

Booking.com

KHN Hoteloverleg Amsterdam

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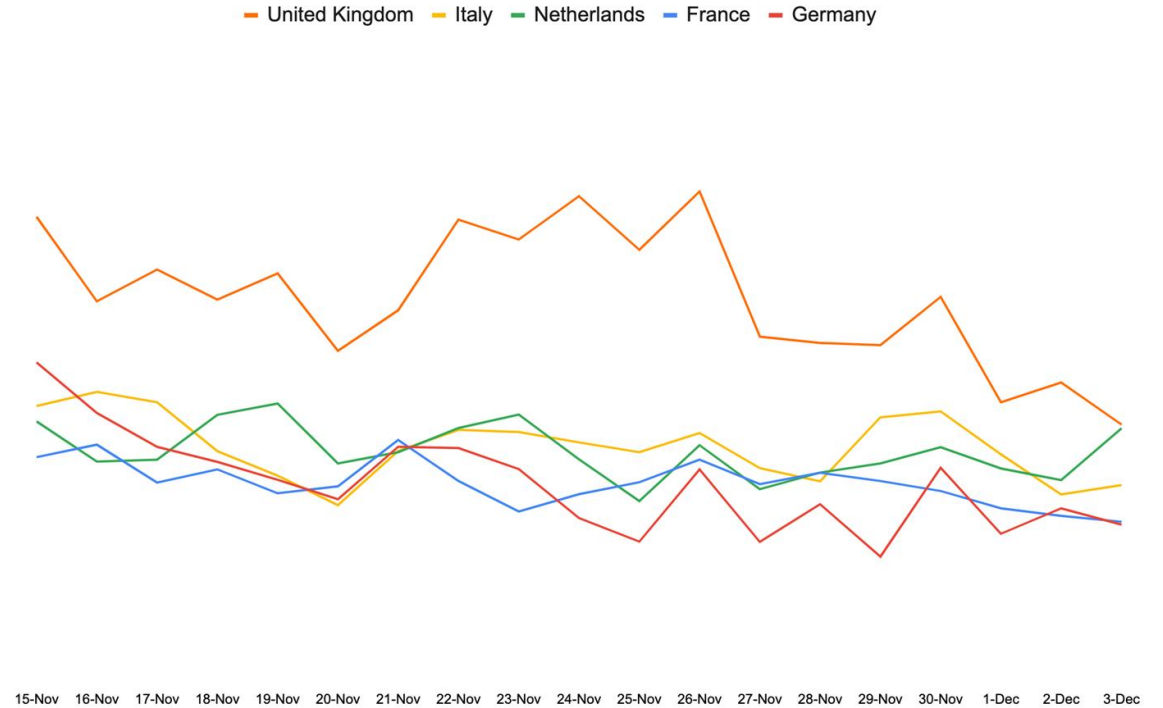
Agenda

