

# SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## FORM 8-K

### CURRENT REPORT

#### Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) April 10, 2018

### Booking Holdings Inc.

(Exact name of registrant as specified in its charter)

**Delaware**

(State or other Jurisdiction of  
Incorporation)

**1-36691**

(Commission File Number)

**06-1528493**

(IRS Employer Identification No.)

**800 Connecticut Avenue, Norwalk, Connecticut**

(Address of principal office)

**06854**

(zip code)

**N/A**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4c under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

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**Item 7.01. Regulation FD Disclosure**

On April 10, 2018, Booking.com, a subsidiary of Booking Holdings Inc. (the "Company"), issued a press release disclosing the number of "Reported Listings" for its homes, apartments and other unique places to stay (alternative accommodation properties). The press release is being furnished with this Current Report on Form 8-K as Exhibit 99.1 and is incorporated herein by reference. Reported Listings refers to the total number of individually bookable units at that property as reported to us by the property, whether or not those units are all available for booking on Booking.com at a given point in time. For example, a hotel with 100 individually bookable rooms would represent one property and 100 Reported Listings (or rooms potentially available for booking), while a 5-bedroom vacation home that is bookable as a single unit would represent one property and one Reported Listing.

In its Form 10-K filed February 27, 2018, the Company disclosed Booking.com's two new property categories of "hotels, motels and resorts" (also referred to as traditional accommodations) and "homes, apartments and other unique places to stay" (also referred to as alternative accommodations). Going forward, the Company expects to provide Reported Listings based on the two property categories and will, from time to time, update the count of properties in each category.

The information furnished herewith pursuant to this Item 7.01 of this Current Report shall not be deemed to be "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section, and shall not be incorporated by reference into any registration statement or other document under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

**Item 9.01. Financial Statements and Exhibits****(d) Exhibits****Exhibit**

[99.1](#) Press release.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BOOKING HOLDINGS INC.

By: /s/ Peter J. Millones  
Name: Peter J. Millones  
Title: Executive Vice President, General Counsel and Secretary

Date: April 10, 2018

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## EXHIBIT INDEX

### Exhibit

[99.1](#) Press release.

## **Booking.com Announces Milestone of Five Million Reported Listings in Homes, Apartments and Other Unique Places to Stay**

*With 30% of global travelers looking to experience alternative accommodation in 2018, Booking.com continues to grow this category to meet consumer demand*

**AMSTERDAM, April 10, 2018 /CNW/** - Today Booking.com announced it has reached a milestone of five million reported listings in homes, apartments and other unique places to stay.

With more than five million reported listings in this category, Booking.com remains the global leader in providing consumers access to more accommodations - from traditional hotels to homes, villas, apartments and ryokans - than any other digital travel platform. In fact, the number of reported listings within this category on Booking.com has grown 27% compared to the previous year, growing faster than traditional options, such as hotels, motels and resorts.

According to recent research that Booking.com conducted in 2017 with more than 57,000 travelers across 30 markets, 30% said they want to stay in an apartment, aparthotel or condo in 2018, further evidence that consumer demand for accommodation beyond the hotel remains strong. In fact, in other research conducted by Booking.com in 2017 with 19,000 travelers in 26 countries, one in five (21%) said that they would consider listing their own home on a travel accommodation site over the coming year.

"We know that travelers are passionate about exploring a huge variety of different stay experiences, including everything from apartments to houseboats," said Olivier Grémillon, Vice President at Booking.com, leading the business' strategy in homes and apartments. "We've been pushing hard to add as many amazing homes and apartments to our platform as possible in order to guarantee that we're providing the choice and diversity our customers crave. We're definitely proud of this milestone and will continue to strengthen our leadership position in this space. No matter what type of experience our customers want, we aim to connect them with the unique stay that's just right for them."

All of the more than five million reported listings in homes, apartments and other unique places to stay on Booking.com, whether it's an apartment in Chicago, a B&B in Tuscany or a villa in Bali, are instantly bookable, with no booking fees for customers, ever.

### **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 198 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, including everything from apartments, vacation homes, and family-run B&Bs to 5-star luxury resorts, tree houses and even igloos. The Booking.com website and mobile apps are available in 43 languages, offer over 27 million total reported listings and cover more than 130,000 destinations in 227 countries and territories worldwide.

On average, more than 1.5 million room nights are reserved daily on our platform. So whether travelling for business or leisure, customers can instantly book their ideal accommodation quickly and easily with Booking.com, without booking fees and backed up by our promise to price match. Via our customer experience team, customers can reach Booking.com 24/7 for assistance and support in 43 languages, any time of the day or night.

Follow us on [Twitter](#) and [Instagram](#), like us on [Facebook](#), and for the latest news, data and insights, please visit our [global media room](#).  
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