

A scenic view of a tropical coastline. In the foreground, a dark blue bay curves along a lush green shoreline. A small village with colorful buildings is nestled on the right side of the bay. In the background, a prominent, jagged mountain peak rises against a sky filled with soft, white clouds. The overall atmosphere is serene and natural.

Sustainability

[Booking.com](https://www.booking.com)

Strategy and Scope of Work

Operate our business sustainably and build a culture of sustainability



Integrating sustainability into all aspects of our business and educating employees on their role in helping us meet our climate commitments

- ESG Reporting
- Emissions data & governance
- Net-zero program and enablement
- Employee education
- Energy efficiency

Key Target

Net Zero Emissions by 2040

including 95% reduction of scope 1 and 2 emissions, and 50% reduction of scope 3 emissions by 2030

Make it easier for travelers to make more sustainable travel choices



Helping partners share their sustainability information so travelers can easily find and book more sustainable travel experiences

- Third-party certification display for accommodations
- Flights carbon emission display
- EV & hybrid rental car & taxi options
- Public transport ticketing

Key Target

Over 50% of bookings in 2027 made on more sustainable travel offerings across four verticals

Catalyze sustainable travel growth through external collaboration



Continue to work towards holistic improvements to the sustainable travel experience through collaboration, research and reporting

- Signatory of the Glasgow Declaration on Climate Action in Tourism
- Provide free sustainability education courses for hospitality partners
- Member of the Global Sustainable Tourism Council

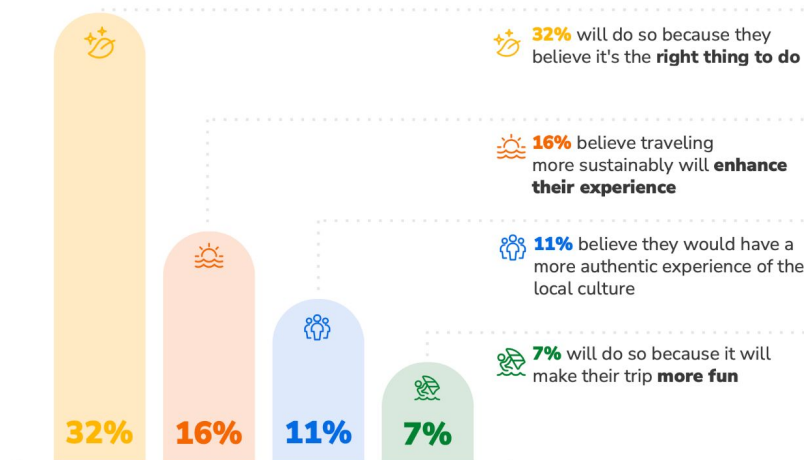
Key Target

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Travelling more sustainably is considered an important topic by travelers globally

75% of global travelers say that they want to travel more sustainably over the next 12 months, and (43%) would feel guilty when they make less sustainable travel choices.

When it comes to motivators among those who want to travel more sustainably, (32%) want to do so because they believe it's the right thing to do.



However, there is a big say-do gap

The "say-do gap" refers to the difference between consumers' expressed intentions to act more sustainably and their actual purchasing behavior.



Price Perception: consumers perceive sustainable options to be a more expensive alternative.



Availability & Findability: Many travelers still believe there aren't enough options available and/or that they don't know how or where to find sustainable options.

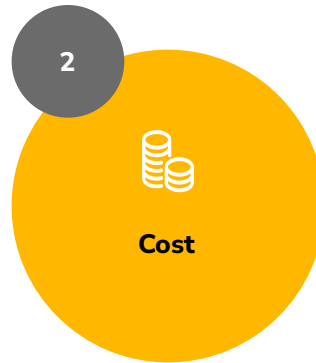


Lack of trust: Confusion around which products are genuinely sustainable, or concerns about greenwashing, can lead to indecision or defaulting to conventional options.

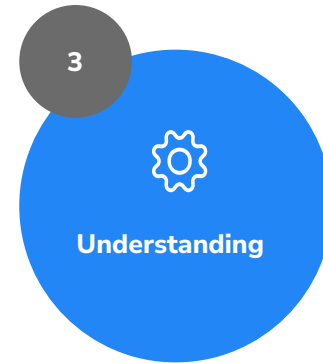
Partners tell us they face barriers to certification



63% of partners told us that they would like to know which certifications are available in their region



Almost a quarter (24%) of partners said the cost of certifications is too high



75% of partners say they would like to know which practices they need to implement

New way of updating your data

This process is automated and can be updated as often as you need.



EMAS



Excel Uploader



API



Collects data, stores data and manages data



API

Consume data, Display data, Share with demand channels

Current status
Certified property

You've made huge commitments towards sustainability by subscribing to one or more external 3rd party sustainability certifications such as the EU Ecolabel, Green Seal, Green Tourism, etc.

Your Travel Sustainable badge, the name of your certification and the practices you've implemented will be shown to guests.

[Learn more](#)

Ruby Emma Hotel Amsterdam ★★★★★

Fabulous 8.6
6,316 reviews

[Oost, Amsterdam](#) [Show on map](#) 4.3 km from centre · Metro access

Sustainability certification

The Ruby Emma Hotel Amsterdam is located alongside the Amstel river in Amsterdam. This hotel combines luxury, technology and sustainability in a living building shaped by nature.

[Show prices](#)

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Learn how you can run your accommodation...



Your journey to more sustainable water management

Learn the principles of more sustainable water management.



Your journey to more sustainable community engagement

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