- Impact lockdown announcement
- Updates

Impact “lockdown” announcement

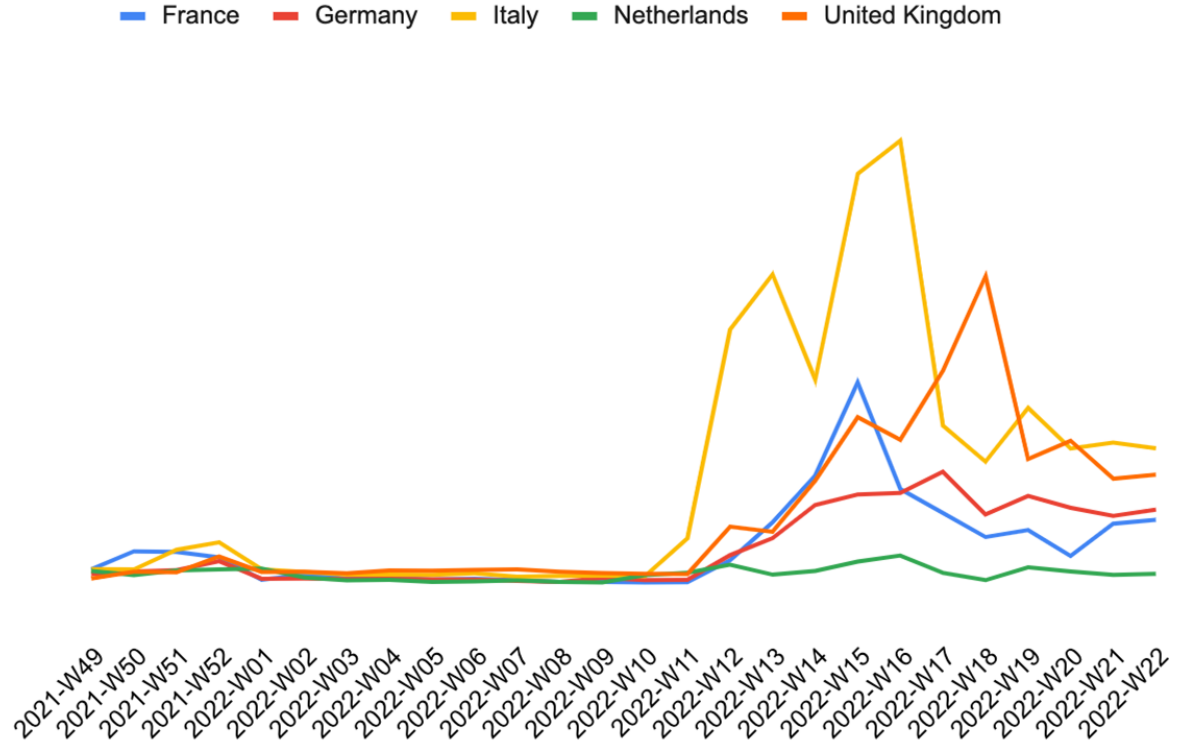
Impact 'lockdown' announcement - nationalities

