

**Do you have any comments on the structure or clarity of the Draft Guidance?**

The current draft guidance on unfair commercial practices under the DMCC Act 2024 presents significant risks to the short-term holiday let sector, particularly regarding the role of agencies. While consumer protection is important, some of the proposed measures could undermine the fundamental structure of agency operations, increase security risks, property owner privacy, and the integrity of the industry.

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**Do you have any comments on the illustrative examples of commercial practices applying the prohibitions? Are there any areas where you think additional examples could usefully be reflected in the Draft Guidance?**

Using the Welsh tourism levy as the example, this will be charged per person per night. Properties will advertise as sleeping a certain number of people. However, booking parties may not bring the total number of people to meet the capacity of the property. Whilst this will not impact the price of the property, it will impact the amount payable in respect of tourism levy (where it is calculated on a per person basis).

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**Do you have any comments on the Draft Guidance on the ‘drip pricing’ provisions in the DMCC Act (found in the ‘Material pricing information’ section of Chapter 9 of the Draft Guidance), including the illustrative examples? In particular, are there any specific pricing practices that have not been included in the ‘drip pricing’ illustrative examples which you think it would be helpful to include, and if so, what should such further guidance specifically cover?**

Where a damage deposit is taken at the time of booking but refunded in full after the stay if there is no damage, the current guidance is unclear. However, as the guest needs to make this payment to complete their booking (purchase), it seems likely that this could fall within the mandatory fees category without clear guidance on this point. Where an amount is held against the guest’s card, and only taken if there is damage, the guest is not making the payment in order to complete their booking (purchase). However, it is mandatory that the trader holds an amount against their card—this is not optional. It is therefore unclear whether this would be deemed a mandatory fee,

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**Do you have any comments on the Draft Guidance on the banned practice relating to fake consumer reviews (found in Annex B to the Draft Guidance)?**

The proposal is good