

The B&B Association's class action against Booking.com: Considerations for UK accommodation providers

The Bed and Breakfast Association – the UK trade association for B&Bs and guesthouses - has had a longstanding involvement in campaigning against harmful anti-competitive practices affecting UK accommodation providers, including, in particular, those of **Booking.com** ("Booking"). The B&B Association's view is that Booking's practices have, for many years, stifled price competition in the online booking market, to the detriment of all UK accommodation providers, including in particular small, independent B&Bs and hotels. This led to the B&B Association making five formal complaints to the CMA in relation to those practices, including on 'price parity' matters, in 2017.

The B&B Association's claim against Booking

On 14 August 2025, the B&B Association confirmed that it recently **secured litigation funding in respect of proposed opt-out collective proceedings against Booking on behalf of all UK-based accommodation providers**, including hotels and B&Bs of all sizes, who used Booking's services between 2019 and 2024 (the "Represented Class").

In broad summary, the B&B Association's claim, which will shortly be filed with the UK's Competition Appeal Tribunal, concerns Booking's 'price parity' policies, which prevent accommodation providers from charging lower room prices on other platforms. These policies protect Booking from competition, allowing it to set its commissions at anti-competitive levels.

As the claim will be brought on 'opt-out' basis, during the proceedings **there will be no need for any participation by any members of the Represented Class**. Furthermore, as the claim is being pursued on a no-win no fee basis, unless a successful outcome is achieved, **the Represented Class will not be required to make any contribution towards the costs** of the proceedings.

The B&B Association has instructed an experienced team of solicitors, barristers and economists in support of its proposed collective proceedings against Booking, who it anticipates will ensure that the Represented Class receive the redress they deserve. The case team comprises Stephenson Harwood, Robert Palmer KC, Alan Bates, and Hugh Whelan of Monckton Chambers, and economic consultancy Fideres.

The Stephenson Harwood team, led by Genevieve Quierin, Ben Sigler and Tim Knight, said: *"We are grateful that the B&B Association has instructed Stephenson Harwood on this important matter, and we look forward to working with the Association to secure compensation for all UK accommodation providers who have been affected by Booking.com's conduct."*

Next steps for UK accommodation providers

For the avoidance of doubt, as explained above, **there is no need for members of the Represented Class to take any further steps** to participate in the B&B Association's claim as **they are included in it automatically**, unless they opt out.

If you as a UK accommodation provider have any legal questions about the B&B Association's claim or your eligibility to benefit from it, you are welcome to contact the legal team at Stephenson Harwood at bookingenquiries@stephensonharwood.com.

About the Bed & Breakfast Association

The Bed & Breakfast Association is the UK trade association for the owners of B&Bs, guesthouses and small family-run hotels. Its purpose is to "inform, support and represent" its members. It celebrates its 20th anniversary in early 2026.

The Bed and Breakfast Association is a member of the (UK) Tourism Alliance, and our affiliate the Scottish Bed and Breakfast Association is a member of the Scottish Tourism Alliance.

The Bed & Breakfast Association has won awards including the Trade Association Forum "Sector Representation Award" as the best trade association in the UK (out of 313, across all sectors) at representing its members. Its Chairman, David Weston, was awarded the "Outstanding Contribution Award" by AA Hospitality in 2021.

Membership is £60 per annum (£1.15 a week) - [read more about joining](#).