

Duff on Hospitality Law

## Online Travel Update: Booking Holdings Presses Ahead With Etraveli Acquisition

By Greg Duff on 10.21.22 | Posted in Online Travel Update

It was another relatively quiet week in the online travel world, as evidenced by the stories below. The one obvious exception was the European Commission's final publishing of the much-discussed Digital Markets Act (DMA), which now becomes effective next month. My colleague Eva Novick (who leads our privacy and data security practice team) prepared a very helpful FAQ for those of you wondering whether the DMA might apply to you. Even if the DMA does not apply to you directly, it likely will apply to one or more of the online platforms that you use (or may use in the future) – most notably, Airbnb and Booking.com. Enjoy

### Booking Holdings Presses Ahead With Etraveli Acquisition

*("Booking Holdings Notifies Etraveli Deal for E.U. Approval," October 12, 2022 via MLex Insights) (subscription may be required)*

Following its recent receipt of the UK's CMA's approval of its proposed acquisition, Booking is now pushing ahead and seeking formal approval of the acquisition from the EU. As part of its review, the EU will be seeking input from a variety of industry members. For those of you not familiar with Etraveli, its brands include Gotogate, Mytrip and Flightnetwork, all of which provide search, booking and fulfillment products and services for flights. Booking Holdings already works with Etraveli to provide Booking its air offerings, and with the purchase, Glenn Fogel (C.E.O. of Booking Holdings) hopes to make users' booking of flights even more seamless (all part of Glenn's "connected trip" initiative).

### Google Expands Tours and Activities Offerings Available Through Maps

*("Google Expands Its Things to Do Feature Deeper Into Maps," October 12, 2022 via Skift) (subscription may be required)*

Users of Google's widely popular map function will now be able to peruse tours and activities (and their up-to-date prices) available in a particular location (or even a particular attraction). Those seeking to book a listed tour or activity can then link directly to the provider to make their booking. As noted by "Skift" last week, Google's newly announced approach to tours and activities mirrors a similar transition by Google with hotels.

**Online Travel Update:** Booking Holdings Presses Ahead With Etraveli Acquisition

---

Other News:

**Understanding the Digital Markets Act (DMA) – FAQ Sheet**

*October 12, 2022 via Foster Garvey Legal Alert*

The Digital Markets Act (DMA) was published in the [Official Journal](#) on October 12. The DMA aims to create a level playing field for EU businesses by regulating big tech.