

Booking.com: What We Offer

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A Marketing Platform that adds value to the UK hospitality industry.

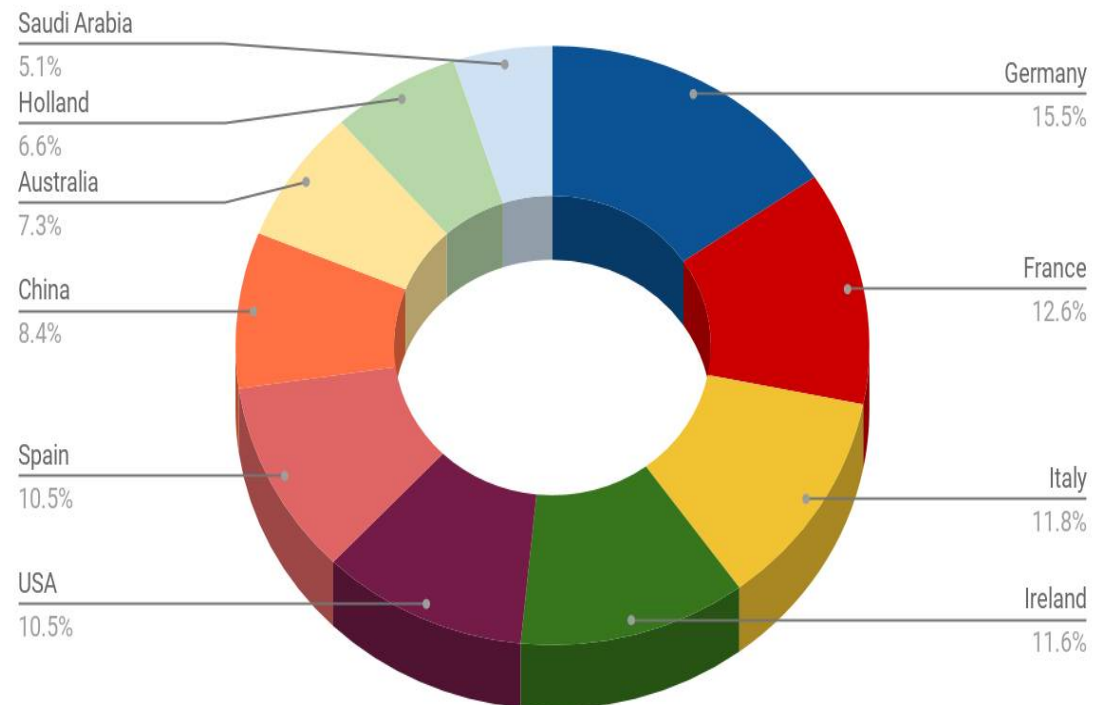
- ✓ **Global E-Commerce Company**
Over 51,000 accommodations in the UK, including independent hotels, resorts, villas and guesthouses, allowing them to sell rooms through Booking.com
- ✓ **Our Business Model**
It allows properties to keep control of their client relationships and rate/availability setting
- ✓ **Commission**
Properties pay commission to Booking.com once the guest has checked out and the room has been paid for
- facilitating properties' cash flows
- ✓ **Online Listing**
Each property receives a listing which can go live on Booking.com, allowing them to receive reservations 24/7 from anywhere in the world
- ✓ **Local Support**
Our Commercial Teams based in 4 regional UK offices, getting to know the trends and opportunities in the areas and become experts in the local market.



Booking.com

A global company with a local footprint, that drives tourism from around the world, to the United Kingdom

UK Source Markets.



Dynamic Ranking



Why do we need **Personalization**?

LOOKING TO THE FUTURE

Ecommerce is continuing to evolve, and two of the most important trends for online retailers today are mobile commerce and personalization.



In 2015, **30%** of ecommerce sales took place on a mobile device, and mobile commerce is expected to grow 2.58x faster than total ecommerce sales.



56% of consumers say they would be more included to use a retailer if it offered a personalized experience.



74% of online shoppers get frustrated when websites show content that has nothing to do with their interests.

Benefits of dynamic search results.



Having adaptable search results mean we are able to drive higher-quality traffic to partners, resulting in higher conversion.



Adaptable search means there's a marketplace for everyone! We recognise each property is different and showcase the key selling points.



A better experience will likely lead onto better guest reviews

Empowering Partners with data

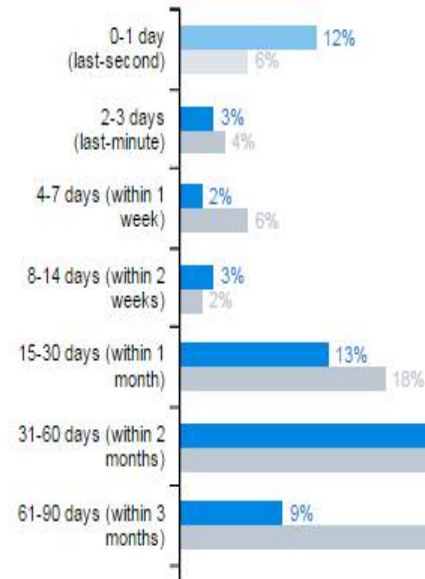


	Jun 2016	Jul 2016	Aug 2016
Room Nights	1,057 5 ▼ 4	2,477 3 ▼ 2	2,761 1 = 0
Room Revenue in EUR	154,325.90 3 ▼ 2	348,097.25 2 ▼ 1	366,653.55 1 = 0
Average Daily Rate in EUR	146 2 ▲ 1	140.53 2 ▲ 1	132.79 2 ▲ 1

Pace.

