

Booking.com

NSTA Innovation Days - 2015

Pieter Boerma • Marc Kajouji
April 14-22, 2015

Mission.



Our mission is...

To help leisure and business travelers, whatever their budgets, easily discover, book and enjoy the world's best places to stay.

Company highlights.

1996

FOUNDED
IN AMSTERDAM



CUSTOMER
SERVICE

24/7

600K+

PROPERTIES
WORLDWIDE



SUPPORT
OFFICES

155

42

SUPPORTED
LANGUAGES



DEDICATED
EMPLOYEES

8,600

Update on Booking.com



eBizMBA
The eBusiness Guide 10\$101\$



Home | Administration | Design & Development | Marketing | eCommerce | Advertising Sales | Content | Market Research |

eBizMBA Guide

Top 15 Most Popular Travel Websites | February 2015

Here are the top 15 Most Popular Travel Sites as derived from our *eBizMBA Rank* which is a continually updated average of each website's *Alexa* Global Traffic Rank, and U.S. Traffic Rank from both *Compete* and *Quantcast*. "*" Denotes an estimate for sites with limited data.

	Monthly Unique Visitors (est.)
Booking.com	40,000,000
TripAdvisor	38,000,000
Yahoo! Travel	36,000,000
Expedia	25,000,000
Priceline.com	20,000,000

How do we attract potential guests?

