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Booking.com Reveals 2017 Sustainable Travel Intentions, Goals and Considerations

AMSTERDAM, April 19, 2017 /PRNewswire/ --

To celebrate Earth Day on 22 April, Booking.com, the global leader in connecting travellers with the widest choice of incredible places to stay, has released findings from its global Sustainable Travel Report. In a year that the United Nation's has designated as the International Year of Sustainable Tourism for Development, this new research points to some promising signs when it comes to the eco-considerations weighed by both travellers and accommodations.

For example, the number of travellers staying in an eco-friendly or 'green' accommodation at least once could double in this year with 65% of global travellers expressing this intention versus 34% who stayed in one or more in 2016.

"Just as where we stay on holiday plays a pivotal role in the enjoyment of our trip, so it also plays an increasingly important role in helping people to travel sustainably," comments Pepijn Rijvers, Chief Marketing Officer at Booking.com. "Whether by serving locally grown food, using or selling local crafts, conserving water and energy, recycling or connecting guests with the local community, accommodations today are working on a range of sustainability efforts and it's heartening to see travellers so keen to explore and embrace these. Since adding eco-based interests and destination endorsements to our Passion Search tool at Booking.com, we've also seen a growing number of endorsements left by travellers, so the sustainable appetite is there."

To read the full release, visit <https://globalnews.booking.com/bookingcom-reveals-2017-sustainable-travel-intentions-goals-and-considerations/>.

About Booking.com:

Booking.com is the world leader in booking hotel and other accommodations online. The Booking.com website is available in over 40 languages, offers over 1.2M hotels and accommodations including more than 619,000 vacation rental properties and covers over 105,000 destinations in 227 countries and territories worldwide. It features over 116M reviews written by guests after their stay. With 20 years of experience and a team of over 13,000 dedicated employees in 187 offices worldwide, Booking.com operates its own in-house customer service team, which is available 24/7 to assist guests in their native languages and ensure an exceptional customer experience.

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