Future performance:
room nights, room
revenue and ADR

Reservations per Book Window

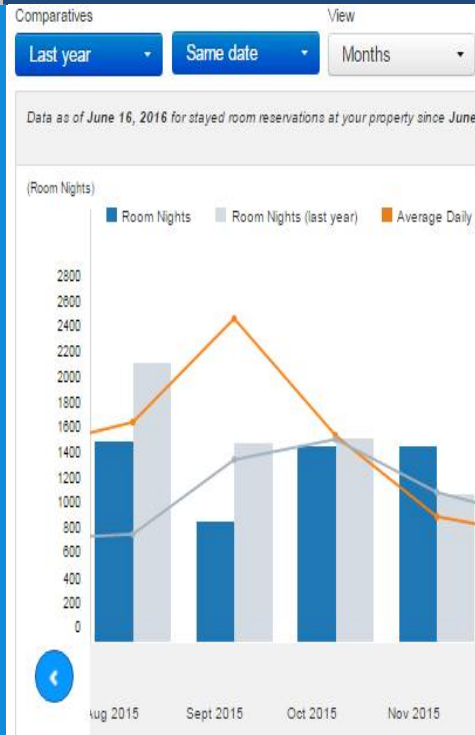


Booker Insights

Customer segmentation

Sales.

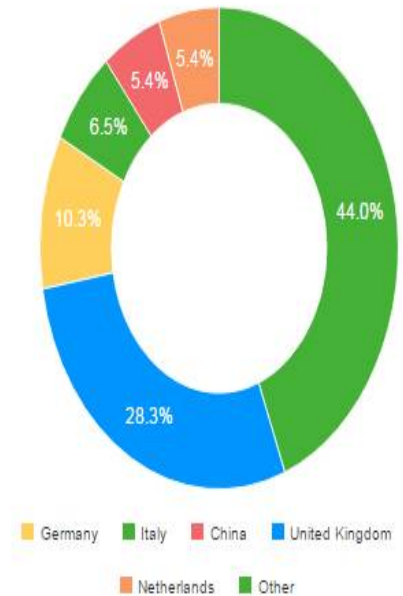
Past performance: room
nights, room revenue
and ADR



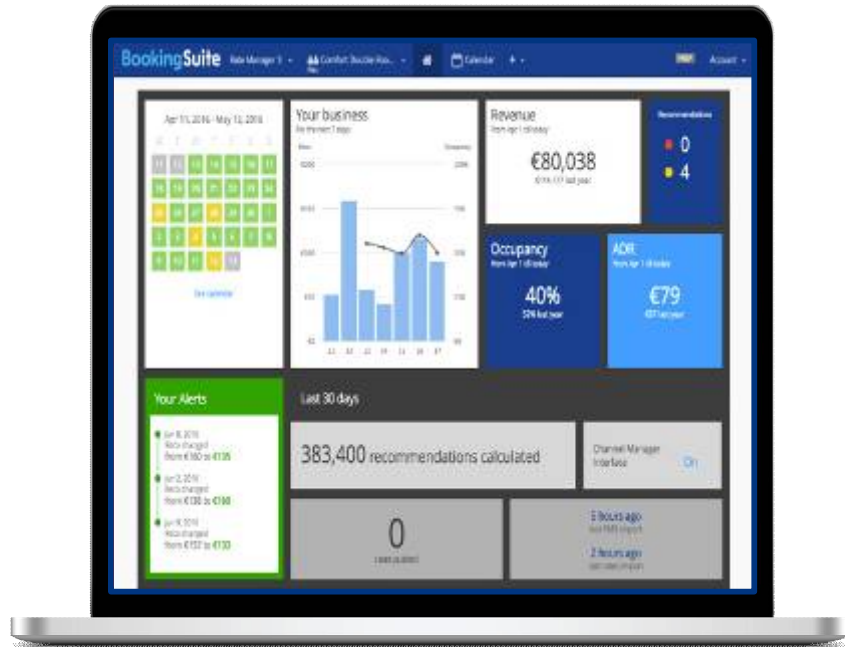
Book Window.

Customers booking
patterns across different
booking windows

Your property's share of reservations per country



Revenue Management



rate recommendations and rate shopping data with revenue management solutions

Property Websites



beautiful, robust, performance-driven websites

Thank you!

Booking.com

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