



FTC Issues Final Rule on Junk Fees

January 10, 2025

Dear ASTA Members,

On December 17, 2024, the Federal Trade Commission (FTC) issued a [final rule](#) on hotel and event ticket junk fees that aims to limit unfair and deceptive pricing practices that have long confused consumers and hindered their ability to make informed decisions based on price. The final rule takes into consideration many of the recommendations in ASTA's comments on the proposed rule, which you can [read here](#).

Specifically, the rule requires businesses to disclose the true total price, inclusive of all mandatory fees (exclusive of government taxes), whenever they display the price of live-event tickets or short-term lodging. Additionally, the rule requires businesses to display the total price more prominently than most other pricing information.

ASTA applauds the FTC's action, which will ensure travelers know up front what they're paying. As it pertains to hotel pricing and fees, the rule requires uniformity in the disclosure of such fees across all platforms, regardless of where the consumer chooses to search and book. Travelers will be certain of the final cost they'll pay instead of being surprised by a higher price at checkout. Travel advisors will also benefit from the transparency in pricing that will result in a more level playing field among hotels competing for their clients' business.

ASTA was disappointed, however, that the final rule did not include a "safe harbor" provision to protect advisors who may receive erroneous fee information from the lodging entity. While this is concerning for any advisor who may unknowingly pass on inaccurate information, the FTC acknowledged that travel service providers must provide accurate information to intermediaries and that failure to do so could result in enforcement action. The FTC further stated it will consider future action to address "nuanced scenarios" where imposing a penalty would be unfair.

The rule is expected to go into effect in mid-April; however, it is unclear whether the Trump administration intends to enforce the rule as published. ASTA will closely track developments and alert members of any changes. If you have questions, please reach out to us at govtaffairs@asta.org.