhocusWire's Hot Travel Startups for 2021; Fintech may be the key to online travel recovery

11.20.20

OTA & Travel Distribution Update: Tripadvisor explores consumer subscription program; Airbnb faces potential class action over refund and cancellation policies; leading OTAs issue third-quarter earnings releases

11.13.20

OTA & Travel Distribution Update: Tensions between Google and Booking.com become public; Google confirms recent Expedia research points to increased OTA reliance

11.05.20

OTA & Travel Distribution Update: Booking.com adds direct flight search for U.S. travelers and anticipates what's next for future of travel; the online travel industry reacts to the Department of Justice's antitrust claims against Google

10.30.20

OTA & Travel Distribution Update: Travelers seek increased transparency and Booking.com abandons BookingSuite effort

10.23.20

OTA & Travel Distribution Update: Hotel partnerships with co-working companies continue to rise; Google plans to phase out third-party cookies from Chrome; Expedia and Agoda claim COVID-19 has killed the 'sacred cow' of rate parity

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[OTA & Travel Distribution Update: Parity commitments extended by Expedia and Booking.com; Google adds pandemic details to travel search](#)

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[OTA & Travel Distribution Update: Booking Holdings and TripAdvisor dominate headlines with second-quarter earnings releases, reflecting historical impact of COVID-19 with some signs of improvement](#)

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[OTA & Travel Distribution Update: Tripadvisor unloads eight of its media companies; Expedia finalizes union negotiations; Airbnb captures headlines with bookings hitting pre-pandemic levels for first time](#)

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[OTA & Travel Distribution Update: Expedia's Vrbo sees significant growth in bookings; Expedia expands cryptocurrency payment options; Singapore Airlines adds global distribution system surcharge](#)

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[OTA & Travel Distribution Update: Expedia consolidates its HomeAway and VRBO brands; Sonder raises \\$170 million in funding; TripAdvisor adds COVID-19-response filters and tests out new travel advisor referral service Reco](#)

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[OTA & Travel Distribution Update: Short-term rental platform cancellation policies scrutinized; Trip.com projects decreases in Q1 revenue; Indian OTAs struggle with traveler cancellations](#)

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[OTA & Travel Distribution Update: Sabre's previously announced acquisition runs into regulatory trouble; enforceability of Booking.com's venue clause to be reviewed by EU's highest court; EU's platform-to-business rules to take effect](#)

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OTA & Travel Distribution Update: Danish competition authorities weigh in on OTAs; the politics of distribution; Triptease expands its offerings

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OTA & Travel Distribution Update: Air carriers accused of abusing dominant position in online travel; cruise industry & traditional offline distribution channels; Ryanair's attempt to become the "Amazon of Travel" struggles

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OTA & Travel Distribution Update: New platforms brought to regulators' attention; Google Assistant Interpreter Mode gets a test drive; Expedia's Ad-On Advantage lives another day

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OTA & Travel Distribution Update: Mistakenly discounted rates a regular occurrence; Report discloses rampant disclosure of personal information by travel apps

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OTA & Travel Distribution Update: Priceline is back full steam despite change in name and business model; Resellers running amok with hotel rates

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OTA & Travel Distribution Update: Booking.com weighs in on the need for further EU regulation; Seattle law firm pursues Expedia again

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OTA & Travel Distribution Update: Global distribution systems noted by appeals court as being ‘rather backwards’; German competition authorities raise concerns similar to Australian regulators

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OTA & Travel Distribution Update: French authorities to examine travel platforms’ pricing practices; tour operators’ cooperation may result in lower fines; Trivago under Australian anti-trust scrutiny for misleading advertising

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OTA & Travel Distribution Update: Global distribution systems become latest EU target; Booking.com & Agoda under Korean anti-competitive scrutiny; Ctrip joins Tencent in an IPO

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OTA & Travel Distribution Update: Effects of Google’s trademark and keyword practices changes; Japanese regulators conclude Airbnb investigation; Will Google become a fully-operational OTA in the future?

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OTA & Travel Distribution Update – Pennsylvania closes tax loophole; voice not only for front of house applications; Expedia Group takes steps to expand short-term rental offerings

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OTA & Travel Distribution Update – Online travel agency startup Kiwi taking on industry giants; Ctrip ventures into hotel management business; Shiji is another name you should know

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OTA & Travel Distribution Update – Gripes with restrictions on using trademarks as keyword search terms; Airlines’ introduction of metasearch-like price comparison tools; Traveliko’s subscription model for hotels; Hyatt’s global reach

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OTA & Travel Distribution Update – \$5.2 billion spent in fraudulent hotel bookings; the dark world of travel search engines, hotels & online agencies; loss of Travelport’s lucrative Flight Centre contract

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OTA & Travel Distribution Update – Keyword restrictions: What exactly is the problem?; Tripadvisor acquires tours and activities technology platform; Booking Holdings acquires activities distribution startup

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OTA & Travel Distribution Update – Australian authorities confirm renewed interest in parity provisions; Singapore opens evaluation of OTAs; Expedia seeks to toss illegal scrapping suit

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OTA & Travel Distribution Update – Price-fixing fines imposed against FlightCentre; Red Lion's unorthodox approach to loyalty; update on Microsoft's voice-activated device, Cortana

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OTA & Travel Distribution Update – Brazilian antitrust authorities adopt narrow approach to rate parity; Group segment moves to online platforms; Priceline ends its bidding service for rental cars

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OTA & Travel Distribution Update – Australian Competition Authorities re-think “narrow” parity; Keyword prohibitions the subject of recent suit

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OTA & Travel Distribution Update – SwayPay seeks to simplify payment processing and Hotel Bonanza hits the 10,000 mark in hotel listings

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OTA & Travel Distribution Update – Airbnb continues its evolution into a traditional lodging company and/or distributor; Priceline Group, Inc. announces name change to Booking Holdings

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OTA & Travel Distribution Update – Wyndham Joins the Loyalty Discount Program Bandwagon; Expedia Adds Event Tickets to Offering; Expedia Cuts Jobs in the Northwest

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OTA & Travel Distribution Update – German coalition's plans for increased scrutiny of online platforms; Avvio introduces chatbot Dorothy; Airbnb's partnership with SiteMinder

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Oregon Sports Summit Hosted by Eugene, Cascades & Coast Sports Commission

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OTA & Travel Distribution Update – Google leverages travel data to predict airline delays; Google’s online travel efforts begin to pay dividends; Expedia or Priceline owned hotels may just be around the corner

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OTA & Travel Distribution Update – Airbnb announces first outside board member; California litigation against Airbnb not over yet; and Ctrip makes an appearance at World Economic Forum

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OTA & Travel Distribution Update – California City Can Ban Short-Term Rentals; Airbnb Purges San Francisco Listings; Italian Regulators Penalize Online Travel Sites

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OTA & Travel Distribution Update – China shuts down Marriott’s website & mobile app; Airbnb hits the jackpot in Las Vegas; Ctrip’s Gourmet List adds OpenTable listings

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OTA & Travel Distribution Update – Airbnb avoids liability for lease violations; Short-lived successes at Room Key; Hopper makes the leap into hotel bookings

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OTA & Travel Distribution Update – Google linked to new allegations of collusive keyword practices; Argentina’s distribution powerhouse, Despegar; OTAs under scrutiny by Finnish authorities

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