



GAZDASÁGI
VERSENYHIVATAL

Case number:	Vj-74/2006
Type of case:	Deception of consumers
Undertaking(s) concerned:	SkyEurope Airlines
Short description:	<p>In the competition supervision proceedings the Competition Council of the Hungarian Competition Authority (Gazdasági Versenyhivatal – GVH) concluded that the advertisements of SkyEurope Airlines were misleading consumers because it only stated the price of the flight ticket, but omitted to indicate that other fees, taxes, etc. also have to be covered in order to purchase a flight ticket. In certain advertisements in which SkyEurope Airlines indicated that these additional sums also have to be paid the text was written with practically unobservably small letters, thus preventing the consumer to perceive essential conditions of his flight ticket purchase. Furthermore, SkyEurope's advertisement slogan „the most flights at the best price” was deemed to be unlawful as the undertaking, despite its burden of proof, did not demonstrate the truthfulness of this statement.</p>
Decision:	The Competition Council of the GVH imposed a fine of HUF 50 million (approx. EUR 181 800) on SkyEurope Airlines Hungary Kft. for its unlawful behaviour.
Date:	Budapest, 25 October 2006