

Headspace & Booking.com



Headspace helps Booking.com increase awareness of well-being resources, while reducing stigma.

ABOUT

Founded in 1996 in Amsterdam, Booking.com is one of the world's leading digital travel companies. Booking.com connects millions of travelers to memorable experiences and incredible places to stay – from homes to hotels, and much more. Booking.com's mission is to make it easier for everyone to experience the world.

CHALLENGE

At Booking.com, well-being means that every employee can feel socially connected, healthy, content and purposeful. This vision includes creating an environment that supports and promotes health and wellbeing in a sustainable way for everyone at the company. To achieve this ambitious goal, the team at Booking.com needed to establish global well-being guidelines that could easily be adopted within local offices.

The well-being team at Booking.com also recognized the opportunity to embed employee skill building at the center of its strategy. This included the need to train leaders and managers to have more meaningful and proactive conversations about health and wellbeing, and to enable colleagues to learn, grow, and upskill with wellbeing practices and tools. Finally, adopting an intersectional approach from the start would be essential to ensure that all employees could find a solution to meet their unique needs.

HEADSPACE RESULTS

29%

of Booking.com employees are engaged with Headspace

33%

of Booking.com employee dependents are engaged with Headspace

94%

of employees feel that the Wellness Ambassador Program allows them to talk about well-being with others and guide them to relevant resources

81%

of Wellness Ambassadors feel that the role allows them to grow professionally

69%

of employees feel that the new well-being programs increase their sense of belonging

HEADSPACE APPROACH

Booking.com began by synthesizing data from employee engagement surveys, Employee Resource Groups (ERG) feedback, and insights from HR and DEI leadership to inform its well-being strategy. Based on this analysis, Booking.com developed programming to not only increase awareness of well-being resources but to also reduce the stigma too often associated with supporting one's mental health. This included launching yearly events, such as Mental Health Awareness Week, Quarterly Wellbeing Boosters and Benefit Fairs to showcase the various support and well-being resources available to employees. Other initiatives to reduce stigma included an expert-led webinar series that highlighted the expertise of respective ERGs, and new policies such as extended and more inclusive parental leave.

Booking.com also launched Headspace as a benefit for employees across all sister brands of the Booking Holdings group, in addition to supporting dependents. In partnership with Headspace, Booking.com has delivered well-being webinars and onsite activations, such as in-person mindfulness sessions. Booking.com has witnessed a high level of adoption and engagement, and received consistent, positive feedback as employees care for their minds with the Headspace App.

Finally, to extend the reach of these various initiatives, Booking.com introduced a network for employee support through the role of Wellbeing Ambassadors. Employees who are passionate about wellbeing and have completed mental health in the workplace training are prepared to support colleagues in distress, signpost them to available resources and create campaigns to promote healthier habits.

RESULTS

Booking.com's investment in inclusive and accessible mental well-being programs have cascaded throughout the organization, as more and more business units, departments and managers are organizing their own efforts to promote the company's well-being agenda. This commitment has also delivered measurable outcomes that directly impact employee engagement, professional development, and belonging.