



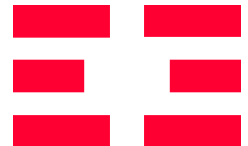
# Booking Holdings

Subsidiaries: Priceline, Booking.com

Locations: Connecticut (HQ)

Industries: Commercial and Professional Services, Transportation

## RISK LEVEL:



High Risk

### DESCRIPTION:

Booking Holdings often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Booking Holdings occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

### Corporate Weaponization

**Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk**

Booking Holdings received a score of 95 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). Booking Holdings integrates ESG into all of its business practices (3). The company was a member of the Global Alliance for Responsible Media, which monetized and suppressed content that it deemed to spread "hate speech" or "misinformation", discuss "debated social issues in a negative or partisan context", or "vilify" individuals based on sexual orientation and gender identity. These arbitrary guidelines were used to censor mainstream perspectives online (4)(5)(6). However, Booking Holdings has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (7).

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk**

Booking Holdings' HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Booking Holdings does not discriminate against charitable organizations based on views or beliefs (3).

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk**

Booking Holdings' HRC 2025 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Booking Holdings does not provide viewpoint protections for its employees (3). Booking Holdings has held employee unconscious bias and inclusivity training (4).

## Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.**

**High Risk**

*Booking Holdings' HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Booking Holdings integrates ESG into all of its business practices and has committed to public advocacy for or engagement with LGBTQ causes (3). Booking Holdings' CEO Glenn Fogel has advocated for industry-wide net zero policies (4). Fogel is a member of the Business Roundtable but has not supported any specific ideological initiatives (5).*

**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression.**

**High Risk**

*Booking Holdings' HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). Booking was a member of the Global Alliance for Responsible Media (3)(4)(5).*

**Uses corporate political actions and/or financial contributions for ideological, non-business purposes.**

**High Risk**

*Booking Holding's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Booking Holdings does not operate a PAC at this time but has not lobbied for ideological purposes (3)(4)(5).*

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