Newsletters and Priceline Group websites



More than 5,000 affiliate partners



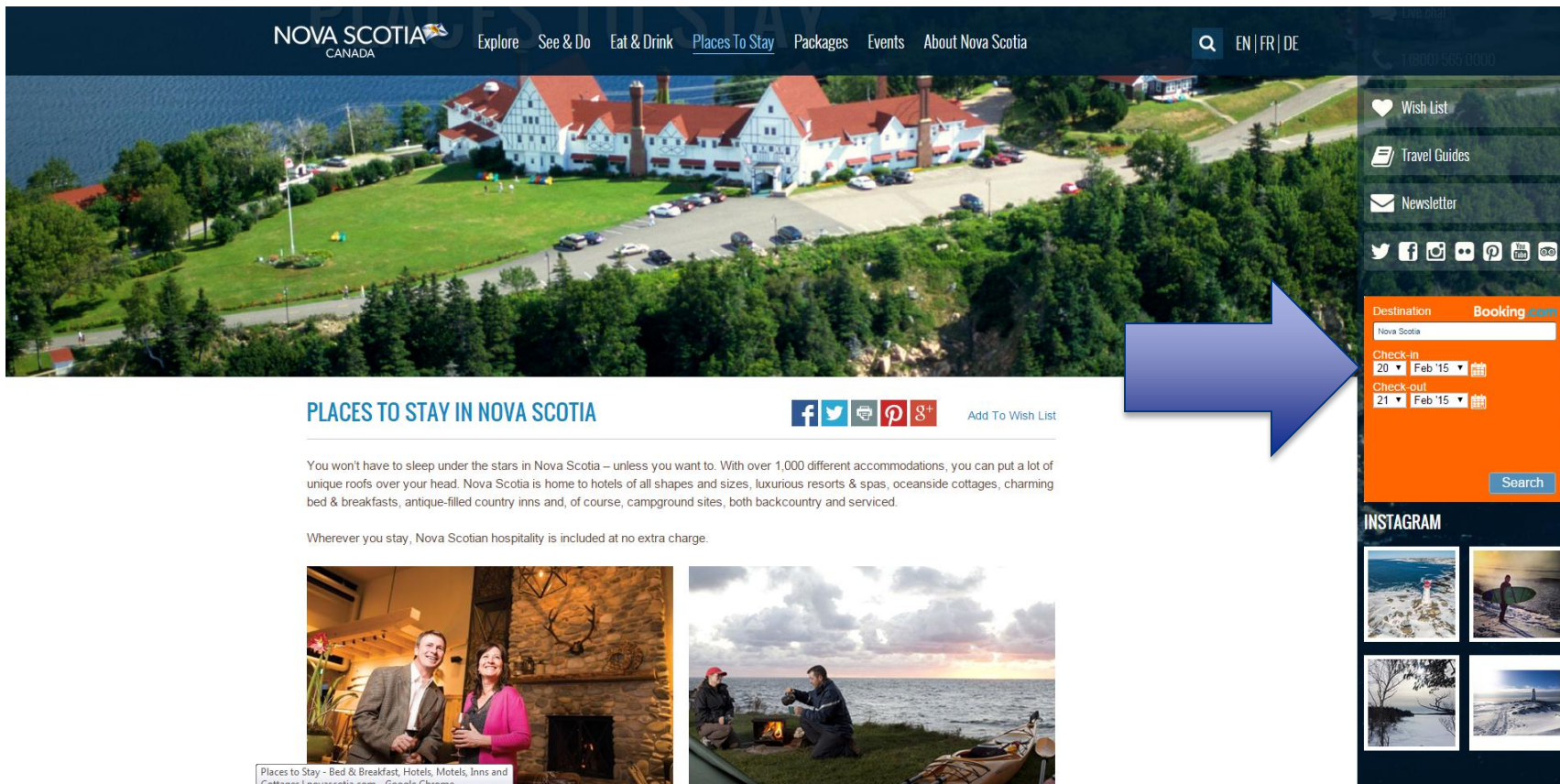
Pay-per-click search-based advertising



Our mobile apps



Introducing Novascotia.com Powered by Booking.com



NOVA SCOTIA
CANADA

Explore See & Do Eat & Drink Places To Stay Packages Events About Nova Scotia

EN | FR | DE

PLACES TO STAY IN NOVA SCOTIA

Facebook Twitter Email Pinterest Google+ Add To Wish List

You won't have to sleep under the stars in Nova Scotia – unless you want to. With over 1,000 different accommodations, you can put a lot of unique roofs over your head. Nova Scotia is home to hotels of all shapes and sizes, luxurious resorts & spas, oceanside cottages, charming bed & breakfasts, antique-filled country inns and, of course, campground sites, both backcountry and serviced.

Wherever you stay, Nova Scotian hospitality is included at no extra charge.

Places to Stay - Bed & Breakfast, Hotels, Motels, Inns and Cottages | novascotia.com - Google Chrome

Booking.com


Destination: Nova Scotia

Check-in: 20 Feb '15

Check-out: 21 Feb '15

Search

INSTAGRAM

 Auf einer Liste speichern
Auf 11 Listen gespeichert

Highlights der Unterkunft
Letzte Buchung: vor 2 Stunden
P kostenfreie Parkplätze

Suche
Reiseziel / Hotelname:
Baddeck Inn
 Geschäftsreise Urlaub
Check-in-Datum: Tag Monat
Check-out-Datum: Tag Monat
 Reisedatum noch unbekannt
Gäste: 2 Erwachsene, 0 Kinder
Suche

 **Lage prüfen**
Map data ©2015 Google

Baddeck Inn **★★★★**
8282 Hwy 105 B0E1B0, B0E1B0 Baddeck, Kanada – [Karte anzeigen](#)  Teilen [Reservieren](#) 

Verfügbare Zimmer Ausstattung Bestimmungen der Unterkunft Kleingedrucktes Alle echten Bewertungen ansehen



Sehr gut 8.1/10
Ergebnis aus 92 Bewertungen
Die Lage mit der Seesicht ist ausgezeichnet. Schöner Aufenthaltsraum mit Fensterfassade. Frühstück

Roger,  Schweiz



Das Hotel befindet sich direkt am Highway 105 in Baddeck, Nova Scotia, und bietet Blick auf den Bras d'Or Lake. Ein kostenfreies kontinentales Frühstück wird jeden Morgen angeboten.


