Making it easier to make more sustainable choices with the Travel Sustainable Program
Consumers are now more aware of their impact

83% of travellers want to travel more sustainably in the future,

73% of travellers say they would be more likely to book at a property that follows sustainable practices.

82% of partners find sustainable hospitality important, but the cost of investing and difficulties in finding viable sustainable alternatives can be a hindrance.

Booking.com's 2021 Sustainable Travel Report
The frictions

Customers
1. Lack of knowledge on how to make a sustainable choice
2. Lack of transparency on which properties are sustainable
3. Higher cost perception

Partners
1. Lack of understanding of impact
2. Lack of incentives
3. Lack of knowledge or tools
Greenhushing

Some partners have sustainable practices in place but prefer to keep them quiet, because of:

- **Lack of confidence on how to craft messages**
- **Fear that guests think their experience will be impacted negatively**
- **Fear of sounding preachy / patronizing**
Sustainable Travel Flywheel

INCREASE SUSTAINABLE SUPPLY
Collect and identify our partners sustainable practices

CAPTURE DEMAND
Appeal to the (growing) audience interested in sustainability

SUSTAINABLE TRAVEL GROWTH

INSPIRE OUR CUSTOMERS
Inspire consumers to travel more sustainable
How does the Travel Sustainable program works?
Our framework to overcome these frictions

Our approach aims to make the sustainability journey for accommodations more accessible and simpler.
Launching levels (Bookers)

How does the Travel Sustainable programme work?

We've created levels to help you understand what stage each property is at on their sustainability journey. We determine their progress according to the environmental and social impact their practices are having. This impact is based on their location, property type, and the types of practices they have in place:

**Level 1 🟢🟢🟢**  
Properties have adopted some impactful sustainability practices

**Level 2 🟢🟢🟢**  
Properties have made considerable investments and efforts in adopting impactful sustainability practices

**Level 3 🟢🟢🟢**  
Properties have made substantial investments and efforts in adopting impactful sustainability practices

**Certified properties**  
Properties that subscribe to one or more independent sustainability certifications – showing huge commitments towards sustainability
Launching levels (Partners)

No badge
Your property can add or update sustainability practices to work towards reaching a Travel Sustainable Level. Potential guests will see your practices.
Learn more

Completed
Level 1 🌿🌿
You’ve implemented some impactful sustainability practices. Potential guests will see your badge and practices.
Learn more

Current status
Level 2 🌿🌿
You’ve made considerable investments and efforts to implement impactful sustainability practices. Potential guests will see your badge and practices.
Learn more

Level 3 🌿🌿🌿
You’ve made large investments and efforts to implement impactful sustainability practices. Potential guests will see your badge and practices.
Learn more

What about sustainability certifications?

Certified property 🏢
You’ve made huge commitments towards sustainability by subscribing to one or more external 3rd party sustainability certifications such as the EU Ecolabel, Green Seal, Green Tourism, etc.
Your Travel Sustainable badge, the name of your certification and the practices you’ve implemented will be shown to guests.
Learn more
Verification

In our framework there are 3 ways a partner can make claims about their sustainability efforts next to 3rd party Certification:

1. Term and Conditions
2. Customer Verification
3. 3rd party auditing
Supporting partners with our sustainability Handbook

Each section in the guide is linked to a sustainable practice in the Extranet, enabling partners to learn, implement, and display their sustainable practices with greater ease.
Working towards unifying our sustainability attributes as part of our ambition to create a universal scoring system.

Explore opportunities for Travalyist partners to adopt the Sustainability Score and Badge system
Thank you