



From Riad to Ryokan: Booking.com Reveals How Authentic Accommodations Are Fuelling the Curious Global Traveller

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A race to be the first, a desire to live like a local, and a continued focus on value for money - Booking.com reveals what's driving travellers into original homes, tree houses, boats and beyond.

- From accommodations that float, to stays up in the trees, unique property types are a growing trend, with over one third of global travellers (37%)* planning to book a stay in an alternative accommodation in 2019
- Living like a local is key for almost half (49%)** of global travellers, who believe that staying in a home-type accommodation lets them see areas of a city or parts of a country that they wouldn't have otherwise explored
- Keeping a close eye on the travel budget is a top priority, with almost half (45%)** of global travellers stating that staying in a home-type accommodation allows them to feel that they are getting the most value for their money

Olivier Grémillon, Vice President at Booking.com, explains: "We are seeing a clear trend among travellers to try unique types of accommodations and we understand that the perfect stay may look different for each of them. So, whether it's an icy igloo, a cozy cabin or luxury villa you're after - Booking.com offers more than 5.8 million instantly bookable homes, apartments and other unique places to stay to make sure that your next special experience is just a few clicks away."

About [Booking.com](#):

Established in 1996 in Amsterdam, Booking.com B.V. has grown from a small Dutch start-up to one of the largest travel e-commerce companies in the world. Part of Booking Holdings Inc. (NASDAQ: BKNG), Booking.com now employs more than 17,000 employees in over 200 offices in 70 countries worldwide.

With a mission to empower people to experience the world, Booking.com invests in digital technology that helps take the friction out of travel. At Booking.com, we connect travelers with the world's largest selection of incredible places to stay. The Booking.com website and mobile apps are available in 43 languages, offer 29 million total reported listings and cover 145k+ destinations in 229 countries and territories worldwide.

For further information on methodology and sample sizes visit Booking.com's Press Office [page](#) or BookingUS@hs-pr.com

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