

A close-up photograph of a mossy rock with a bright green fern frond in the foreground. The background is a blurred green, suggesting a natural outdoor setting. The text is overlaid on the left side of the image.

*Making it easier to make more
sustainable choices with the Travel
Sustainable Program*

Booking.com

Consumers are now more aware of their impact



83% of travellers want to travel more sustainably in the future,

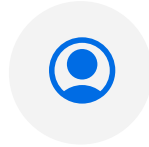


73% of travellers say they would be more likely to book at a property that follows sustainable practices.



82% of partners find sustainable hospitality important, but the cost of investing and difficulties in finding viable sustainable alternatives can be a hindrance.

The frictions



Customers

1. Lack of knowledge on how to make a sustainable choice
2. Lack of transparency on which properties are sustainable
3. Higher cost perception



Partners

1. Lack of understanding of impact
2. Lack of incentives
3. Lack of knowledge or tools

Greenhushing

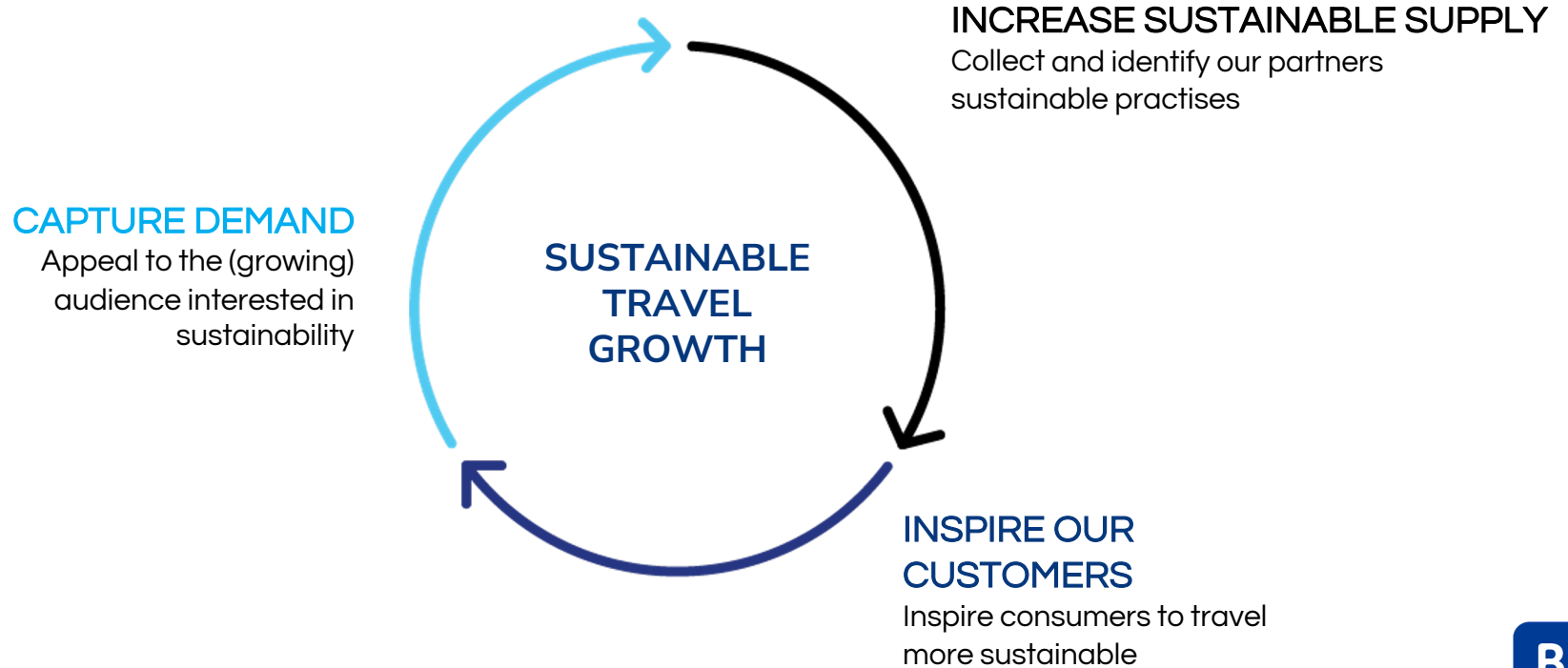
Some partners have sustainable practices in place but prefer to keep them quiet, because of:

LACK OF CONFIDENCE
ON HOW TO CRAFT
MESSAGES

FEAR THAT GUESTS
THINK THEIR
EXPERIENCE WILL BE
IMPACTED
NEGATIVELY

FEAR OF SOUNDING
PREACHY /
PATRONIZING

Sustainable Travel Flywheel



**How does the Travel
Sustainable program works?**

Our framework to overcome these frictions

Our approach aims to make the sustainability journey for accommodations more accessible and simpler

Internal Framework Categories & Sustainability Practices

Energy
& GHG

Waste

Water

Protecting
Nature

Supporting
Local
Communities

Internal Score

Independent Certifications



Green
Tourism



Travel Sustainable Programme

B.