Die Zimmer im Baddeck Inn sind mit Kabel-TV ausgestattet. Einige Zimmer verfügen über kostenfreies WLAN und alle bieten ein Telefon. Das Baddeck Inn ist eine komplett rauchfreie Unterkunft. Das Hotel verfügt über Heizung und Klimaanlage, und die Parkplätze nutzen Sie kostenfrei.

Der Golfplatz Bell Bay liegt nur 5 km vom Baddeck Inn entfernt. Zum Alexander Graham Bell Museum gelangen Sie nach 4,6 km.

 **Speichern**
Speichern bis zu 11 Listen
已保存至收藏列表11次

酒店特色
P 免费停车场

搜索
目的地/酒店名称:
Baddeck Inn
 商务 休闲
入住日期: 月 日
退房日期: 月 日
 我还没有确定具体日期
住客: 2位成人, 0位儿童
搜索

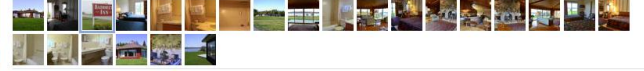
 **查看位置**
Map data ©2015 Google
浏览历史

Baddeck Inn (巴德克酒店) **★★★★**
8282 Hwy 105 B0E1B0, B0E1B0 Baddeck, 加拿大 – [显示地图](#)  [现在预订](#) 

可供预订的客房 设施 条款规定 预订须知 浏览经过核实的评语



非常好 8.1/10
分数来自 92 条评论
This was a very pleasant Inn with a nice water view and close to town without having to pay the exorbitant prices ...
Wendy,  加拿大



这家酒店就位于新斯科舍省 (Nova Scotia) 的Baddeck, 毗邻105号高速公路, 可俯瞰Bras D'or Lake湖的美景。酒店每天早晨提供免费欧式早餐。

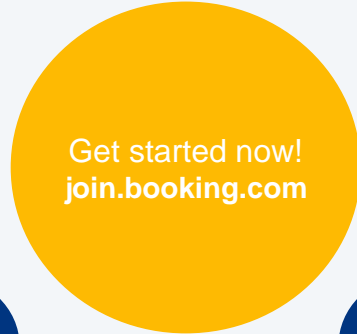
Baddeck Inn酒店的客房设有有线电视, 部分客房设有免费无线网络连接。所有客房均设有电话。

Baddeck Inn酒店为全禁烟酒店, 设有暖气和空调, 提供免费停车场。

Baddeck Inn酒店距离Bell Bay Golf Course高尔夫球场有5公里, 距离Alexander Graham Bell Museum博物馆有4.6公里。

汽车旅馆: 8间客房 该住宿于2011年6月10日在Booking.com上线。

Working with Booking.com.



Year-round global demand

Access untapped demand from overseas guests!

24/7 multilingual assistance

Dedicated support team around the clock

Commission-based model

We only receive commission on the bookings that we bring you

Easy-to-use online tools

User-friendly extranet available when you need it

Free online marketing

Worldwide exposure on website, mobile apps and through 5,000 distribution partners

Content in up to 42 languages

We provide potential guests with information about your property in their local language

Booking.com

Atlantic Canada Team



Marc Kajouji – Senior Account
Manager



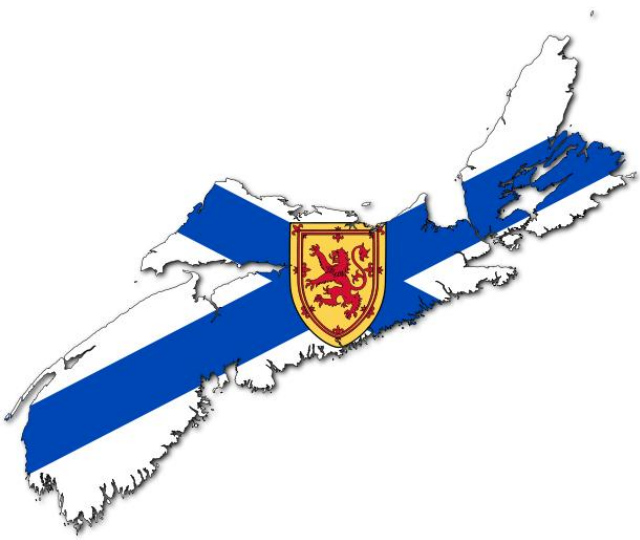
Cristina Simms – Coordinator Hotels



Brian Winters – Account Manager



Sara Garcia Barreiro –Account
Manager



Booking.com in Nova Scotia.

