

IHG EU Horizon Scan

Relevance for IHG	
Tier 1	Red
Tier 2	Amber
Tier 3	Green

DIGITAL				
Topic	Legislation	Relevance	Stakeholder expectations	Reporting requirements?
European Digital Single Market	Digital Services Act (DSA)	The DSA formulates new obligations and proposes accountability for intermediaries providing services online. IHG might be indirectly impacted by new obligations for online travel agents (OTAs) such as Booking.com and Expedia. Obligations include transparency reporting, requirements on terms of service due account of fundamental rights, cooperation with national authorities following orders, points of contact and where necessary legal representative.	European Commission: DG COMP; DG CONNECT European Parliament: IMCO; JURI; LIBE; ITRE; TRAN ; CULT NGOs: Access Now; European Digital Media Observatory (EDMO); EDRI; European Internet Group Think tanks: Bruegel, European Policy Centre (EPC), CEPS	Yes
European Digital Single Market	Digital Markets Act (DMA)	The DMA seeks to change the relationship between business users and gatekeepers. Given the market dominance of online travel agents (OTAs) such as Booking.com and Expedia in the hotel sector, developments in the DMA may incur new rights but also new obligations for IHG hotels. As a group containing many SMEs, the outcome of the DMA may have a	European Commission: DG COMP; DG CONNECT European Parliament: IMCO; JURI; LIBE; ITRE; TRAN ; CULT NGOs: Access Now; European Digital Media Observatory (EDMO); EDRI; European Internet Group Think tanks: Bruegel, European Policy Centre (EPC), CEPS	No

		significant impact on future business strategies.		
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SAMPLE