

Sweden Offers a Fresh Perspective on Keyword Disputes

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Good Sunday afternoon from Seattle . . . Our Online Travel Update for the week ending Friday, June 19, is below. The past two weeks have been remarkably uneventful in the online travel world as evidenced by our short list of stories below. Perhaps the summer doldrums have arrived early this year. Enjoy.

Amadeus Announces Ongoing Efforts to Remain Relevant. One of the more interesting announcements to come out of HITEC last week was Amadeus' announcement of new AI products - AI Commerce and AI Max (which is already available to users). With these new products - AI Commerce in particular - Amadeus seeks to maintain its position as a critical distribution intermediary. AI Commerce is designed to work with AI agents and to allow users to search and book hotel inventory without leaving the conversation (something missing in most AI referral tools available today). Deployment of the new tool is expected to begin at the end of the year.

Swedish Court Throws Keyword Restrictions a Lifeline. Over the last several years, a growing number of distributors have argued (citing the EU decision in [Guess](#)) that keyword restrictions are prohibited in the EU (at times, even beyond the EU). Recently announced investigations in the EU and Switzerland against tour operators (Rewe and TUI) over their keyword practices lent support to distributors' position. Enter our Nordic friends. A court in Sweden (Sweden's Patent and Market Court) earlier this month threw out a Swedish regulator's fine (\$700,000) against two health company competitors that had agreed not to bid for display advertising using each other's marks. According to the regulator, the companies' keyword restrictions were equivalent to market sharing and effectively reduced consumers' exposure to available alternatives. The court disagreed, stating that the regulator failed to show that the restrictions were the type of violations that are anticompetitive (or inherently harmful) by their nature. In other words, when considering keyword restrictions, regulators must assess the actual impact of such restrictions. While this decision will by no means resolve the debate over keywords, it definitely provides a reasonable basis to challenge distributors' current position.

Another Class Action Against Booking.com. A new consumer class action against Booking.com has been announced. Like others before them, consumers in the UK are claiming that Booking.com's narrow rate parity provisions have forced UK consumers to overpay for UK accommodations. Interestingly, this case is being funded by [Balance Legal Capital](#), an investment firm that finances class action litigation.

Have a great week everyone.

[Amadeus' New AI Tools Are Part of a Bigger Hotel Booking Plan](#)

June 16, 2026 via Skift

Amadeus will publicly introduce two hotel AI tools at HITEC, but its bigger play is infrastructure. As AI agents move closer to travel booking, the GDS wants to help define how hotels are found, priced, changed, and paid for.

[European 'Keyword-Bidding' Collusion Probes Rattled by Watchdog's Court Defeat](#)

June 10, 2026 via MLex

EU and Swiss probes into holiday travel operators over possible search-word collusion may appear trickier after a recent Swedish court ruling that appeared to raise the bar for finding such conduct illegal.

[Booking Faces £2Bn UK Collective Lawsuit Over Hotel Contracts](#)

June 9, 2026 via MLex

Booking.com faces a planned collective lawsuit in the UK over pricing provisions in its contracts with hotels, with prospective class representative Chris Warner saying he has the backing of litigation funder Balance Legal Capital.

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