BOOKING.COM CARES

2016

Our mission at Booking.com is to create value for our customers by delivering the best online travel search experience available, and to contribute to local communities in the countries we operate in.

We achieve this through our Booking Booster Programme and Vampire Labs in Europe, Restart Network: Re/Start in the Middle East and Africa, and by empowering communities to help preserve natural resources.

In 2017, Booking Cares achieved 6,585 hours of volunteering by Booking.com employees.

**Consumer Benefit**

- **20,372** sustainable projects completed
- **236** ongoing mentorship programs
- **10** launches of new products
- **452** workshop presentations

**Business Benefit**

- **45,372** euros contributed to local communities
- **401** trained volunteers
- **20%** increase in bookings

**Community Benefit**

- **25,372** euros contributed to local communities
- **11** volunteer programs
- **100** mentors
- **193** workshops

**Project Selection**

In 2016, we selected 111 projects in 26 countries. In 2017, we will be our most impactful year yet, with 111 projects in 22 countries.

**Volunteer Programme**

We leverage our skills and knowledge to contribute to our mission. Our employees donate their time and expertise to partner with local organisations on projects that help improve destinations worldwide.

**BOOKING BOOSTER PROGRAMME**

We support early-stage sustainable tourism startups with financial and operational support, as well as business mentorship to solidify the startups’ scaling plans.

**FAVOURITE PROJECTS**

- **Seabin Project**: A pop-up hotel run by refugees that enables them to find employment in the hospitality sector. In Kuala Gandah, we scrubbed the paddocks and assisted underprivileged people to start with maintenance and landscaping, giving these rescued animals a new life through a career in tourism.
- **Backstreet Academy**: An accelerator programme for tech entrepreneurs in Cape Town. Booking.com volunteers gave workshops on coding to young girls in Cape Town to develop their technical skills and encourage the possibilities of a future in tech for young African women.
- **Code For Cape Town**: A workshop on starting up a business to move great lengths in just a couple of weeks!
- **Authenticook**: A cooking school in Sorrento.
- **Elephant Conservation Awareness Campaign**: The Elephant Conservation Project in Cambodia, which helps preserve the environment and culture.
- **Mai Chau**: Our Cares volunteers helped the Mai Chau community in North West Vietnam, an emerging destination for international travellers, to attract more visitors and market their destination while protecting their local environment.
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**BOOKING BOOSTER PROGRAMME**

Our Booking Booster Programme supports scale-ups dedicated to moving destinations forward.

**Our Key Results**

- **20%** increase in bookings
- **111** volunteer programs
- **100** mentors
- **193** workshops

**Featured Startups**

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For more information on our programmes, visit our page at: Ranking.com. To partner with local organisations on projects that help improve destinations worldwide, please visit our page at: Booking.com careers.