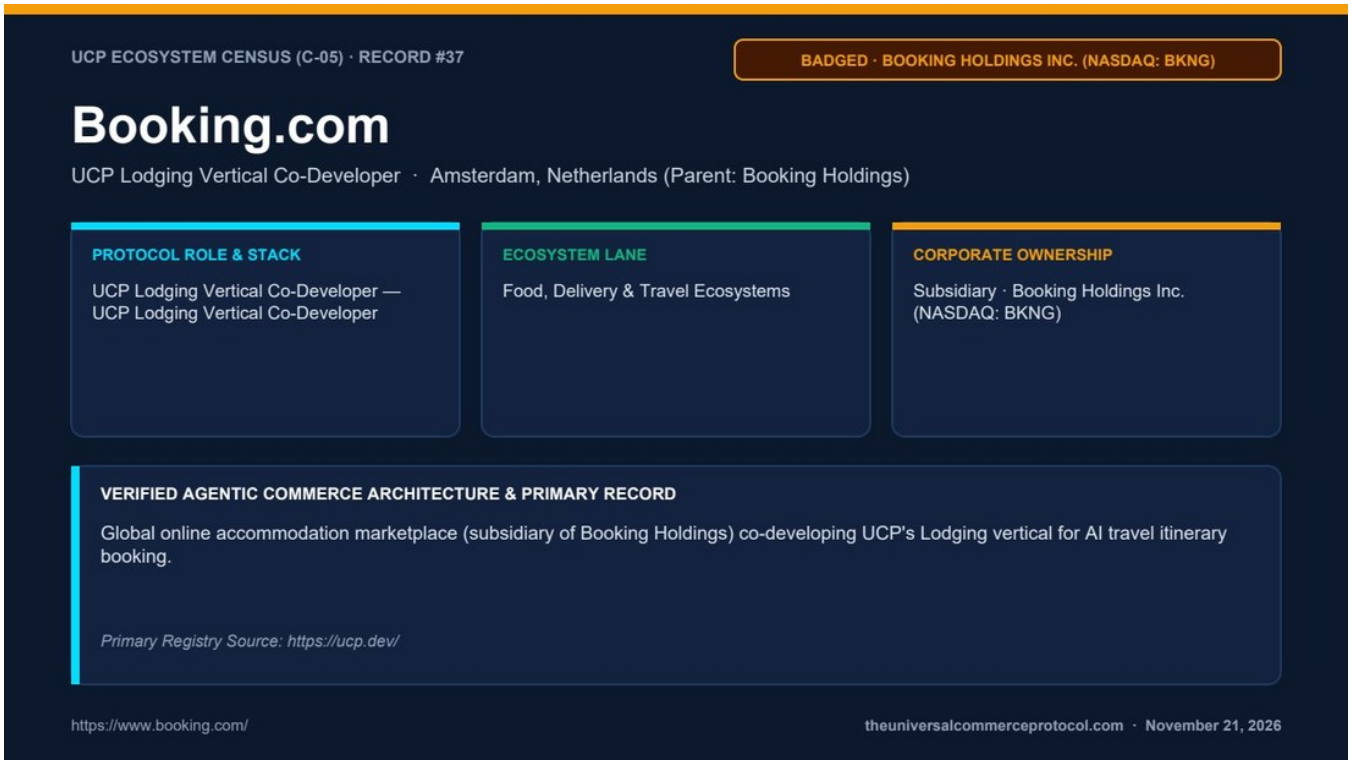
Booking.com — Verified Agentic Commerce Ecosystem Profile

UCP Lodging Vertical Co-Developer | Amsterdam, Netherlands (Parent: Booking Holdings) | Verified November 21, 2026

OPTION B PARENT BADGE: Subsidiary · Booking Holdings Inc. (NASDAQ: BKNG) — Booking.com B.V. (Amsterdam) is the flagship online travel and lodging subsidiary of Booking Holdings Inc., co-developing UCP's Lodging vertical.



1. Verified Ecosystem Record & Protocol Alignment

Field	Primary-Source Verified Detail
Entity	Booking.com
Official Ecosystem Role	UCP Lodging Vertical Co-Developer
Protocol Alignment	UCP Lodging Vertical Co-Developer
Ecosystem Lane	Food, Delivery & Travel Ecosystems
Ownership Classification	Subsidiary · Booking Holdings Inc. (NASDAQ: BKNG)
Headquarters	Amsterdam, Netherlands (Parent: Booking Holdings)
Official Reference URL	https://www.booking.com/
Canonical Spec Registry	https://ucp.dev/

2. Protocol Architecture & Merchant Interoperability

Global online accommodation marketplace (subsidiary of Booking Holdings) co-developing UCP's Lodging vertical for AI travel itinerary booking.

Within the open agentic-commerce stack (UCP /.well-known/ucp discovery, REST/JSON-RPC transports, AP2 verifiable payment mandates, and ACP delegated checkout), Booking.com operates inside the Food, Delivery & Travel Ecosystems layer. UCP's core Merchant-of-Record principle ensures participating merchants retain direct customer relationships and fulfillment control rather than surrendering checkout to closed intermediaries.

3. Corporate Ownership & Governance Verification

Booking.com B.V. (Amsterdam) is the flagship online travel and lodging subsidiary of Booking Holdings Inc., co-developing UCP's Lodging vertical.

4. Frequently Asked Questions

Q: What role does Booking.com play in UCP and agentic commerce?

Global online accommodation marketplace (subsidiary of Booking Holdings) co-developing UCP's Lodging vertical for AI travel itinerary booking.

Q: Where is Booking.com officially verified in public protocol registries?

Listed directly in https://ucp.dev/ under role 'UCP Lodging Vertical Co-Developer' (verified live November 21, 2026).

Q: How does Booking.com ownership map under Option B governance?

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5. Primary Sources & Companion Links

Reference	Verified URL
Canonical Protocol Registry	https://ucp.dev/
Official Entity URL	https://www.booking.com/
Live Web Profile	https://theuniversalcommerceprotocol.com/booking-com-ucp-ecosystem-profile/
Markdown Twin (.md)	https://theuniversalcommerceprotocol.com/wp-content/uploads/2026/11/booking-com-ucp-ecosystem-profile.md
C-05 Ecosystem Census Index	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census/
Combined Census llms.txt	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census-llms.txt

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