Daily room night pick-up
Amsterdam



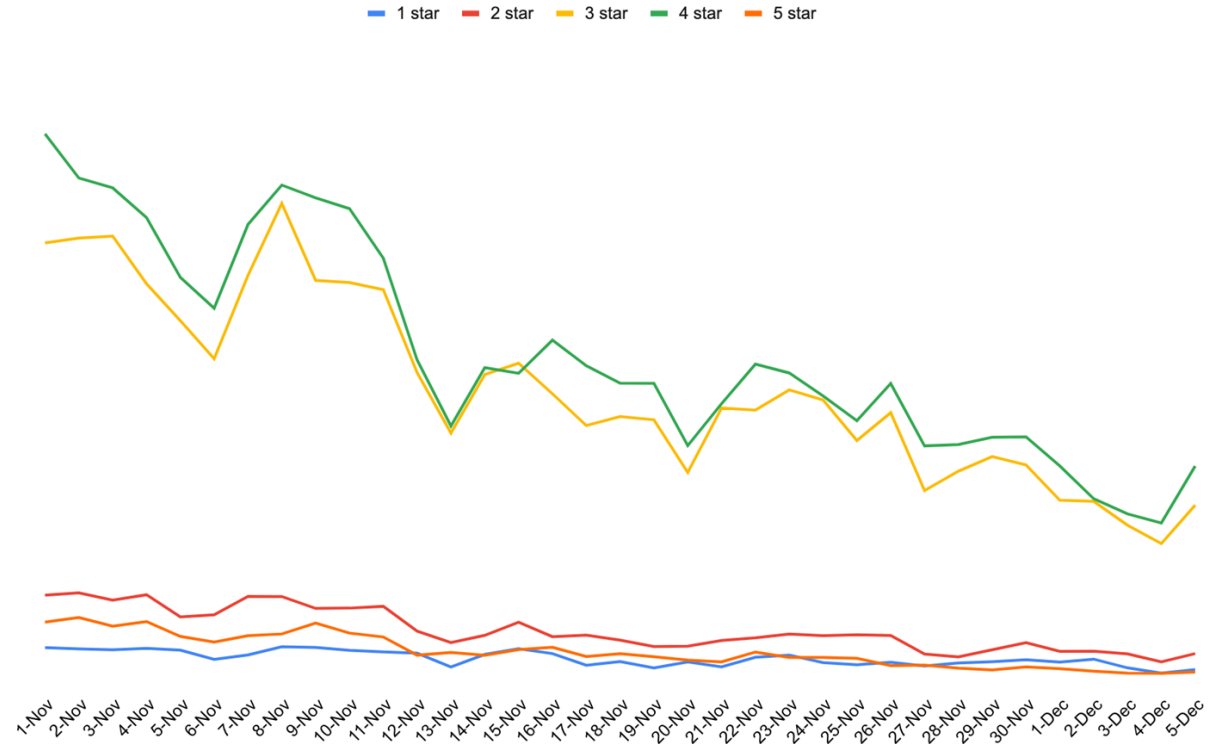
Impact 'lockdown' announcement

% Pace room nights vs 2019



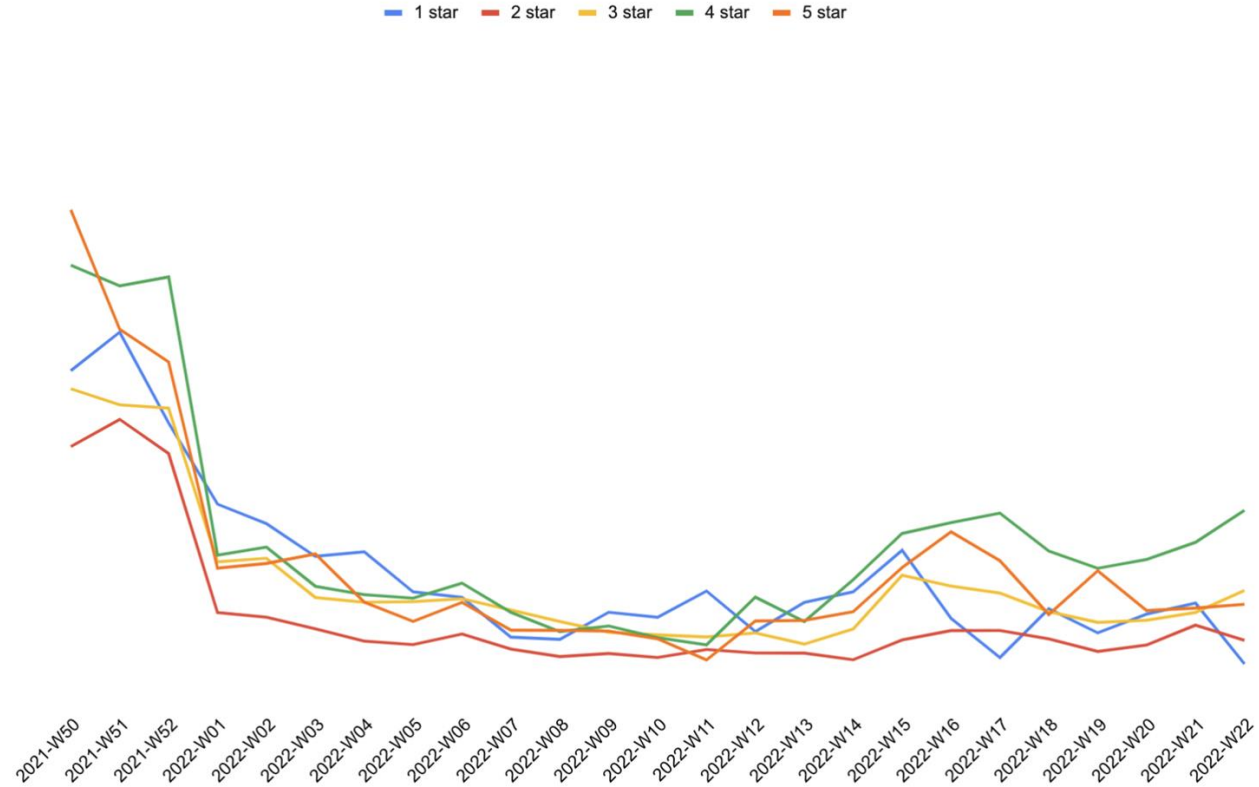
Impact lockdown announcement - Star segments

