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BOOKING HOLDINGS SWOT & PESTLE ANALYSIS

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Company Name : Booking Holdings

Company Sector : Travel & Tourism

Operating Geography : United State, North America, Global

About the Company :

Booking Holdings Inc. is an American company that provides online travel and related services. It was founded in 1996 by Jay S. Walker. It is headquartered in Norwalk, Connecticut, U.S. The company provides its services to consumers and local partners in more than 225+ countries and services through six primary consumer-facing brands: Booking.com, KAYAK, Priceline, Agoda, Rentalcars.com and OpenTable. As of 2020, the company operates in more than 40 languages across Europe, North America, South America, the Asia-Pacific region, the Middle East and Africa. It was indexed by Forbes as the World's Most Innovative Companies, World's Best Employers, World's Best Employers for Women and World's Best Employers for Diversity. It has 150+ nationalities represented in its diverse workforce. Its brand Booking.com connects travellers with the world's largest section of incredible places to stay, including everything from apartments, vacation homes, and family-run B&Bs to 5-star luxury resorts, tree houses and even igloos.

Booking Holdings' mission statement reads, "To make it easier for everyone to experience the world." It was ranked #1 in the Financial Time's Most Diverse Employers in Europe in 2019. The company's USP or unique selling proposition lies in being the global leader in online travel and related services with over 29 million reported listings worldwide.

Revenue :

USD 15.1 billion – FY ended 31st December 2019 (y-o-y increase of 14.7%)

USD 14.5 billion – FY ended 31st December 2018

SWOT Analysis :

The SWOT Analysis for Booking Holdings is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. World's leading provider of online travel services with strong international presence 2. Strong portfolio of primary consumer-facing travel brands 3. Dual network effects and economies of scale 4. Focus on providing the best consumer experience 5. Significant growth in all business parameters from a multi-year perspective 6. Availability of wide range of strong rewards and loyalty programs 	<ul style="list-style-type: none"> 1. Increased regulatory pressure due to the imposition of digital tax 2. Low effectiveness of brand marketing initiatives
Opportunities	Threats
<ul style="list-style-type: none"> 1. Expansion through mergers & acquisitions in the online travel industry 2. Investment in advanced technologies for providing connected trips 3. Tailwinds from growth in travel market and online penetration 	<ul style="list-style-type: none"> 1. Uncertainties related to the longevity of Covid-19 pandemic 2. Increasing competition from Airbnb and Google

PESTLE Analysis :

The PESTLE Analysis for Booking Holdings is given below:

Political	Economical
1.Repercussions of a no-deal Brexit uncertainty on business 2.Headwinds in the travel industry owing to the US-China trade war	1.Fluctuating currency exchange rates affecting revenues
Social	Technological
1.Shifting trends from metasearch sites to traditional media channels 2.Young workforce, a major demographic segment driving online travel market	1.Use of advanced technologies like AI, Big Data for connected trip and personalized experience 2.Adoption of online payment systems upon the disruptive impact of fintech
Legal	Environmental
1.Tax on revenues of tech companies in addition to the European regulations 2.Regulatory pushback on Facebook's Libra Cryptocurrency program	1.Initiatives taken for alignment of green practices in operational processes and at workplaces 2.Investments in sustainable tourism and other projects

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