
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO SECTION 13a-16 OR 15d-16
UNDER THE SECURITIES EXCHANGE ACT OF 1934**

For the month of May, 2023

Commission File Number: 001-37959

trivago N.V.

(Exact Name of Registrant as Specified in Its Charter)

Kesselstraße 5 - 7
40221 Düsseldorf
Federal Republic of Germany
+49 211 54065110
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

EXPLANATORY NOTE

On May 9, 2023, trivago N.V. (the “Company”) received the resignation of Axel Hefer as managing director and chief executive officer of the Company. On the same day, the Company’s supervisory board approved such resignation, and elected Johannes Thomas to replace Mr. Hefer as a temporary member of the Company’s management board, pending his appointment by the Company’s next general meeting of shareholders. Upon his appointment as temporary member of the management board, Mr. Thomas has all powers and responsibilities of a management board member, as if he had been appointed by the general meeting of shareholders. In addition, the Company’s management board designated Jasmine Ezz and Andrej Lehnert as temporary officers and members of the Company’s leadership team. The Company’s founder, Rolf Schrömgens, will also return to the Company, initially serving as an advisor. The supervisory board intends to nominate Ms. Ezz and Mr. Lehnert for appointment as managing directors and Mr. Schrömgens for appointment as supervisory director by the Company’s next general meeting of shareholders. A press release concerning these management changes is furnished as Exhibit 99.1 hereto.

SIGNATURES

Pursuant to the requirements of the Exchange Act, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: May 9, 2023

trivago N.V.

By: /s/ Matthias Tillmann

Matthias Tillmann

Chief Financial Officer

EXHIBIT INDEX

Exhibit No.	Description
99.1	Press release dated May 9, 2023.

Press Release**FOR IMMEDIATE RELEASE****trivago Introduces New Leadership Team Featuring Experienced Travel Industry Executives**

DÜSSELDORF, Germany, May 09, 2023 — Today, trivago N.V. (NASDAQ: TRVG) announced a significant transformation in its leadership structure, welcoming a team of accomplished travel industry executives, who played significant roles in the company's worldwide growth.

Effective today, Johannes Thomas assumes the role of CEO and Managing Director, succeeding Axel Hefer, who has chosen not to extend his contract. With a rich background in the travel sector and deep familiarity with trivago, Thomas brings invaluable expertise to his new role. Having started as an intern during trivago's early days, he rose through the ranks to become Managing Director and Chief Revenue Officer until 2020. Thomas pioneered trivago's performance marketing teams and revolutionized the way the company connects advertisers with its vast traveler base. He also led the Business Operations and Strategy Department, spearheading key strategic initiatives.

Joining Mr. Thomas in the new leadership team are former trivago executives Jasmine Ezz as Chief Marketing Officer and Andrej Lehnert as Chief Product Officer. Ezz played a critical role in scaling trivago's brand presence and served as Global Head of Media Buying. Lehnert previously held positions as both Chief Product Officer and Chief Marketing Officer at trivago. This dynamic team brings a wealth of marketing, product, and operational expertise to the table, with the aim of unlocking significant value and driving a sustainable positive trajectory for the company. The team will be complemented by Matthias Tillmann who will continue in his role as trivago CFO.

trivago founder, Rolf Schrömgens, will also return to the company, initially as an advisor then as a member of the supervisory board, subject to formal appointment by the company's shareholders at the annual general meeting.

Eric Hart, Chairman of the Supervisory Board of trivago, expressed gratitude for Axel's contributions and optimism for the future: "We are deeply grateful for Axel's leadership in taking trivago public, transitioning the company to profitability and guiding it through the pandemic. As we look ahead, we are thrilled to welcome this exceptional leadership team. The new team has impressed us with their ambitious view on the business and possesses more than 25 combined years of experience in scaling trivago across the globe. I am also looking forward to Rolf rejoining the supervisory board as his knowledge and passion have always been invaluable."

Speaking on behalf of the leadership team, Mr. Thomas conveyed their enthusiasm for rejoining trivago: "Returning with a team of trusted, accomplished leaders demonstrates our confidence in trivago's potential and future. We believe that a relentless focus on hotels will be key to leveraging the trivago brand and creating incremental value for both our users and advertising partners. We need to be ever-present for travelers, providing a simple search experience that enables them to discover their perfect hotel and attractive deals. An empowered, dedicated team will be crucial in achieving this and exploring new avenues for innovation."

About trivago

trivago is a global hotel and accommodation search platform. We are focused on reshaping the way travelers search for and compare different types of accommodations, such as hotels, vacation rentals

and apartments, while enabling our advertisers to grow their businesses by providing them with access to a broad audience of travelers via our websites and apps. Our platform allows travelers to make informed decisions by personalizing their search for accommodations and providing them with access to a deep supply of relevant information and prices. As of March 31, 2023, we offered access to more than 5.0 million hotels and other types of accommodation in over 190 countries, including over 3.8 million units of alternative accommodation, such as vacation rentals and apartments.

Forward-looking statements

This press release contains certain forward-looking statements. Words, and variations of words such as “believe,” “expect,” “plan,” “continue,” “will,” “should,” and similar expressions are intended to identify our forward-looking statements. These forward-looking statements involve risks and uncertainties, many of which are beyond our control, and important factors that could cause actual events and results to differ materially from those in the forward-looking statements. For additional information factors that could affect our forward-looking statements, see our risk factors, as they may be amended from time to time, set forth in our public filings with the Securities and Exchange Commission. We disclaim and do not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.

Media Contact

corentine.aronica@trivago.com