Daily room night pick-up
Amsterdam



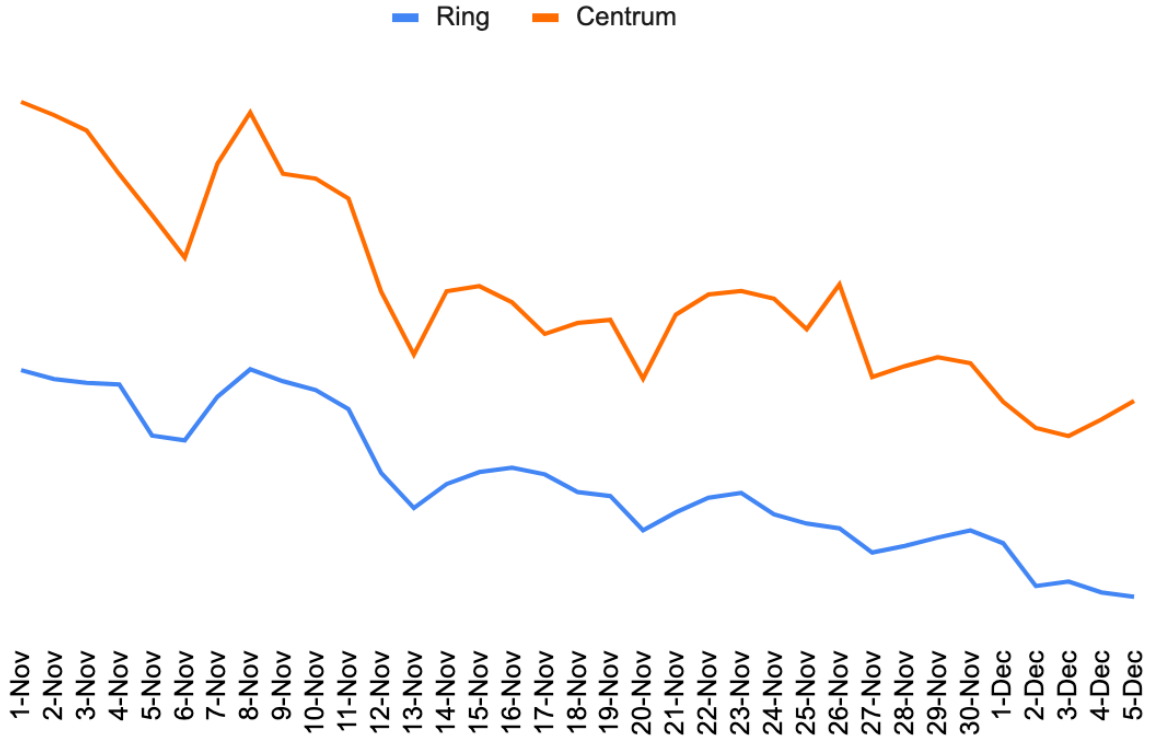
Impact lockdown announcement - Star segments

