

The background image shows a modern interior space. On the left, a person is sitting at a table. The wall behind them is made of large, textured, light-colored panels. To the right, there is a wall covered in a colorful, geometric pattern of tiles. The lighting is soft and ambient, with a large, curved light fixture visible in the upper left. The overall atmosphere is calm and contemporary.

Booking.com

KHN Presentation

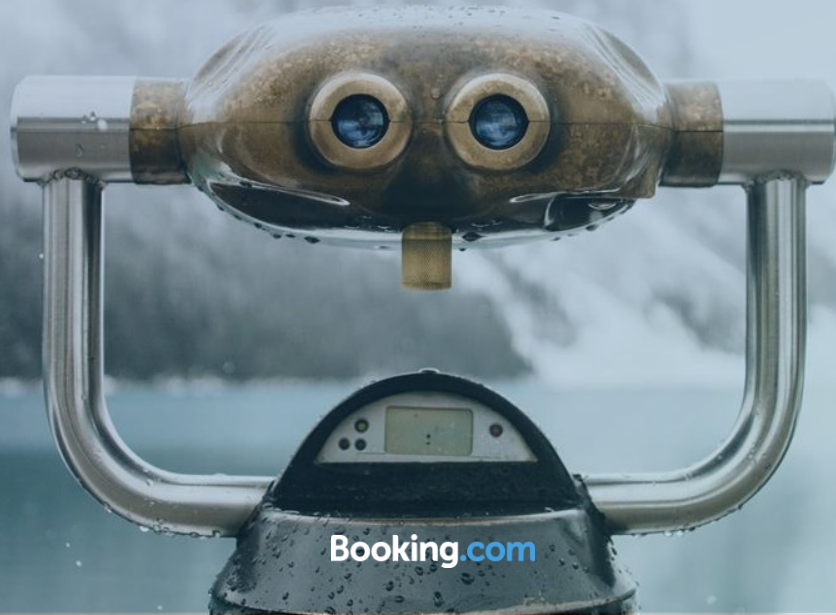
Schiphol | February 2020



Agenda

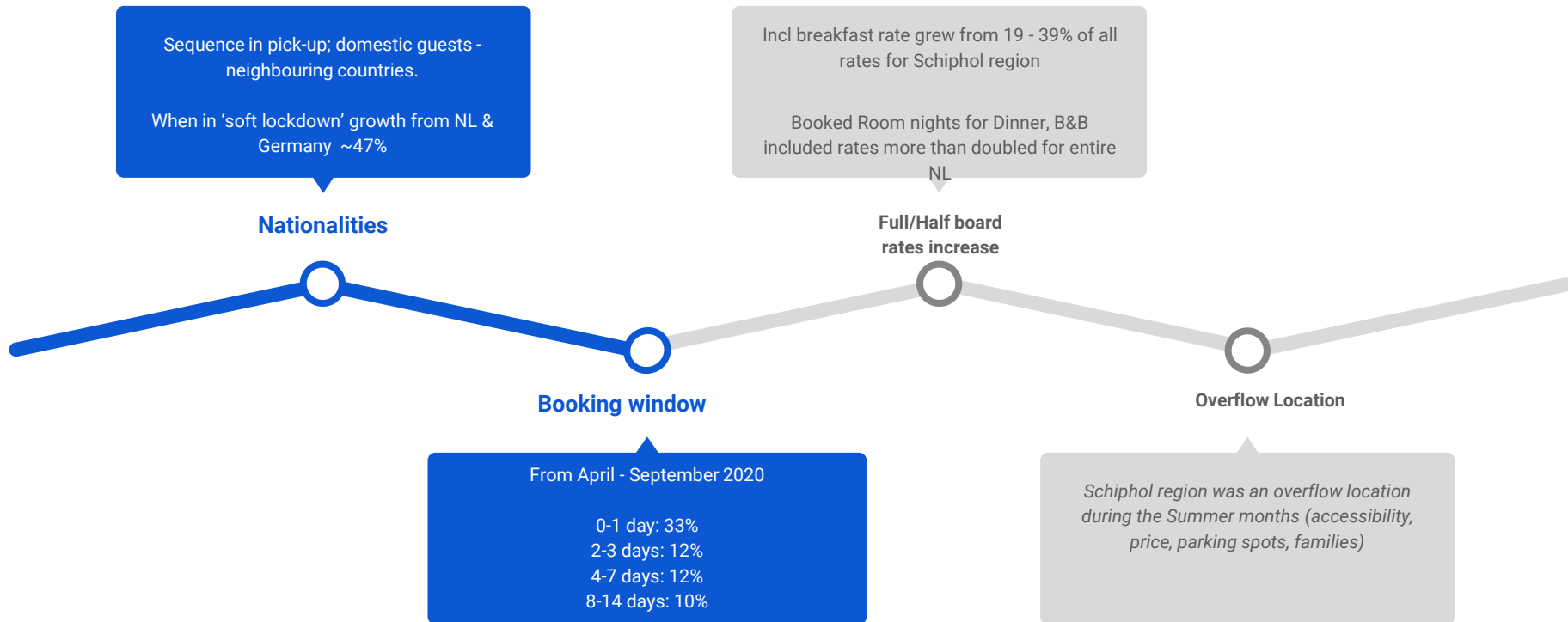
- Key learnings so far
- Future outlook
 - Domestic vs international
 - Booking window
 - Business on the books
- Takeaways
- Click
- Q&A

