



BOOKING HOLDINGS

## Booking Booster 3.0: Booking.com Highlights Key Areas Being Tackled by Enterprising Startups in Sustainable Tourism

November 1, 2018

AMSTERDAM, November 1, 2018 /PRNewswire/ --

*Applications open today for third annual Booking Booster accelerator program for startups in sustainable tourism*

Today Booking.com, a leader in travel technology, announces the opening of applications for the third annual Booking Booster accelerator program for startups in sustainable tourism. Booking.com is calling startups from around the world that are building technology-driven solutions to sustainable travel challenges - in multiple areas - to apply for support from its €2 million fund. To celebrate, Booking.com also highlights four key areas of innovation being driven by startups addressing sustainability issues in the travel industry, including projects from previous program winners.

"Going into the program's third year, we are increasingly impressed with the amazing entrepreneurial spirit of the startups who apply for Booking Booster and the inspiring innovations they are developing in key areas related to tourism dispersal, creating new economic opportunities for women, promoting inclusive growth for under-resourced communities and developing cutting-edge technical solutions that help keep destinations happy and healthy in every corner of the globe," said **Gillian Tans, President and CEO of Booking.com**. "We truly believe in the power of technology to transform how we all experience the world for the better, and are looking forward to supporting the next wave of change-makers who are seeking to have a lasting, sustainable impact on the travel industry at large."

Applications close on December 2, so interested startups should visit the [Booking Booster](#) section on the Booking Cares website for full information and additional details.

Visit the Booking.com global media room for the [full release](#).

### **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. The Booking.com website and mobile apps are available in 43 languages, offer over 29 million total reported listings and cover more than 143,000 destinations in 230 countries and territories worldwide.

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