

Together for EU Tourism stakeholders meeting

13 SEPTEMBER 2022

Booking.com commitments for the transition of EU tourism

#EUTourism

Booking.com



About Booking.com



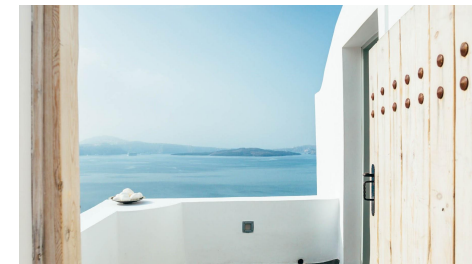
Our mission is to make it easier for everyone to experience the world



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

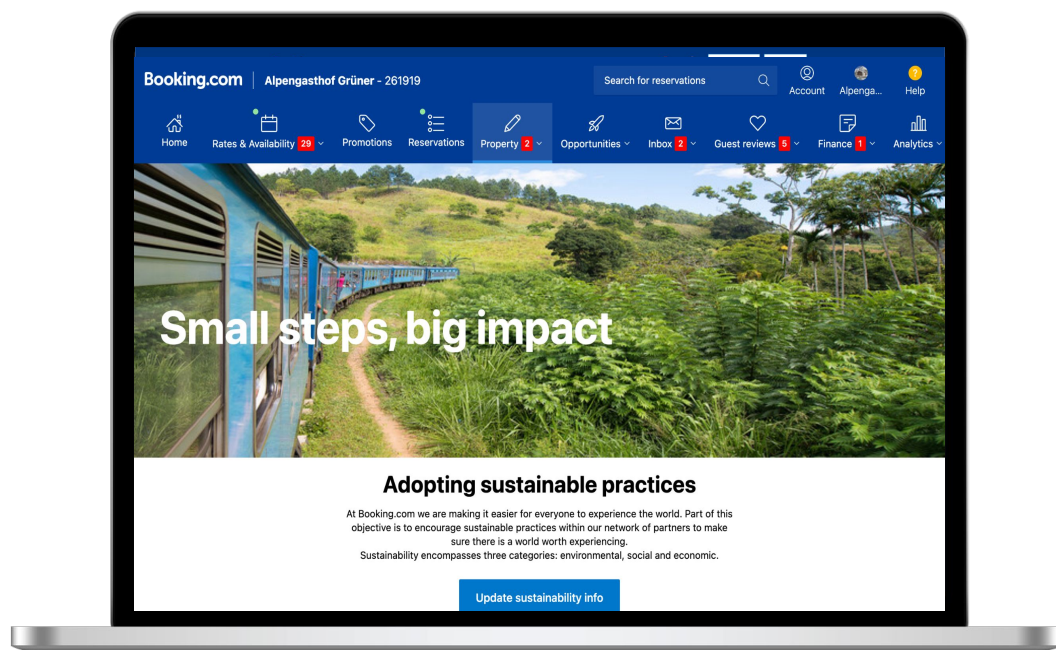


At Booking.com, we believe we have a responsibility to help conserve the natural world, strengthen local communities, and celebrate diversity.

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”



Travel Proud

This is a Proud Certified property where you can be extra sure of a welcoming stay.



- 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:

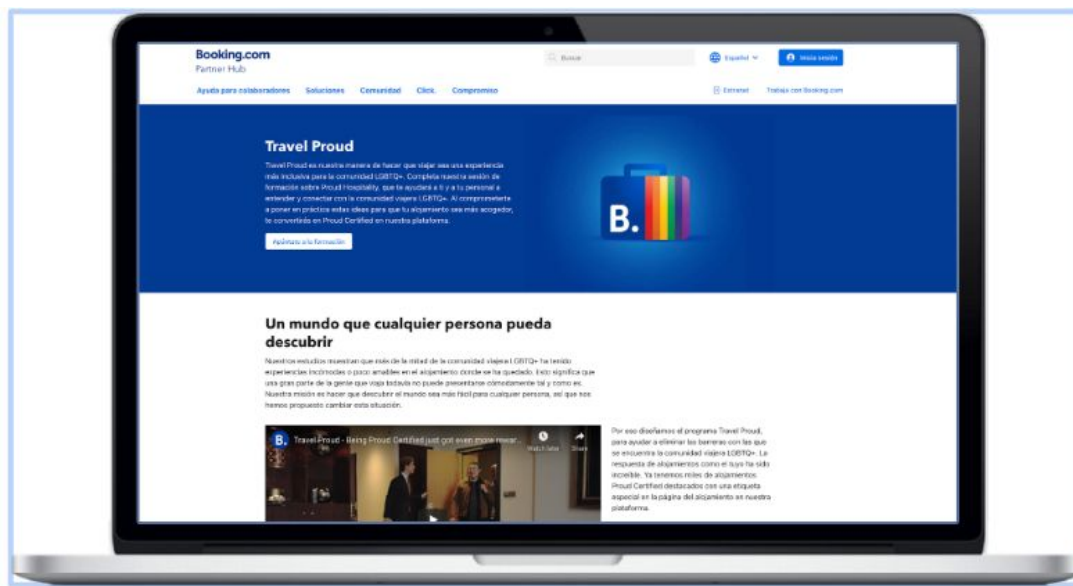
82% of LGBTQ+ travellers report less-than-welcoming or uncomfortable experiences when travelling

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](#)
- [Booking.com Travel Proud programme](#)