Key Figures.

419 Partners

XXXXXX+ Bookings in 2014

XXXXXX+ Room Nights Booked in 2014

1.67 Night – Average Length of Stay

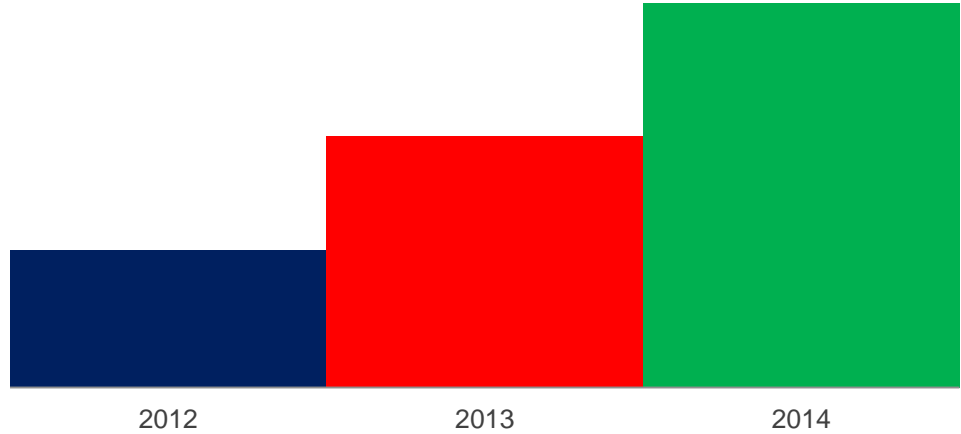
37.41 days Booking Window

12 Rooms is the Average Size Property

Booked Bookings 2014 vs 2013 vs 2012.



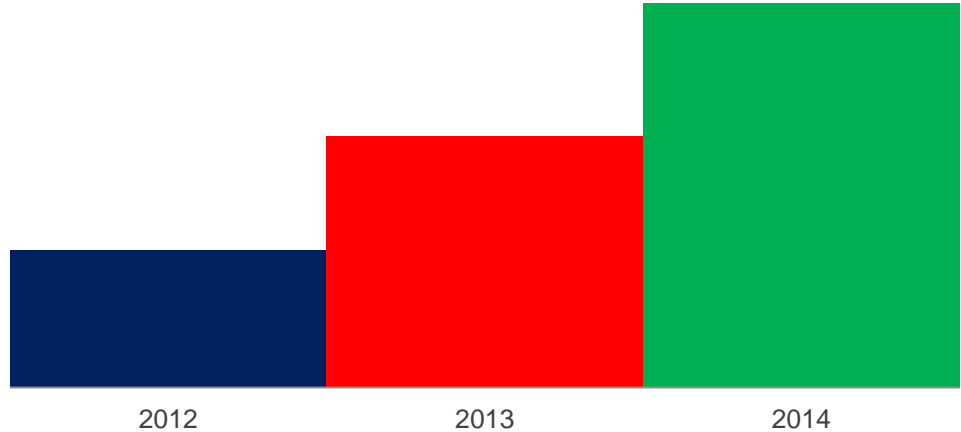
Booked Bookings



Booked Room Nights 2014 vs 2013 vs 2012.



Booked Room Nights



Top International Countries Booking into Nova Scotia.



112 countries booked into Nova Scotia in the last 365 days....

