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JENNIFER DAVENPORT

Attorney General



Office of the Attorney General

– Jennifer Davenport, *Attorney General*

Division of Consumer Affairs

– Jeremy E. Hollander, *Acting Director*

For Further Information:

Media Inquiries–

Lisa Coryell

OAGpress@njoag.gov



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As the World Cup comes to New Jersey, and summer, we ensure that consumers not be blindsided by hidden fees or deceptive pricing schemes that make accommodations less affordable than advertised,” **said Attorney General Davenport.** “Hidden fees and deceptive pricing tactics hurt consumers and make it harder for honest businesses to compete in the marketplace. Transparent pricing helps consumers make informed decisions, compare costs fairly, and avoid surprise charges that can put travel out of reach. We expect hotels and short-term rental providers to compete honestly and comply with the law.”

“Consumers have a right to know the total price of lodging before they book their stay,” **said Jeremy E. Hollander, Acting Director of the Division of Consumer Affairs.** “Hotels and short-term rental housing providers that hide mandatory fees, mislead travelers, or inflate costs through deceptive practices risk violating New Jersey’s consumer protection laws. We’re making sure they are aware of their obligations under the law.”

Under the New Jersey Consumer Fraud Act and the Federal Trade Commission’s Unfair or Deceptive Fees Rule, hotels and short-term rental providers must clearly disclose mandatory charges and avoid misleading representations about fees and pricing.

The guidance, published online at www.njoag.gov/wp-content/uploads/2026/05/2026-0521_World-Cup-Hotel-Junk-Fees-Notice.pdf, highlights five key requirements for lodging providers:



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consumers more than the actual cost of processing a credit card payment and must disclose any surcharge before the charge is incurred; and

- **Follow local short-term rental laws.** Municipal rules governing short-term rentals vary across New Jersey and may impose minimum stay requirements or other restrictions. Businesses should not advertise rentals that violate local ordinances and could be cancelled by local authorities.

Consumers who encounter misleading hotel or rental listings are encouraged to file a complaint on the Division’s website at: [New Jersey Division of Consumer Affairs Consumer Complaints Page](#). Listings or conduct that violate local or municipal ordinances should also be reported to local authorities.

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