



BOOKING HOLDINGS

Booking.com Reveals Where Sustainable Travel is Headed in 2018

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To celebrate Earth Day on 22 April, Booking.com, the global leader in connecting travelers with the widest choice of incredible places to stay, has released the findings from its most recent global Sustainable Travel Report.

The report indicates that the green travel trend continues to gain momentum with a large majority of global travelers (87%) stating that they want to travel sustainably, and nearly four in 10 (39%) confirming that they often or always manage to do so. However, 48% indicate they never, rarely or only sometimes manage to travel sustainably, suggesting that while promising strides are being made for a greener future, there is still plenty of room to turn intentions into action.

Sustainability starts where you stay as for almost half of travelers (46%), 'sustainable travel' means staying in eco-friendly or green accommodations, topping the list of what people think of when hearing the term. Looking ahead, more than two-thirds (68%) of travelers intend to stay in an eco-accommodation in 2018, reassuringly up from 65% in 2017 and 62% in 2016. Additionally, the percentage of travelers who have not considered eco-friendly stays because they were unaware of their existence continues to decline, resting at 31% this year, compared to 39% and 38% in 2017 and 2016 respectively.

Read the full release here: <https://globalnews.booking.com/where-sustainable-travel-is-headed-in-2018/>

About Booking.com:

Booking.com connects travelers with the world's largest selection of incredible places to stay. The Booking.com website and mobile apps are available in 43 languages and covers 130,000+ destinations in 228 countries and territories worldwide. Each day, more than 1.5 million room nights are reserved on our platform. So whether travelling for business or leisure, customers can instantly book their ideal place to stay quickly and easily, without booking fees and backed up by our promise to price match. Via our customer experience team, customers can reach Booking.com 24/7 for assistance and support in 43 languages, any time of the day or night.

Established in 1996, Booking.com B.V. owns and operates Booking.com™, and is part of Booking Holdings (NASDAQ: BKNG). Booking.com employs 17,000+ employees in 198 offices in 70 countries worldwide. Follow us on [Twitter](#) and [Instagram](#), like us on [Facebook](#), and visit our [global media room](#).

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