Die Reise beginnt im Netz
What does the customer want?

**EVERY**
Booking.com guest gets assistance when stranded.

**0%**
of Booking.com reservations have hidden fees.

**EASY**
reservation modifications and special requests.

**24/7**
customer service in 42 languages, 365 days a year.
How do we do it?

From looker

- Wider choice of properties
- Better availability
- Best price guarantee
- Flexible payment options
- No booking fees
- Better user interface
- Multilingual content
- Excellent geographical coverage

To booker
How do we work?

New partner

Uploads:
- Rates
- Policies
- Content

Rates and availability are set by the partner in our system.

The property content is edited and translated by our team of experts.

Open property on Booking.com

Visitors

How do we attract our customers?
How do we attract potential guests?

Newsletters and Priceline Group websites

Pay-per-click search-based advertising

More than 8,000 affiliate partners

Our mobile apps

priceline.com®
agoda

KAYAK®
Brooklyn
Lausanne
estoril
Barcelona.com
tripadvisor
easyJet
JAL
Firefly
KLM
JAPAN AIRLINES
PHLCVB
Ryanair
Google
Hotel Finder
wego
skyscanner

Yandex
Baidurus
NAVER
Yahoo!
Google
sapa.pt
bing
Sogou
360搜索
SEWAM
Top reasons for choosing a hotel.

- 55% Location
- 26% Price
- 8% Reputation
- 5% Facilities
Why are photos important?

92% of visitors are more likely to book with photos

Positive impact on conversion

Justify the higher rate

Manage guest expectations

- 24 photos
- Landscape
- Natural light
- 2048 x 1536 pixels
- 10 photos per room
Multiscreen experience is the new norm.

40+ Million Downloads of the Booking.com APPS

43% shop across devices when planning travel.
How vital is the mobile experience?

The number of connected devices is growing!

Our mobile bookings are growing!

The total value of our mobile bookings are growing!

160% in 2013!

$1 billion in 2011

$3 billion in 2012

$8 billion in 2013
Did you know?

of our bookings are made using a smartphone or tablet!

Top three reasons our customers book last minute:

27% Spontaneous decision
   “Unplanned shopping trip in the city.”

21% Traveling
   “Roadtrip! Wanna make decisions as we go!”

17% Event
   “My daughter has a karate competition this weekend.”

40+ million downloads
of Booking.com apps

Average Review Rating
Customers want last minute convenience.

How important is it for your customers to be able to book travel on the go?

<table>
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<th>Region</th>
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<th>Not very important</th>
<th>Ambivalent</th>
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</table>
Win the mobile booking game.
Attract guests with availability.

It’s all about availability!

Simplify the reservation process!

Set up deals!

Upload high-res photos!

25% of reservations are made with smartphones and are last minute.

75% of reservations are longer ahead.

Additional last-minute availability.

Load availability 12 month ahead.
Customers want convenience!
Simplify the process and turn lookers into bookers:

- Accept Same-day and Next-day Bookings without credit card details.
- Allow customers to book without providing their address details.
- Give potential guests the option to book without providing their CVC code.

43% of our same-day mobile bookings are made in the same city as the property!
Offer savings with a deal.

- It’s all about availability!
- Simplify the reservation process!
- Set up deals!
- Upload high-res photos!

Entice mobile bookers with deal savings they just can’t resist!

A Secret Deal is also a great way to win even more visibility on our mobile platforms!
You only get one shot at a first impression, and this is especially true on mobile.

It is essential to use most relevant, high-resolution photos.
A new way to book.

The perfect guest is just two taps away.

• Step-by-step directions to the front door of the property
• Personalised suggestions based on user preferences
• Seamless mobile experience
Promotions and deals.

**Basic Deal**
Easy to create! Just choose the discount and the dates!

**Minimum Stay**
Increase your minimum length of stay.

**Early Booker**
Increase your booking window.

**Last Minute**
Enter customers with last-minute savings.

**24h Promotion**
Limited-time deals that urge shoppers to book now!

**Genius**
Boost your visibility with special offers for our most loyal bookers.
Introducing BookingSuite

BookingSuite is a new unit of Booking.com that helps accommodation providers grow their businesses and brands through smart software solutions and services.

- Data-Driven Website Designs
- Best-in-class Booking Engine
- Streamlined Business Management
- Simple Content Management System

booking.com/suite
WebDirect

When you need a high-functioning website fast.

- Simple content management system and analytics
- Integrated booking engine powered by Booking.com
- Rates and availability synced from your Booking.com extranet
- Modern website design that’s customizable to your brand
- 5 essential pages (homepage, locations, photos, rooms, reviews)
- Optimized for mobile devices
- All software updates and web-hosting included
- Online technical support
- Pay only 10% of each reservation made through your property website
- No extra fees or charges. Zero upfront costs.

Ultra-fast launch time and final review by a digital producer before going live

Choose as many languages as you want during the pre-launch process

BookingSuite
WebComplete  When you want complete control of your digital experience, plus rich content options.

- Advanced content management system and analytics
- Choice of integrated booking engine powered by Booking.com or a third party booking engine
- Multiple options to manage rates and availability
- Additional website design options
- Unlimited pages and photos
- Optimized for mobile devices
- All software updates and web-hosting included
- Technical support available online and by phone
- Predictable monthly subscription fee
- No termination fees. Leave when you want to, after giving notice

- Personalized setup help from a digital producer for a small fee
- The option to include specialized content pages post-launch
- Four languages included. A fee may apply for additional languages

BookingSuite
Thank you!

Booking.com

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