Truro – 38 countries

Baddeck – 53 countries

Yarmouth – 25 countries

Wolfville – 31 countries

Lunenburg – 50 countries

Parrsboro – 13 countries

In addition, Italy, Austria, Belgium, Brazil & Norway

What is the fastest growing booking method?

Online?

Telephone?

Mobile?

Email?

Travel Agent?

Answer is **Mobile**

Booking.yeah?

Booking now

Download on the
App Store

Hotel details, conditions and pricing may change. Please check the app for updates.
Apple, the Apple logo and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

0:27 / 0:49

Did you know?



of our bookings are made using a smartphone or tablet!

Top 3 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."



30+
million

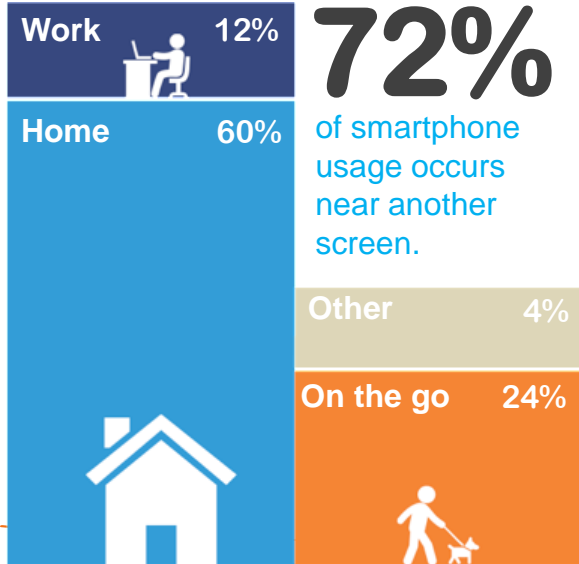
downloads
of Booking.com

apps



Average Review Rating

Multiscreen experience is the new norm!



72%

of smartphone usage occurs near another screen.




43%

shop across devices when planning travel.

Want to win the mobile booking game?



It's all about last-minute availability!



Simplify the reservation process!



Set up a last-minute deal!



Upload high-res photos!



of reservations made with smartphones are for the **same day** or the **following day**.



Open up additional **last-minute availability** and attract more guests looking to book right now!

Want to win the mobile booking game?

It's all about last-minute availability!



Simplify the reservation process!

Set up a last-minute deal!

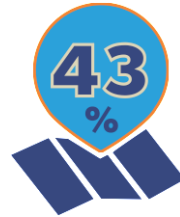


Upload high-res photos!

Customers want convenience! Switch on these options in your **Extranet** to turn more lookers into bookers:



- ✓ Accept **Same-day** and **Next-day** Bookings without credit card details.
▶ *My Settings*
- ✓ Allow customers to book **without providing their address details**.
▶ *My Settings*
- ✓ Give potential guests the option to book **without providing their CVC code**.
▶ *Payment preferences*



of our **same-day mobile bookings** are made in the same city as the property!

Want to win the mobile booking game?



Entice mobile bookers with last-minute savings they just can't resist!

Go to the **Promotions** tab, set up and review your deal, and then click **Activate my deal** to put it live.



Pssst!

A **Secret Deal** is also a great way to win even more visibility on our mobile platforms!

Want to win the mobile booking game?