% Pace room nights vs 2019



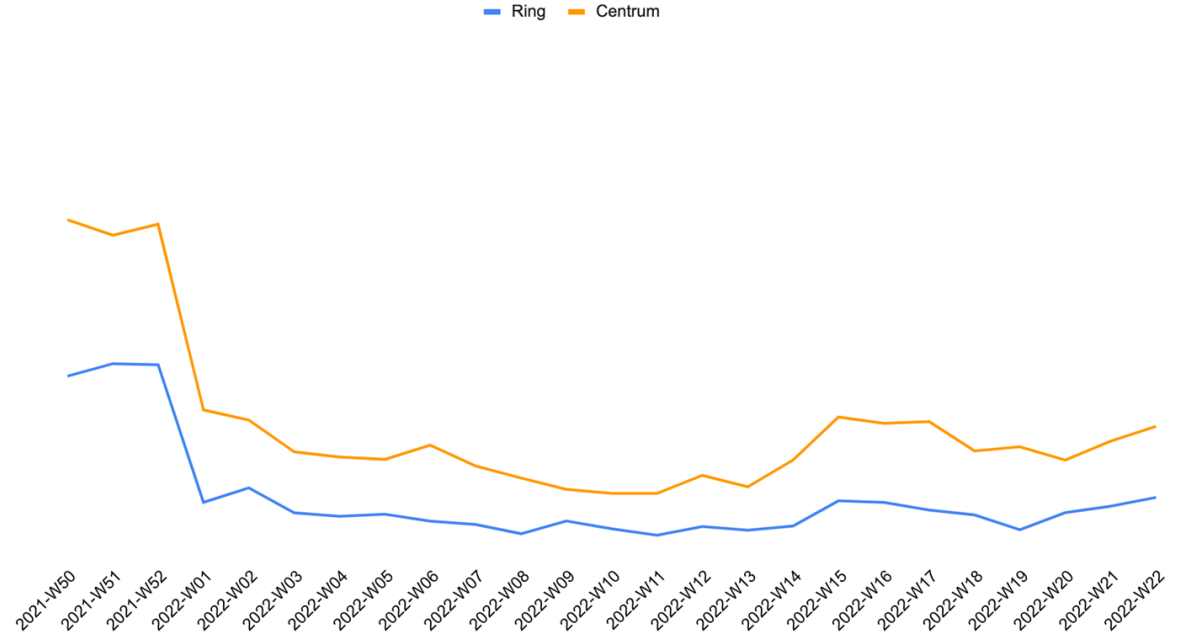
Impact lockdown announcement - Ring vs Centre

Daily room night pick-up
Amsterdam



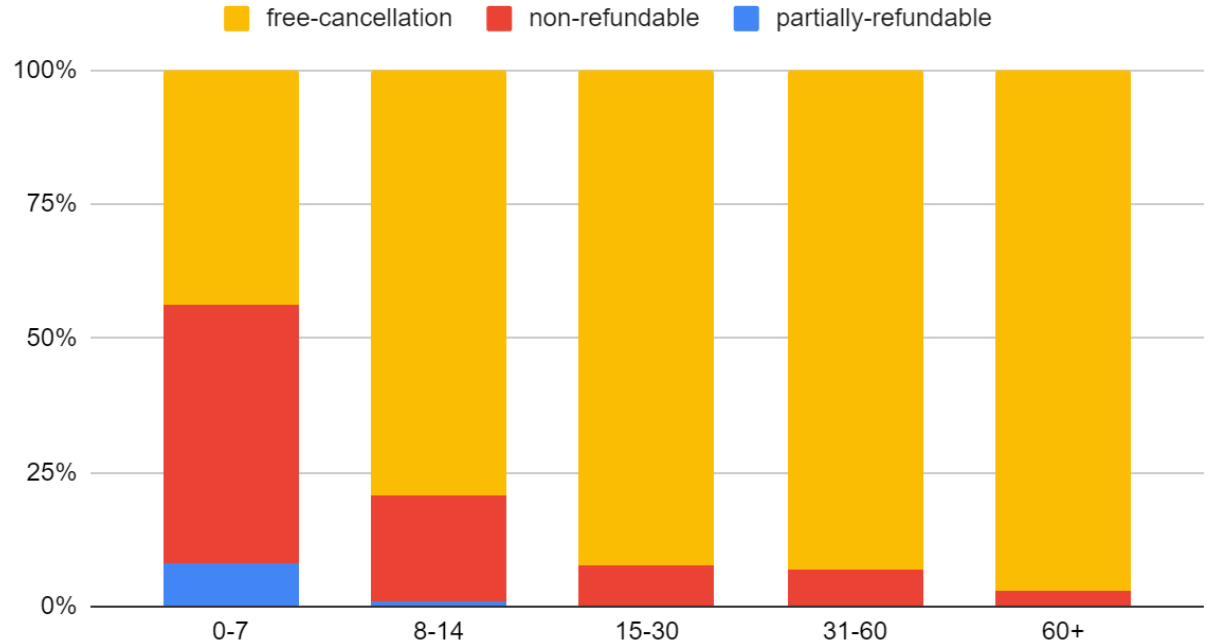
Impact lockdown announcement - Ring vs Centre

