UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities
Exchange Act of 1934 (Amendment No. __)

☐ Filed by the Registrant ☐ Filed by a Party other than the Registrant

Check the appropriate box:

☐ Preliminary Proxy Statement
☐ CONFIDENTIAL, FOR USE OF THE COMMISSION ONLY (AS PERMITTED BY RULE 14a-6(e)(2))
☐ Definitive Proxy Statement
☑ Definitive Additional Materials
☐ Soliciting Material under §240.14a-12

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Booking Holdings Inc.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

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Payment of Filing Fee (Check the appropriate box):

☑ No fee required.

☐ Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:
(2) Aggregate number of securities to which transaction applies:
(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11
(set forth the amount on which the filing fee is calculated and state how it was determined):
(4) Proposed maximum aggregate value of transaction:
(5) Total fee paid:

☐ Fee paid previously with preliminary materials.

☐ Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:
(2) Form, Schedule or Registration Statement No.:
(3) Filing Party:
(4) Date Filed:
*** Exercise Your Right to Vote ***

Important Notice Regarding the Availability of Proxy Materials for the Stockholder Meeting to Be Held on June 4, 2020.

**Meeting Information**

- **Meeting Type:** Annual Meeting
- **For holders as of:** April 9, 2020
- **Date:** June 4, 2020  
  **Time:** 11:00 a.m. Local Time
- **Location:** Meeting live via the Internet—please visit www.virtualshareholdermeeting.com/BKNG2020.

The company will be hosting the meeting live via the Internet this year. To attend the meeting via the Internet please visit www.virtualshareholdermeeting.com/BKNG2020 and be sure to have the information that is printed in the box marked by the arrow (located on the following page).

You are receiving this communication because you hold shares in the company named above.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you online. You may view the proxy materials online at www.proxyvote.com, scan the QR Barcode on the reverse side, or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.
**Before You Vote**

*How to Access the Proxy Materials*

Proxy Materials Available to VIEW or RECEIVE:

**PROXY STATEMENT & ANNUAL REPORT**

How to View Online:

Have the information that is printed in the box marked by the arrow →XXXX XXXXX XXXXX XXXXX (located on the following page) and visit: www.proxyvote.com, or scan the QR Barcode below.

How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy.

Please choose one of the following methods to make your request:

1) ONLINE: www.proxyvote.com
2) BY TELEPHONE: 1-800-579-1639
3) BY E-MAIL:* sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow →XXXX XXXXX XXXXX XXXXX (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor.

Please make the request as instructed above on or before May 23, 2020 to facilitate timely delivery.

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**How To Vote**

*Please Choose One of the Following Voting Methods*

<table>
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<tr>
<th>Vote Online:</th>
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<tbody>
<tr>
<td><strong>Before The Meeting:</strong></td>
</tr>
<tr>
<td>Go to <a href="http://www.proxyvote.com">www.proxyvote.com</a> or from a smartphone, scan the QR Barcode above. Have the information that is printed in the box marked by the arrow →XXXX XXXXX XXXXX XXXXX (located on the following page) available and follow the instructions.</td>
</tr>
</tbody>
</table>

| **During The Meeting:** |
| Go to www.virtualshareholdermeeting.com/BKNG2020. Have the information that is printed in the box marked by the arrow →XXXX XXXXX XXXXX XXXXX (located on the following page) available and follow the instructions. |

**Vote By Mail:** You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.
Voting Items

The Board of Directors recommends you vote FOR the following:

1. To elect twelve directors to hold office until the next annual meeting of stockholders and until their respective successors are elected and qualified.

   Nominees:
   01) Timothy M. Armstrong  07) Charles H. Nasji
   02) Jeffrey H. Boyd        08) Nicholas J. Read
   03) Glenn D. Fogel         09) Thomas E. Rothman
   04) Miriam Grodick-Weir    10) Bob van Dijk
   05) Wei Hapeman            11) Lynne M. Vajredich
   06) Robert J. Mylod, Jr.   12) Vanessa A. Witten

The Board of Directors recommends you vote FOR the following proposals:

2. Advisory Vote to Approve 2019 Executive Compensation.


The Board of Directors recommends you vote AGAINST the following proposal:

4. Stockholder Proposal requesting the right of stockholders to act by written consent.

NOTE: Such other business as may properly come before the meeting or any adjournment thereof.