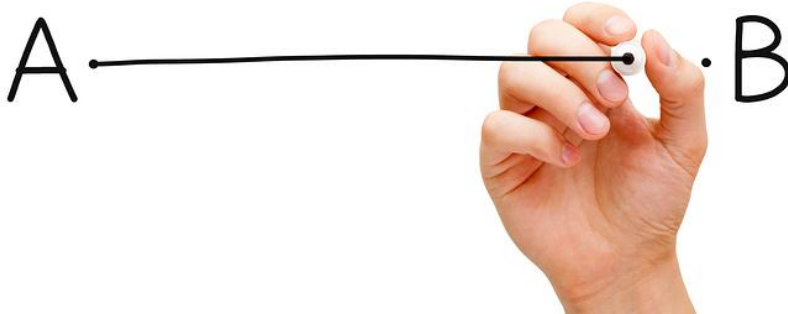
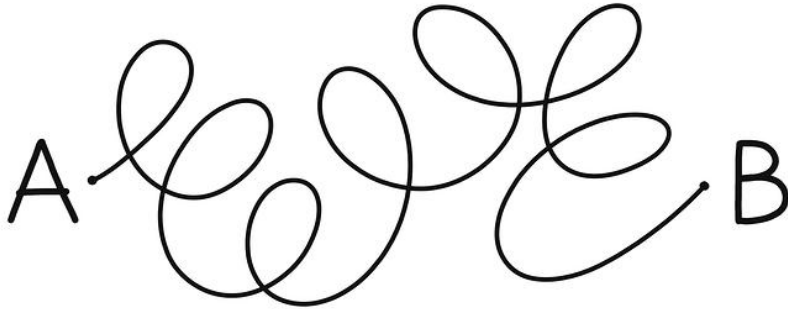
You only get one shot at a **first impression**, and this is especially true on mobile.



2048 x 1538 pixels
3.1 megapixels

Go to your Extranet to upload more **relevant, high-resolution photos**.

Make it easier to book.





Q&A



?

Any Questions?

Welcome to the Best of All Worlds



Conversion Expertise

Properties attract guests with data-driven design and user experience best practices.



Simplified Management

Simple setup that pulls the property's information directly from Booking.com.