Launching levels (Bookers)

How does the Travel Sustainable programme work?

We've created levels to help you understand what stage each property is at on their sustainability journey. We determine their progress according to the environmental and social impact their practices are having. This impact is based on their location, property type, and the types of practices they have in place:

Level 1

Properties have adopted some impactful sustainability practices

Level 2

Properties have made considerable investments and efforts in adopting impactful sustainability practices

Level 3

Properties have made substantial investments and efforts in adopting impactful sustainability practices

Certified properties

Properties that subscribe to one or more independent sustainability certifications - showing huge commitments towards sustainability

Launching levels (Partners)

No badge

Your property can add or update sustainability practices to work towards reaching a Travel Sustainable Level. Potential guests will see your practices.

[Learn more](#)

Completed

Level 1

You've implemented some impactful sustainability practices. Potential guests will see your badge and practices.

[Learn more](#)

Current status

Level 2

You've made considerable investments and efforts to implement impactful sustainability practices. Potential guests will see your badge and practices.

[Learn more](#)

Level 3

You've made large investments and efforts to implement impactful sustainability practices. Potential guests will see your badge and practices.

[Learn more](#)

What about sustainability certifications?

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](#)



Verification

In our framework there are 3 ways a partner can make claims about their sustainability efforts next to 3rd party Certification:

1. Term and Conditions
2. Customer Verification
3. 3rd party auditing

Verification check

Last step! By saving these changes, you agree to Booking.com terms and conditions. Information entered may be subject to further verification.



Save changes

Edit answers

Value for money

Location

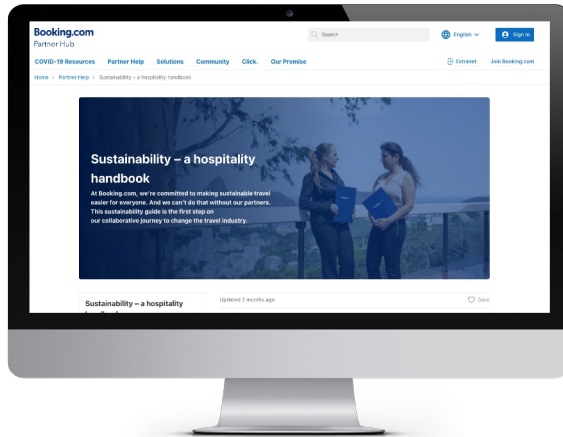
Bonus question - You stated a preference during booking to have parking at no additional cost. Was Fanad House able to fulfil your request?

Yes No I don't remember

A screenshot of a survey form. It features two rows of smiley face ratings (sad, neutral, happy) for 'Value for money' and 'Location'. Below these is a 'Bonus question' about parking preferences, with radio button options for 'Yes', 'No', and 'I don't remember'.

Supporting partners with our sustainability Handbook

Each section in the guide is linked to a sustainable practice in the Extranet, enabling partners to learn, implement, and display their sustainable practices with greater ease.



Partner Hub Sustainability Handbook



Sustainability – a hospitality handbook

At Booking.com, we're committed to making sustainable travel easier for everyone. And we can't do that without our partners. This sustainability guide is the first step on our collaborative journey to change the travel industry.

Becoming certified

Certification shows the world your commitment to sustainability. But while the badges lend credit to your efforts and help attract more eco-conscious guests, the process itself is even more valuable – helping you set priorities and fill gaps in your sustainability plans.



[Find out more](#)



Setting the environmental baseline

In the journey towards sustainability, your baseline is like your compass. It's only once you've measured your performance – for example in carbon emissions or water consumption – that you can start to set goals and plan how to reach them.

[Show me how](#)



Reducing food waste

About a third of the food produced for human consumption is lost or wasted. Given that food can represent a significant cost, reducing waste has huge savings potential – and a positive impact on your environmental footprint.

[Learn how](#)

Reducing plastic consumption

It's now easier than ever to run your property without plastic – and it's never more important. Plastic takes years to break down, harms wildlife and damages the environment. This guide will show you how to protect both by reducing your plastic consumption.

[How can I start?](#)



Reducing energy consumption and using green energy

The accelerated warming of the planet – and the resulting impact on ecologies and economies – makes energy sources and efficiency the top sustainability priorities. But reducing energy consumption and switching your remaining power needs to renewable sources doesn't just benefit the planet. It can also lower your operational costs.



[Find out how to start](#)



Reducing water consumption

Fresh water is becoming increasingly scarce. That's why we need to start cutting water consumption today – and it's going to take more than just asking guests to reuse towels. But the environmental and financial upsides are worth the investment.

[Test me more](#)





Collaboration with Travalyst

Working towards unifying our sustainability attributes as part of our ambition to create a universal scoring system.

Explore opportunities for Travalyst partners to adopt the Sustainability Score and Badge system

Thank you