

STATE OF MAINE

IN THE YEAR OF OUR LORD  
TWO THOUSAND TWENTY-FIVE

H.P. 268 - L.D. 414

An Act to Prohibit Deceptive Pricing in the Rental of Short-term Lodging  
and in the Sale of Tickets

Be it enacted by the People of the State of Maine as follows:

Sec. 1. 10 MRSA c. 206-D is enacted to read:

CHAPTER 206-D

PRICE TRANSPARENCY FOR SHORT-TERM LODGING RENTALS AND  
TICKET SALES

§1250-P. Price transparency for short-term lodging rentals and ticket sales

1. Definitions. As used in this chapter, unless the context otherwise indicates, the following terms have the following meanings.

A. "Mandatory fee" means a fee or charge required as part of an advertised price, including, but not limited to, a resort fee, service charge or convenience fee. "Mandatory fee" does not include:

(1) Taxes or fees imposed by a government or quasi-governmental entity or assessment fees imposed on the transaction by a government-created special district or program;

(2) Shipping fees or charges that reasonably reflect the amount of the charges a business incurs to send physical goods to consumers through the mail, including private mail services; or

(3) Amounts charged for ancillary goods or services offered to a consumer as part of the same transaction.

B. "Short-term lodging" means an accommodation for transient occupancy in a hotel, motel, vacation rental or similar establishment, typically for under 30 days.

C. "Ticket" has the same meaning as in Title 8, section 1301, subsection 1, paragraph C.

**2. Total price disclosure.** A person advertising or offering for rent or renting a short-term lodging or a person advertising or offering for sale or selling a ticket:

A. Shall clearly and conspicuously disclose the total price of the short-term lodging or ticket, including any mandatory fee, whenever the price is advertised or displayed;

B. Shall display the total price of the short-term lodging or ticket more prominently than other pricing information in all advertisements, offers or displays; and

C. May not misrepresent any fee or charge associated with a short-term lodging or ticket in any advertisement, offer or display.

The requirements of this subsection do not apply to a provider of short-term lodging or a person advertising or offering for sale or selling a ticket that complies with the provisions of 16 Code of Federal Regulations, Part 464.

**3. Enforcement.** The Attorney General shall enforce this section.

**4. Violation.** A person that violates this section commits an unfair and deceptive act and a violation of Title 5, chapter 10.