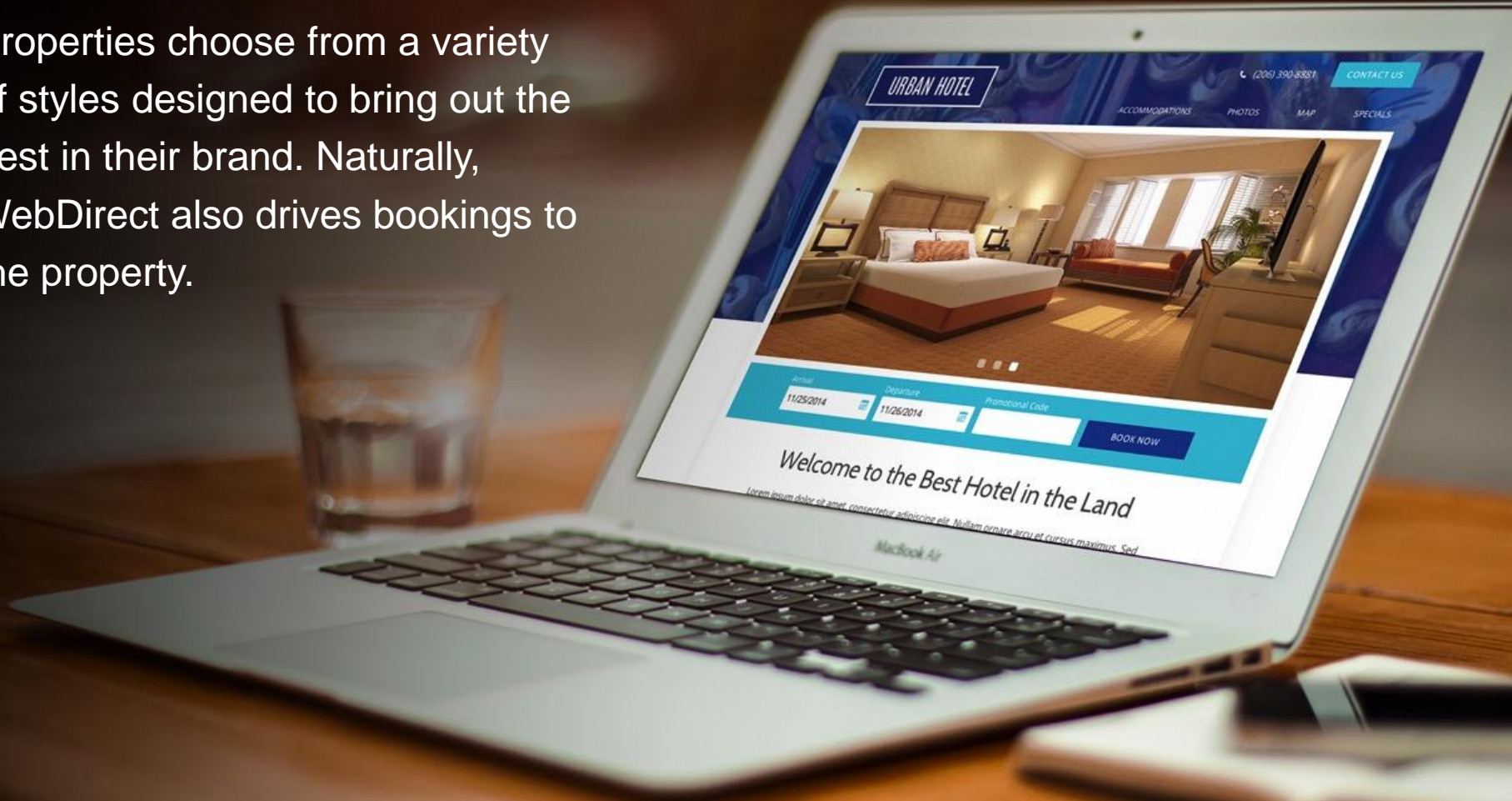


Risk Free

Risk-free, commission pricing. Proven ROI with reservations across every device, every day.

all with **BookingSuite** WebDirect

Properties choose from a variety of styles designed to bring out the best in their brand. Naturally, WebDirect also drives bookings to the property.

