

Booking.com

How Platforms Drive Sustainable Choice at Scale

Thomas Loughlin | Program Manager Sustainability

**100,000,000
0**

100,000,000
0

Room nights



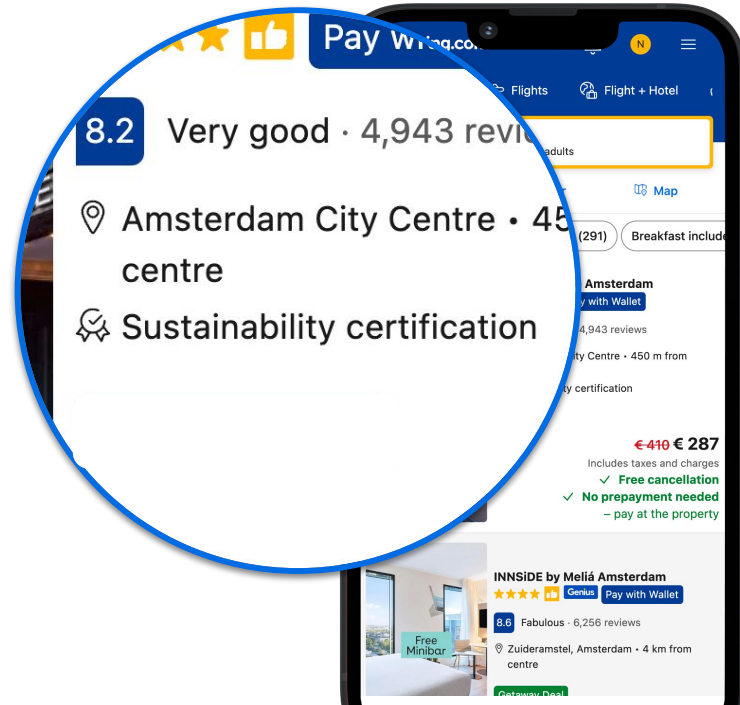
**Make it easier for travelers to make
more sustainable travel choices**

Making it easier to travel in a more sustainable way

Displaying more sustainable options to travelers

Accommodations:

We display a tag for properties with sustainability certifications, which travelers can filter for



28,000

28,000

Properties

Booking.com

+22% in a year


28,000

Properties

Booking.com

28,000

~0.5% Properties



42% of travelers say that finding more sustainable options takes too much time and effort.

37% say there aren't any/enough more sustainable travel options available for their trip.



Accommodation Sustainability Experience

Booking.com |

Search pages and reservations



Home



Rates & Availability



Promotions



Reservations



Property 6



Boost Performance



Inbox 47



Guest Reviews 2



Finance 2

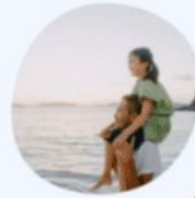


Analytics

Tailored guidance for your sustainability journey

Answer questions about sustainability at your property and we'll use these answers, as well your property type and location, to offer you tailored ideas for the next steps of your sustainability journey.

Get started



About sustainability

Sustainability certifications

Sustainability education

Accommodation Sustainability Experience

Rolling out this tool enabled us to test several pilot features, helping us understand their impact on addressing the identified barriers and clarifying Booking.com's role within the ecosystem.

Awareness

Build property awareness of certification & their requirements.

- Surfaced location-specific and segment-relevant certifications directly in the Extranet.
- Provided partners with specific goals and actionable steps to help them understand their progression toward certification.

Capabilities

Support accommodations access skills, knowledge and resources to implement sustainability practices.

- Written and online educational resources along with webinars.
- In person trainings
- Introduced "Always On" discounts and Earth Day promotions.
- Surfaced funding options provided by local governments to help pay for certifications.

Commercial Value

Demonstrate the commercial value of certification.

- Surface our accommodations partners certification to the traveler in the booking process.
- Expand the number of OTA's who have access to to the certification information.

Accommodation Sustainability Experience

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Build property awareness of certification & their requirements.

- Surfaced location-specific and segment-relevant certifications directly in the Extranet.
- Provided partners with specific goals and actionable steps to help them understand their progression toward certification.

70% of accommodations told us that this type of support helped them implement sustainability practices at their property.

Of those partners who have used the tool, 62% intend to get certified.

Demonstrate the commercial value of certification.

- Surfaced funding options provided by local governments to help pay for certifications.
- Surfaced discounts and Earth Day promotions.

- Surface our accommodations partners certification to the traveler in the booking process.
- Expand the number of OTA's who have access to the certification information.

Awareness

Capabilities

Commercial Value

Accommodation Sustainability Experience

Rolling out this tool enabled us to test several pilot features, helping us understand their impact on addressing the identified barriers and clarifying Booking.com's role within the ecosystem.

Build property awareness of certification & their requirements.

- Surfaced location-specific, segment-relevant certification information directly in the Extraneous search results.
- Provided partners with clear goals and actionable steps to help them understand their progression toward certification.

Support accommodations access skills, knowledge and resources to implement sustainability.

When we include information about funding options provided by local governments the **reach of our emails jumps 10 percentage points and engagement jumps 8.6 percentage points.**

- Surfaced funding options provided by local governments to help pay for certifications.

Demonstrate the commercial value of certification.

- Surface our accommodations partners certification to the traveler in the booking process.
- Expand the number of OTA's who have access to to the certification information.

Awareness

Capabilities

Commercial Value

Accommodation Sustainability Experience

Rolling out this tool enabled us to test several pilot features, helping us understand their impact on addressing the identified barriers and clarifying Booking.com's role within the ecosystem.

Build property awareness of certification & their requirements.

- Surfaced location-specific, segment-relevant certification information directly in the Extranet.
- Provided partners with self-assessment goals and actionable steps to help them understand their current progression toward certification.

Support accommodations access

During a test with an online demand partner, we observed a notable increase in the percentage of As Booked Room Nights (ABRN) at properties with a sustainability certification displayed, **growing from 15% in November 2024 to 27% in November 2025.**

- Surfaced funding options provided by local governments to help pay for certifications.

Demonstrate the commercial value of certification.

- Surface our accommodations partners certification to the traveler in the booking process.
- Expand the number of OTA's who have access to to the certification information.

Awareness

Capabilities

Commercial Value

We need the industry's help to keep this momentum going

Demand for hospitality certifications is growing, but scaling the industry to meet this demand comes with a unique set of problems, challenges and opportunities

- The certification landscape is shaped by fragmented standards and inequality, affecting scalability.
- Scaling ambitions are uneven and can be shaped by privatization, ambition, and rigor.
- Barriers to scaling are driven by marketing complexities and operational realities
- Certification program owners need additional support to tackle barriers, increase efficiency and scale



Thank you!

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