

# Booking Holdings (Nasdaq: BKNG)

## Sector: Consumer Discretionary



Target Price	Current Price	52 Week High	52 Week Low	P/E	Market Cap	Dividend Yield	Beta
\$2,152.00	\$1,732.13	\$1,592.45	\$1,592.45	17.37	70.82B	-	0.96

### Business Overview:

Booking Holdings is a world leader in online travel and related services. They provide to customers and partners in over 230 countries and territories in over 40 languages. They operate through six brands; Booking.com, Kayak, Priceline, RentalCars.com, Agoda, and OpenTable. Revenues are collected through three primary business segments; agency revenues, merchant revenues, and advertising & other revenues.

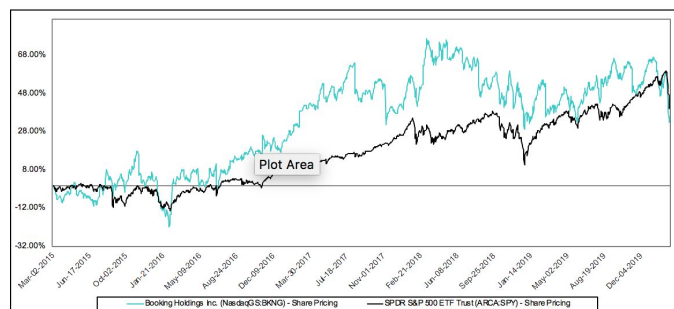
### Industry Outlook:

The travel industry is the second fastest growing sector in the world at a 3.9% CAGR. Travel demand is driven by consumer spending, health of the economy, and advances in information technology. The sector is seeing a shift to more bookings on mobile platforms as technology continues to develop and e-commerce grows.

### Management:

- Glenn D. Fogel- CEO
- David I. Goulden- CFO & EVP
- Peter J Millones- EVP & General Counsel

### 10 Year Stock Performance:



### Risks:

One of the most prevalent risks during this time is the Corona Virus. The spread and severity of this virus has caused travelers to be more cautious when planning trips. In fact, there are certain countries that the CDC has prohibited U.S. citizens from making any non-essential travel to. Although Booking has already seen increased cancellations and decreases in future room bookings in affected areas, they have been through situations like this before. There is no definite timeline of the virus, but they are confident in their capabilities to bounce back once it is over, whenever that may be.

### Competitive Analysis:

Booking operates mainly in Europe with a higher presence in Asia Pacific regions than other online travel agencies. Booking has relationships with hundreds of boutique hotels in Europe which allows them to realize higher fee margins due to the low bargaining power of these customers. This gives Booking a definitive edge when it comes to Margins.

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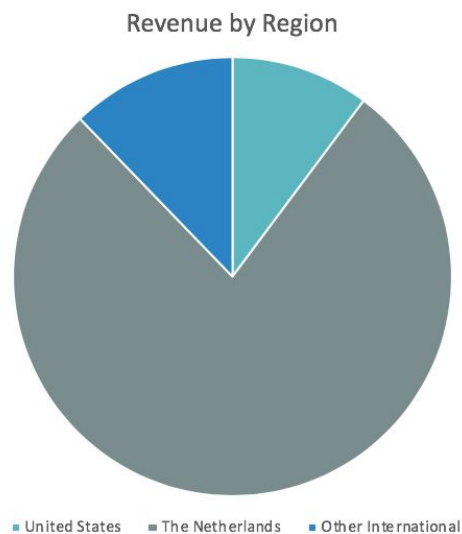
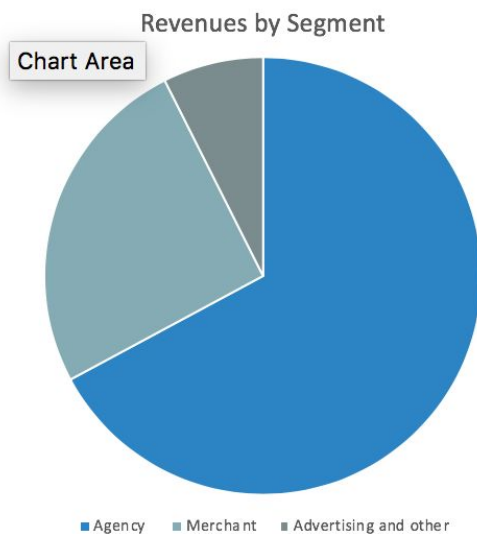
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### ESG:

Booking.com operates the booking cares fund, which donates money as well as volunteer hours in order to pursue sustainable goals. Booking Holdings two most global brands Agoda and Booking.com have over 50% women employees. They score a 36 on CSR Hub.



	Booking	Expedia	Trip Advisor
Market Cap	70.82 B	13.5 B	3.22 B
P/E	17.37	23.31	26.37