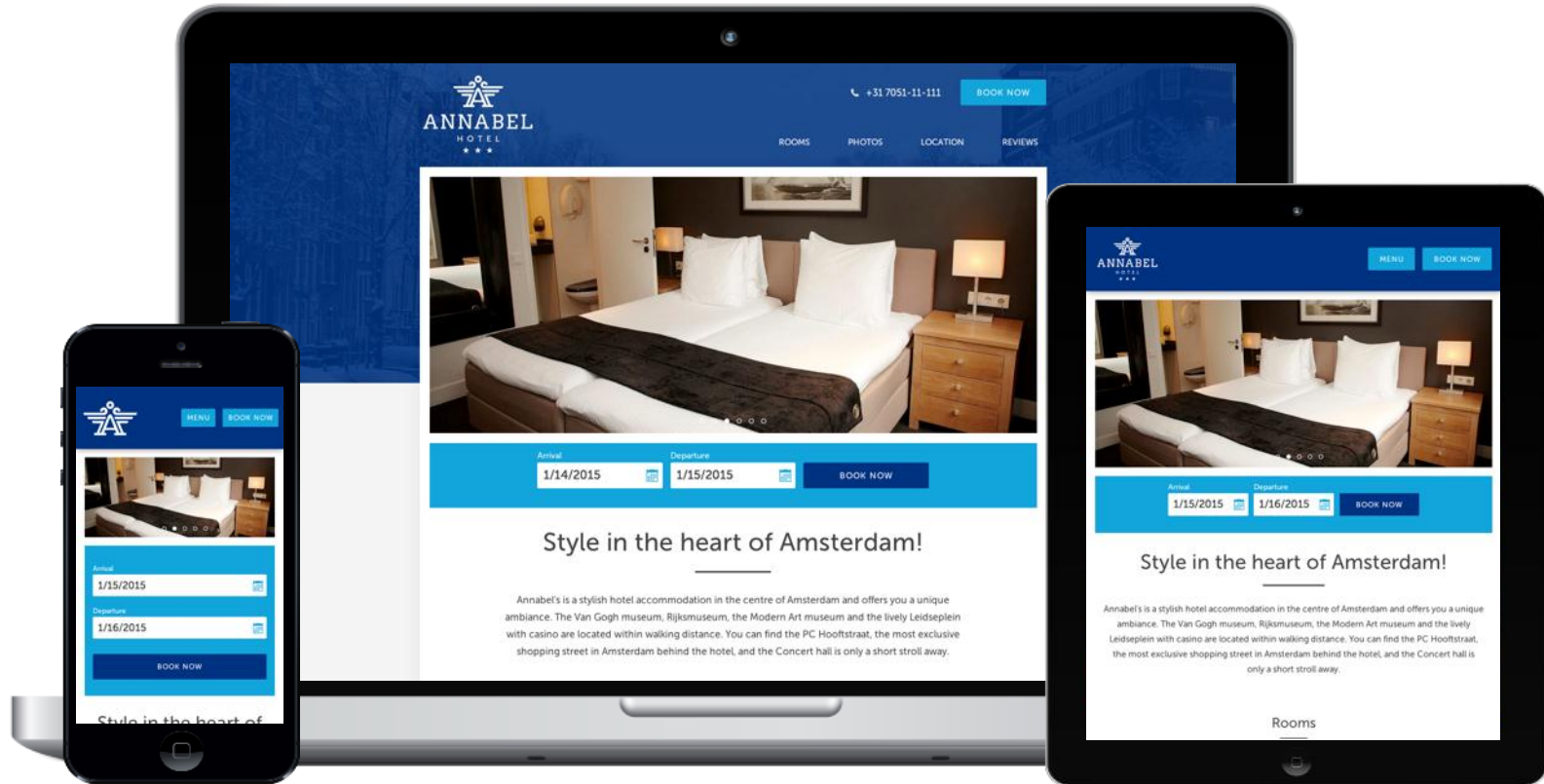


Simplicity

WebDirect uses availability, rates, and inventory from Booking.com, streamlining your management of your own site. Update in one place and see your changes everywhere.

Similarly, WebDirect integrates your property's photos and content from Booking.com.

Optimized for mobile, tablet, and desktop devices



Your property website now speaks multiple languages.

WebDirect by BookingSuite supports all languages available on the Booking.com marketplace.

- You can designate as many available languages as you want during the pre-launch process.
- WebDirect gives you the choice to translate languages through BookingSuite's expert translators (Coming soon!) or Google Translate. You also always have the option to translate your own content.



Dashboard shows analytics that partners care about.

Dashboard

Content

Settings

Help

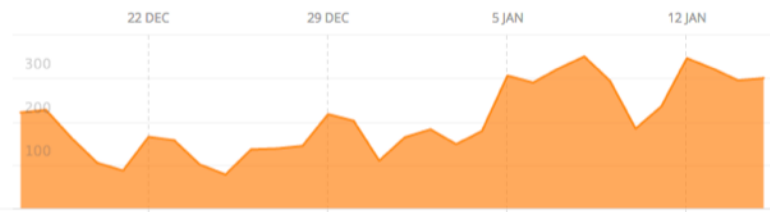


Revenue

17 Dec 2014 - 15 Jan 2015

Visits 6,170

Number of people who visited your site



Looks 2,416

Users who clicked Book Now

39% OF VISITS



Books 109

Reservations generated

5% OF LOOKS



Revenue 116,191

Gross bookings USD



This package comes with a 10% commission on direct reservations with **zero upfront costs**. And, you can switch to our fixed monthly subscription at any time.

- **Risk free.** Zero upfront costs. Pay 10% per booking
- **Easy-to-measure.** Just log in and see how many reservations you've received
- **Works everywhere.** Looks amazing on mobiles, tablets, and desktops

Want more information on becoming a partner?

www.join.booking.com

Contact us at:

marc.kajouji@booking.com

(Senior Account Manager Atlantic Canada)

brian.winters@booking.com

(Halifax area & Cape Breton)

sara.garciabarreiro@booking.com

(Everything in NS not including Halifax area & Cape Breton)