

Price indications for accommodation

Trading Standards information

www.southwark.gov.uk

1. Main legal requirements

Hotels, guest houses and similar establishments should display price information so that consumers receive it before they decide to make a booking.

The price that someone will have to pay is key to their purchasing decision so it must not be misleading, unclear, unintelligible, ambiguous or untimely.

2. How should prices be displayed?

Typically businesses achieve compliance by having a list of room rates displayed in a prominent position such as at reception, or at the entrance to the premises. Other methods could be to use leaflets or brochures that are readily available and on websites.

To avoid any problems prices should include any compulsory service charges and VAT (if applicable).

If a price is only applicable to certain circumstances or, for example with certain meals included or at certain times of the year, then this should also be clear.

3. What happens if I don't comply with these requirements?

Failure to comply could result in prosecution for a breach of the Consumer Protection from Unfair Trading Regulations 2008. On conviction the maximum penalties are a fine of £5000 in the Magistrates court or, in the Crown court, an unlimited fine or imprisonment for up to two years, or both.

Enforcement authorities can also seek a court order using the Enterprise Act 2002. A breach of any order could lead to up to two years imprisonment and/or an unlimited fine.

4. Further information

If you require further assistance on the requirements, or would like additional guidance, please contact us at the address given.

PLEASE NOTE that only the Courts can interpret legislation with authority. This leaflet is subject to revision or amendment without notice.
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