



# Booking.com cares

Impact Report 2017

In 2017, Booking Cares achieved more than ever before.

We expanded our global volunteer base to the largest it has ever been and we supported sustainable tourism startups in our Booking Booster programme and Booster Labs to drive innovation in sustainable tourism.

## Our Mission

Empower people to experience the world by ensuring the long-lasting health of over 126,000 unique destinations all over the world so that future generations can continue to enjoy them.

## The two key programmes that contribute to our mission

**Volunteer Programme**

**Booking Booster Programmes**

# VOLUNTEER PROGRAMME

Our employees donate their time and expertise to partner with local organisations on projects that help improve destinations worldwide.

### OUR FOUR KEY AREAS

**Inclusive Growth**  
Making sure local communities benefit equally through tourism.

**Tech for impact**  
We leverage our skills and knowledge in technology to positively impact local communities.



**The Environment**  
Conservation of wildlife and natural resources.

**Cultural Heritage**  
Preservation and promotion of local culture and unique cultural heritage.

## HERE'S WHAT WE'VE ACHIEVED TOGETHER



20% expertise based

14 different skills shared



93% offices participated

## FAVOURITE PROJECTS

Hands-on | Expertise-based

**Elephant Conservation Awareness**

Our volunteers stepped out of their usual roles to lend a hand to the National Elephant Conservation Centre in Kuala Gandah by scrubbing the paddocks and assisting with maintenance and landscaping, giving these rescued elephants a more suitable home.

KUALA LUMPUR | 22

**Coral Reef Plantation**

Our Bangkok team helped restore the beautiful coral ecosystem in Sattahip, Chonburi by coming together to plant new corals and raise awareness for the importance of conserving the underwater environment.

BANGKOK | 17

**Re/Start Network: Crowdsourced school**

Restart Network is a non-profit that empowers Syrian refugees and underprivileged people to start a new life through a career in technology.

AMSTERDAM | 15

**Mai Chau**

Our Cares volunteers helped the Mai Chau community of North West Vietnam, an emerging destination for international travellers, to attract more visitors and market their destination while protecting their local environment.

HANOI | 10

**The Movement Hotel**

A pop-up hotel run by refugees that enables them to find employment in the hospitality industry was supported by our Booking.com volunteers who transformed a former Amsterdam prison into this hip and bustling hotel.

AMSTERDAM | 111

**A day in Pompeii Excavations**

In Pompeii, a UNESCO World Heritage Site, Booking.com volunteers assisted the archaeological excavations by guiding tourists and providing information to site visitors.

SORRENTO | 14

**Code For Cape Town Workshop**

Booking.com volunteers gave workshops on coding to young girls in Cape Town to develop their technical skills and encourage the possibilities of a future in tech for young African women.

CAPE TOWN | 7

## BOOKING BOOSTER

Our Booking Booster Programme supports scale-ups dedicated to sustainable tourism through a 3-week accelerator programme, culminating with an opportunity to pitch for grants of up to €500,000.

### OUR THREE KEY AREAS

**Mentorship**  
Ongoing mentorship from Booking.com experts during and after the programme.



**Accelerator Programme**  
3-week programme packed with trainings and mentorship to solidify the startups' scaling plans.

**Funding**  
Financial boost for the startup to scale their business and grow their impact.



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## OUR KEY RESULTS



## FEATURED STARTUPS

"Another thing that we took-away from our training sessions was the importance of testing and not making unmythified assumptions."

**Ameya Deshpande**  
AuthenticCook

MUMBAI | AUTHENTICCOOK.COM

"It was great to be able to get first-hand access to the Booking.com experts on fields as diverse as social media and finance. This really was a booster for us and helped us to move great lengths in just a couple of weeks!"

**Cristina Rebner**  
Good Hotel

AMSTERDAM | GOOD.COMMUNITY

"We were able to streamline our operational processes as well as set up an operational HQ as the foundation to scale up across all our field offices."

**Akash Gurung**  
Backstreet Academy

SINGAPORE | BACKSTREETACADEMY.COM

"For the duration of the Booster programme, we were like sponges trying to absorb as much knowledge as possible."

**Pete Ceglinski**  
Seabin Project

MALLORCA | SEABINPROJECT.COM

## Booking.com booster labs

The Booster programme led to the creation of an additional programme, Booster Labs, through which we support early-stage sustainable tourism startups through high-intensity 3-day regional programmes.



2018 will be our most impactful year yet, with more volunteer projects each day, Booster and Booster Labs in Europe, the Middle East, Asia & North America, and our new Booking Cares Fund.

For more information on our programmes and to stay informed, please visit our page at:

[bookingcares.com](http://bookingcares.com)