Together for EU Tourism stakeholders meeting
13 SEPTEMBER 2022

Booking.com commitments for the transition of EU tourism
About Booking.com

Our mission is to make it easier for everyone to experience the world

Founded in the Netherlands in 1996, we have since grown to be a global travel platform connecting accommodations and travellers all over the world

We partner with accommodations to support them market themselves to a global audience, something particularly useful for small and independent hotels

At Booking.com, we believe we have a responsibility to help conserve the natural world, strengthen local communities, and celebrate diversity.
Commitments to the transition pathway

- Topic 1: Fair measures for Short-Term Rentals (STR)
- Topic 8: Green transition of the tourism companies and SMEs
- Topic 26: Tourism services for visitors and residents alike
Green transition: The Travel Sustainable programme

- We recognise we have a role to play in making travel more sustainable
- We have launched the Travel Sustainable Programme that seeks to bring sustainability closer to accommodations and consumers
- We focus on supporting accommodations develop their sustainability programmes while recognising those who have already made significant efforts around sustainability with our Travel Sustainable badge.
- By helping increase sustainable supply, consumers have more sustainable accommodations to book from, creating a virtuous circle towards a more sustainable accommodation sector
Green transition: The Travel Sustainable programme: Next steps

- Introduce levels within the programme to help consumers understand what stage each property is at on their sustainability journey.
- Launch and evolve the programme for accommodations, cars, rides and flights by the end of 2023.
Green transition: The Travel Sustainable programme: Why

- We need to bring sustainability into the mainstream.
- Cost barriers, knowledge barriers and marketing reach limitations make existing sustainability certifications unappealing for accommodations.
- High costs associated with existing certification approaches are particularly hindering SMEs from engaging with sustainability, despite their willingness to become more sustainable.
- To move towards a more sustainable tourism sector, we believe innovative and scalable approaches are key.
Travel Proud Programme
“Working together with accommodation partners and travellers to make it easier for everyone to experience the world”

- Training and education are crucial for a more inclusive tourism sector
- Our large network of accommodation partners means our programme can effectively reach accommodations of all types and sizes on a global scale
- Training, certification and further learning are key elements of our Travel Proud Programme
- Available in English to all our accommodation partners in Europe and translated into several European languages
Challenges faced by LGBTQ+ community

Our research showed:

82% of LGBTQ+ travellers report less-than-welcoming or uncomfortable experiences when travelling

64% say they have to consider their safety and wellbeing

Not all bad news…

31% have experienced great first impressions at the property when they arrive, including friendly staff
Next Steps

- Rolling out the programme in local languages in a phased approach.
- Deliver our training at high quality and making sure the training sessions are culturally and locally relevant
- Spanish language training launched in June 2022
- More to come!

Want to know more?
partner.booking.com/proud-certified
Want to know more?

- Booking.com Travel Sustainable programme
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