% Pace room nights vs 2019



Amsterdam - booked room nights

Booked policies for the last 14
days



The background features several overlapping, semi-transparent geometric shapes in shades of orange and yellow, creating a layered, architectural effect. The shapes are primarily rectangular and trapezoidal, with some appearing as if they are receding into the distance.

Updates

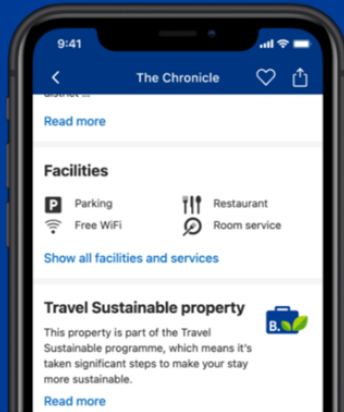
The new Travel Sustainable badge



Depending on the sustainable practices your property follows and displays on our platform, your property could be eligible for our new badge.

The badge offers universal, verified and free recognition of your commitment towards sustainable hospitality. It's designed to help you communicate your efforts and attract guests looking to travel sustainably.

Display your practices to attract more potential guests



- 83% of guests want to travel more sustainably, yet 41% indicate they don't know how to find sustainable travel options
- 73% of travellers are more likely to book at a property that follows sustainable practices

Source: Booking.com 2021 Sustainable Travel Report

Booking.com



Reinforce: Key benefits

Enhanced visibility

Clearly displaying your efforts will make it easier for travellers to find your property. If your property has the badge, this will also be displayed on your property page, in search results and through the search filter feature.

Reduced costs

Investing in sustainable practices lowers your environmental footprint, boosts your social impact and can also result in cost-savings. In fact, our research shows 59% of partners reduce their operational costs as a result.

Further your sustainability journey

In collaboration with sustainability experts, we've invested in resources and guides to help further your efforts. The feedback you share in the extranet will inform future developments to support you.

Improved guest experiences

With more guests wanting to travel sustainably, clearly displaying your practices will set their expectations when they book, so you can focus on delivering even better experiences during their stay.

What are the new features?

1. Partners can now set specific prices for children staying in properties based on:



Seasonality

Set different children prices for different seasons

For example, in low season, children of a certain age group are free or priced lower



Short-term Offers

Set attractive short-term discounts

For example, the first child stays for free in a certain month



Meal Plans

Set different rates for children for different meal plans

For example, an adjusted children's price for your breakfast offering



Room types

Set different prices for different rooms and rate plans

For example, you can set higher prices for your premium rooms

2. Partners can now have new ways of pricing:

- ✓ **Percentage-based pricing:** Set percentage-based pricing for children within different age groups (in addition to free and fixed prices - currently available as part of Children rates), for example the child pays a percentage of the adult price.
- ✓ **Per-child pricing:** Set different prices per each child within the same age group (in addition to the same price for all children in an age group), for example the first child stays for free, second child is 50% off.