Key learnings COVID-19



Booking.com

Key learnings COVID-19

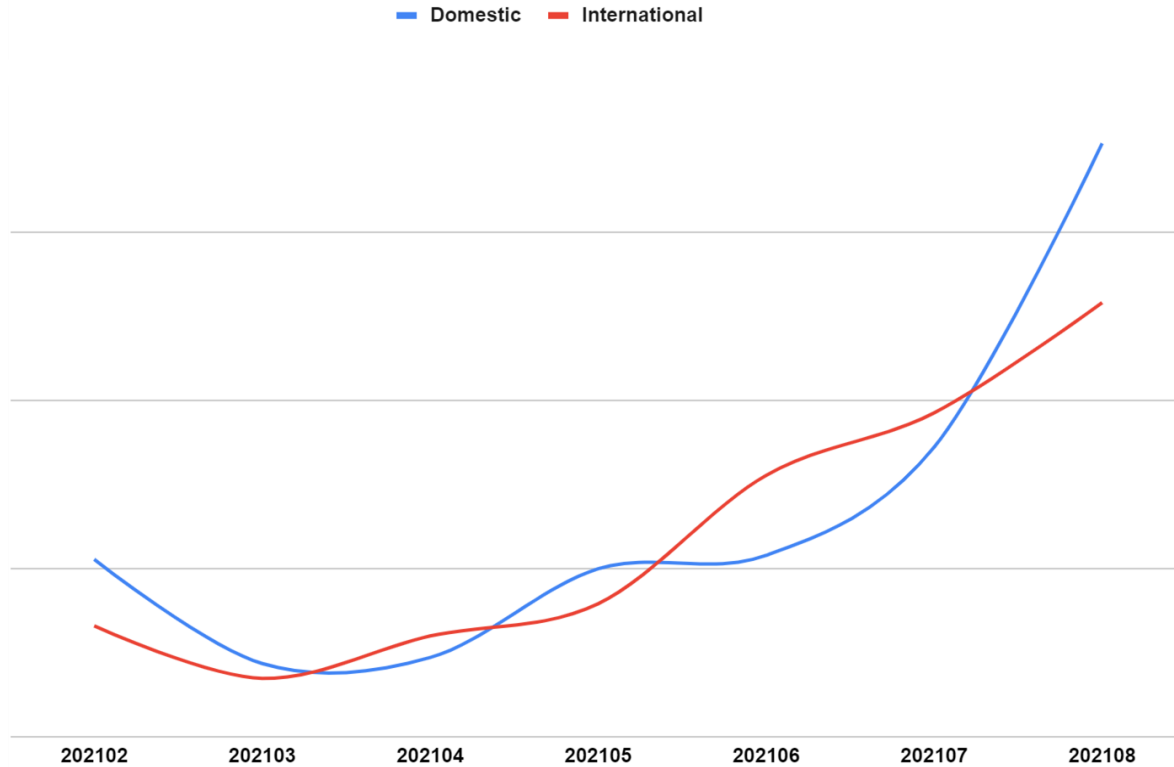


Future outlook



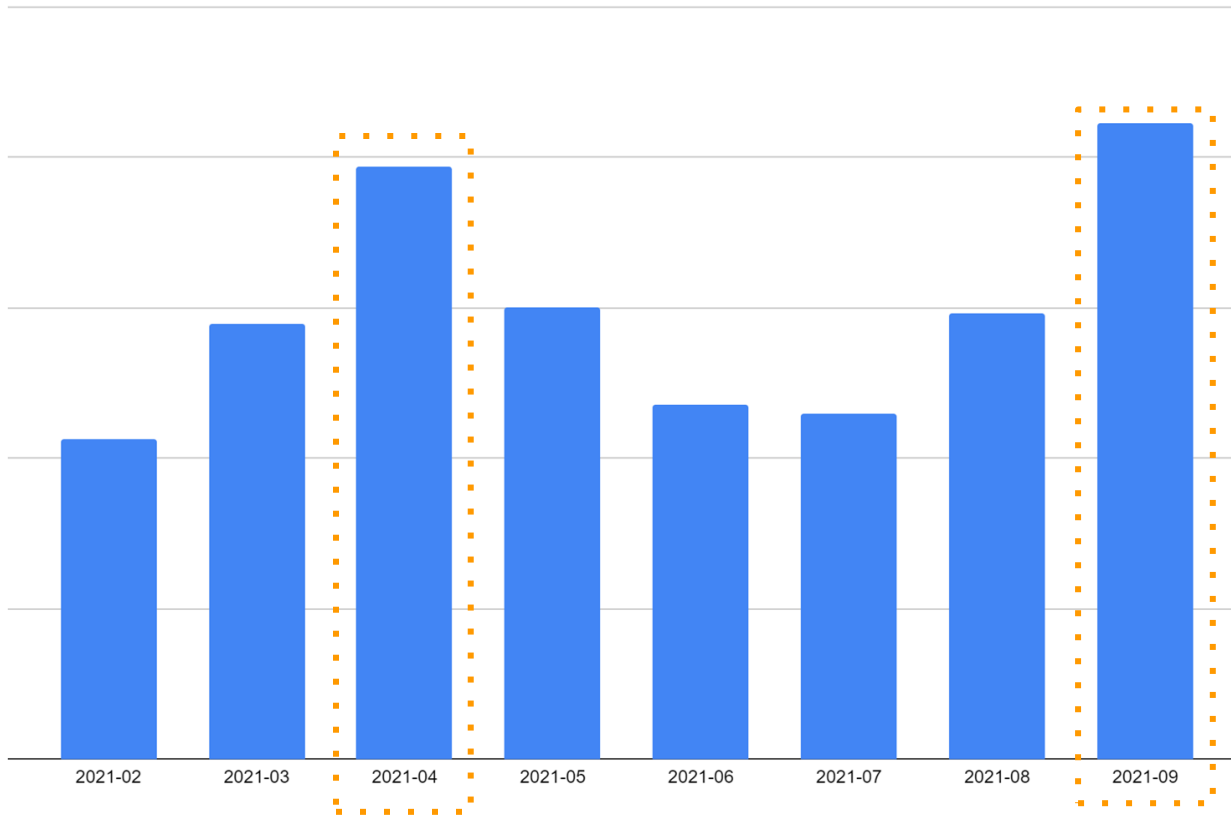
Booking.com

Nationalities

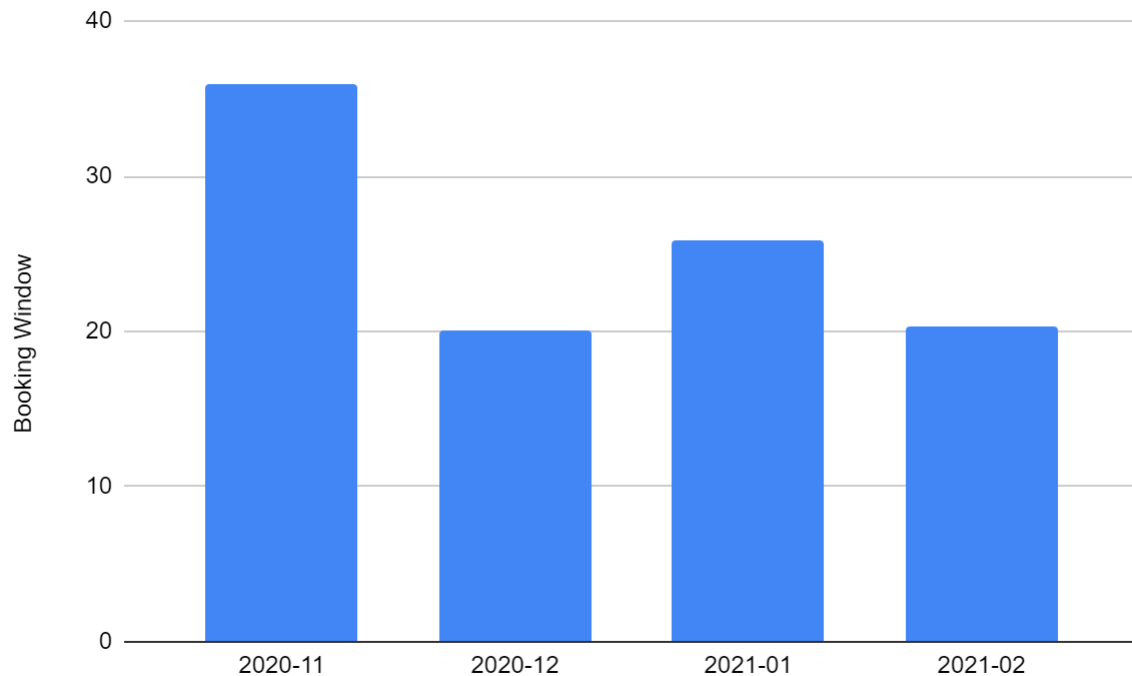


- Domestic travel picks up first.
- Summer months driven by national / international demand

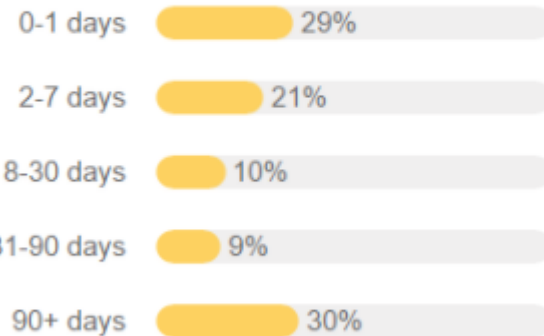
Business on the books



Bookingwindow developments



Window



Take aways



Schiphol region overflow location for:

Bank holidays
F1



Domestic:

- Short term demand and summer months

International:

- Bank holidays
- Neighbouring countries expected to pick up first

Conversion drivers:

- Dinner B&B rates
- <3 week Booking window:
 - Mobile focus
- Domestic products



Be ready, demand can change quickly



Click.

Booking.com



16 - 18 March 2021

About Click.

At Click. 2021, Booking.com leaders will share what partners need to know as we head into one of the most critical years in our industry's history. You'll leave inspired, informed and ready to make the most of 2021 and all its new opportunities.

2020 was unprecedented. Uncertain. Challenging. 2021 is about opportunity.

Let's go.



THANK YOU!
Questions?

