



Booking Holdings' and Booking.com

Response to Business and Human Rights Resource Center

We welcome the opportunity to respond to the issues raised by Human Rights Watch and Al Haq. Booking Holdings and Booking.com believe that customers should be empowered to make their own decisions about where to travel and visit and that in general, it is not our place to actively restrict their choices. However, we recognize that customers need accurate information before making travel decisions, and we are implementing a program displaying additional information about travel to conflict-affected areas, including the West Bank. We are phasing our implementation with an initial six territories and will be rolling out this banner in approximately 30 other countries and territories in the coming months.

At the outset, it is important to note that the [statement made by Al Haq](#) was based on unofficial leaked information that was still under embargo and subject to internal approvals, and is therefore not based on accurate facts. Nevertheless, we understand and acknowledge the spirit and intent of their feedback and perspective.

Human Rights Watch constructively [notes](#) that the banner notifications we launched on September 30, 2022 are a "welcome step." And indeed, they are but a first step in a complex and ongoing human rights due diligence process that Booking Holdings and Booking.com have launched this year.

Earlier this year, Booking Holdings published its first Human Rights Statement. Our Human Rights Statement lays out our human rights commitments and priorities, including a commitment to conducting enhanced human rights due diligence in conflict-affected, disputed, or occupied territories. Specifically, our Human Rights Statement provides the following:

We are aware that the inclusion of listings and experiences on our platforms that may be in disputed, occupied, or conflict-heavy territories may exacerbate safety risks, as well as certain human rights impacts and risks for local communities, customers, and others. In order to mitigate these potential impacts, Booking Holdings and our brands will conduct heightened due diligence on listings that are located in conflict-affected areas and seek to avoid being connected to human rights abuses or exacerbating the situation. Where we determine that we may be directly linked to negative human rights impacts through the activities of our listings, we will take appropriate action. In addition, we will work to provide customers with transparent information on listings in conflict-affected areas so that they may make informed and educated decisions about their selections.

Consistent with the UNGPs, we are actively undertaking enhanced human rights due diligence in the

West Bank and other conflict-affected areas where we have listings. The banner notification is but one of a number of steps we are taking to address the issues raised by civil society organizations, the United Nations, and other stakeholders we have consulted with on this issue. Additional steps in this ongoing process include, but are not limited to:

1. Consistent with the principle underlying the EU requiring labeling products that originate in Israeli settlements, any property or accommodation located in an Israeli settlement that is listed on our platform is now identified as being located in "Palestinian Territory, Israeli Settlement." They are not identified as being located in Israel.
2. Search results on our platform and other third party search engines that may yield results on our platform now provide that properties or accommodations located in Israeli settlements are located in a "Palestinian Territory, Israeli Settlement." They do not state that those properties or accommodations are located in Israel.
3. We regularly review and update our listings to ensure that we are providing accurate location information in accordance with the above, and in light of changing situations on the ground and new settlement boundaries.
4. With respect to properties or accommodations listed on our platform that are located in Jerusalem and East Jerusalem, we label those properties as located in Jerusalem, but without listing them as being in "Israel."
5. We are currently undertaking a property-by-property human rights assessment for all listings located in Israeli settlements in the West Bank and East Jerusalem. We are assessing those properties on a number of criteria, including potential negative human rights impacts. If we find that we are involved with negative human rights impacts, in line with the UNGPs, we will take appropriate action to mitigate or remedy those impacts.
6. We have engaged in stakeholder interviews with civil society organizations working on the issue of Israeli settlements, including with Al Haq, B'Tselem, and Human Rights Watch. We have used their feedback to further strengthen and shape our human rights mitigations for the region, and continue to prioritize engagement with stakeholders that raise concerns or questions on human rights impacts connected to our business practices.