

Booking.com Facts.



Founded 1996 in Amsterdam



1.5 million active properties, representing 28 million listings across 228 countries/territories



Over 1,6 million room nights booked every 24 hours



Customer support in 43 languages



200+ offices in 70 countries

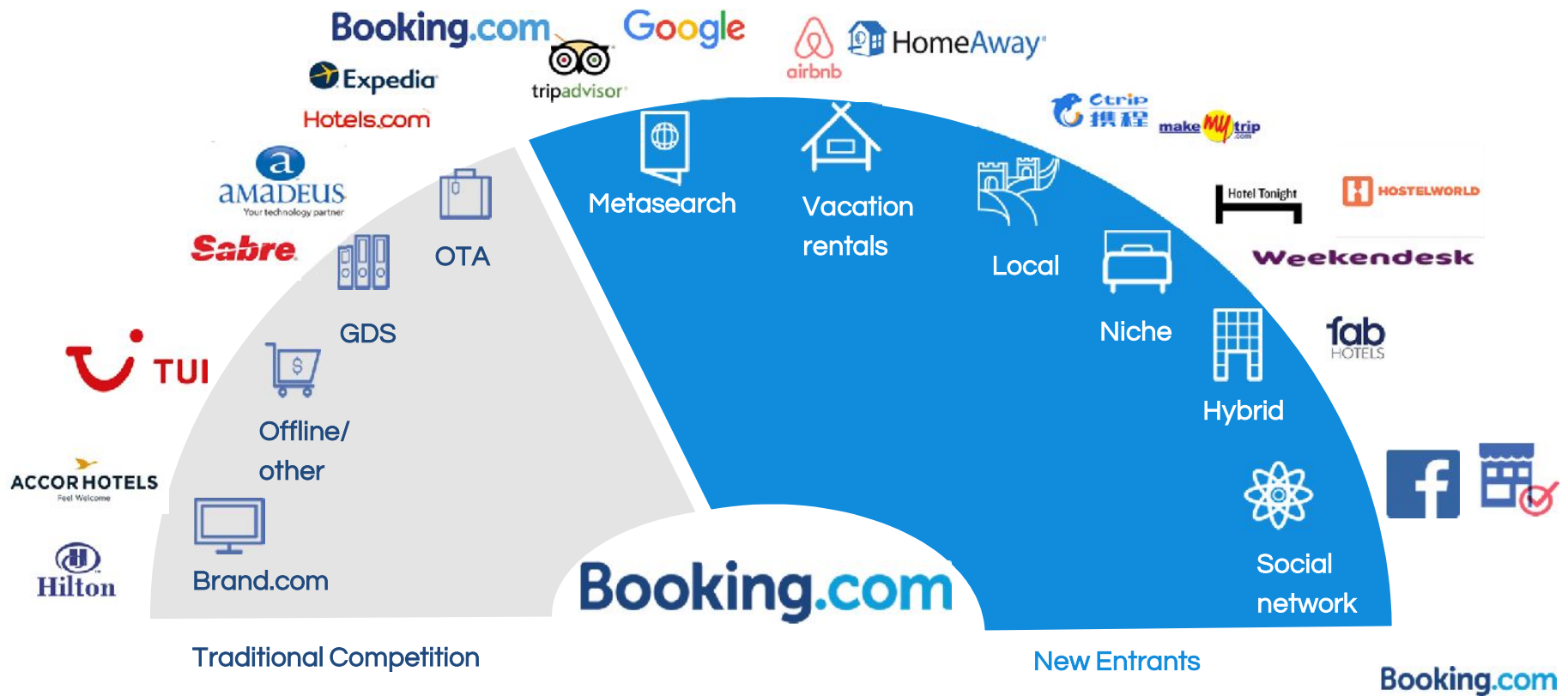


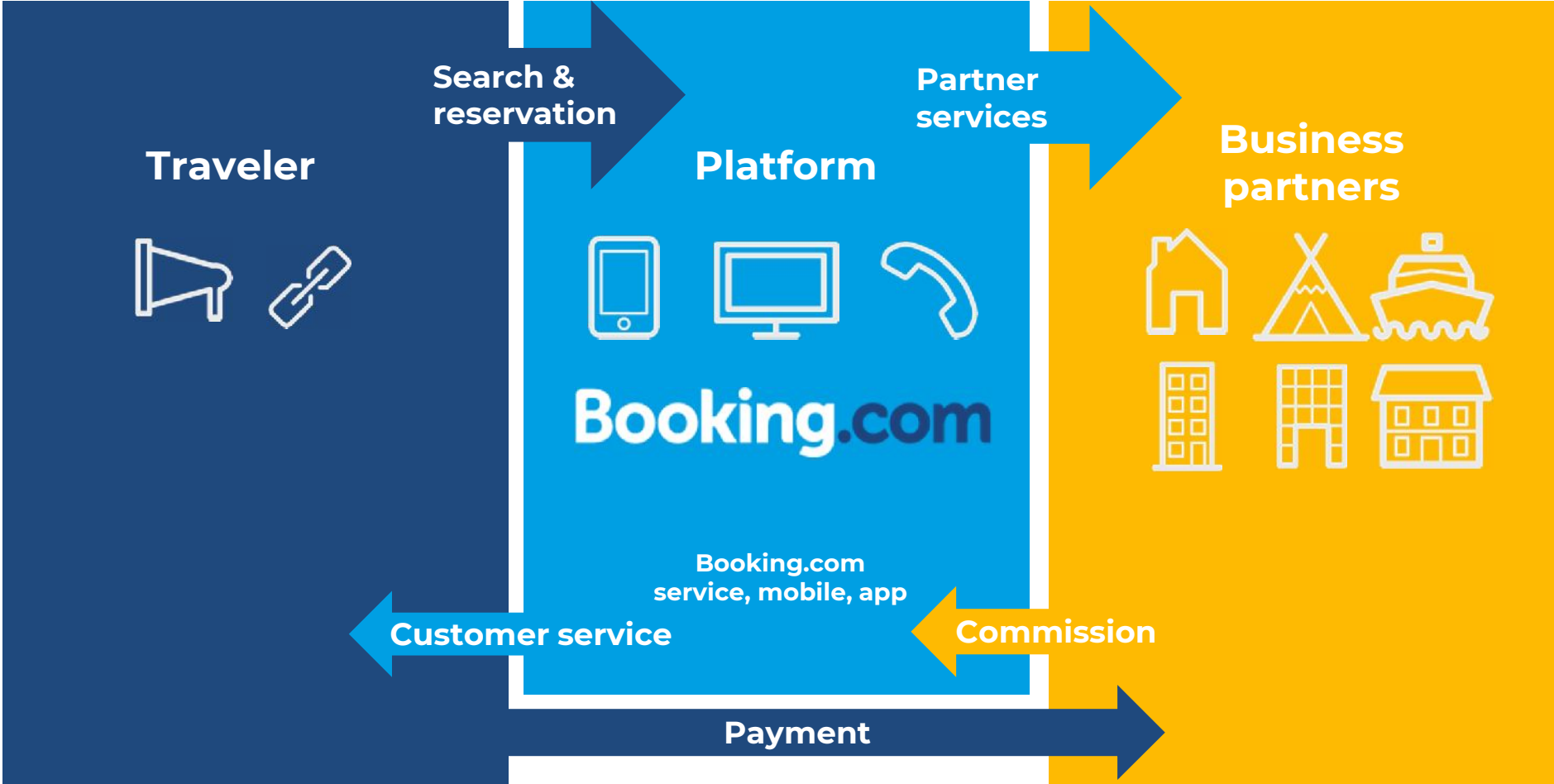
17.000 employees worldwide



149mn verified guest reviews

The travel market is fragmented and complex.





**Risk-free
commission
model: no
revenue, no fee**

Global visibility

**Online
marketing**

**Tech
innovation, e.g.
chatbot
messenger**

**Tailor-made
opportunities
for revenue
growth**

**Content and
24/7 customer
service in 43
languages**

**17.000+
Strategic
Partnerships**

Booking.com

Transparency in sign-up process.

Pricing and commission

Our pricing structure is based around the idea that the price you set is what guests pay. We don't add anything on top so that you can price your property competitively and receive more guests.

Commission in Amsterdam: 15%

- ✓ 24/7 support by phone or email with real people
- ✓ Strong search engine presence for more bookings



Finding a place to stay is also about recommendations

From influencers to travel writers to prominent media outlets, we make sure our brand is always being talked about. Meaning more people turn to Booking.com when it comes to searching for accommodation.

How it works



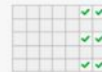
Open and close your property when you want

We give you the freedom to open or close your property on our site whenever you want. With no lock-in contracts, you're in control of your property.



We don't charge guests

We don't add anything onto the price. Unlike other platforms which often charge guests, the price you set is the price we display.



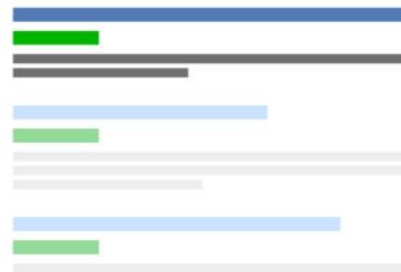
You control your availability

Only accept guests during the summer or maybe just weekends, at Booking.com you decide when you want guests.



Use Booking.com alongside other platforms

Using Booking.com alongside your other relationships is not a problem. With our



Many travellers begin with search engines

That's why we don't wait for guests to come to us, but actively promote your property on search engines all across the globe.

Transparency in ranking.

Default ranking finds the best fit for a type of guest.



Dozens of metrics included



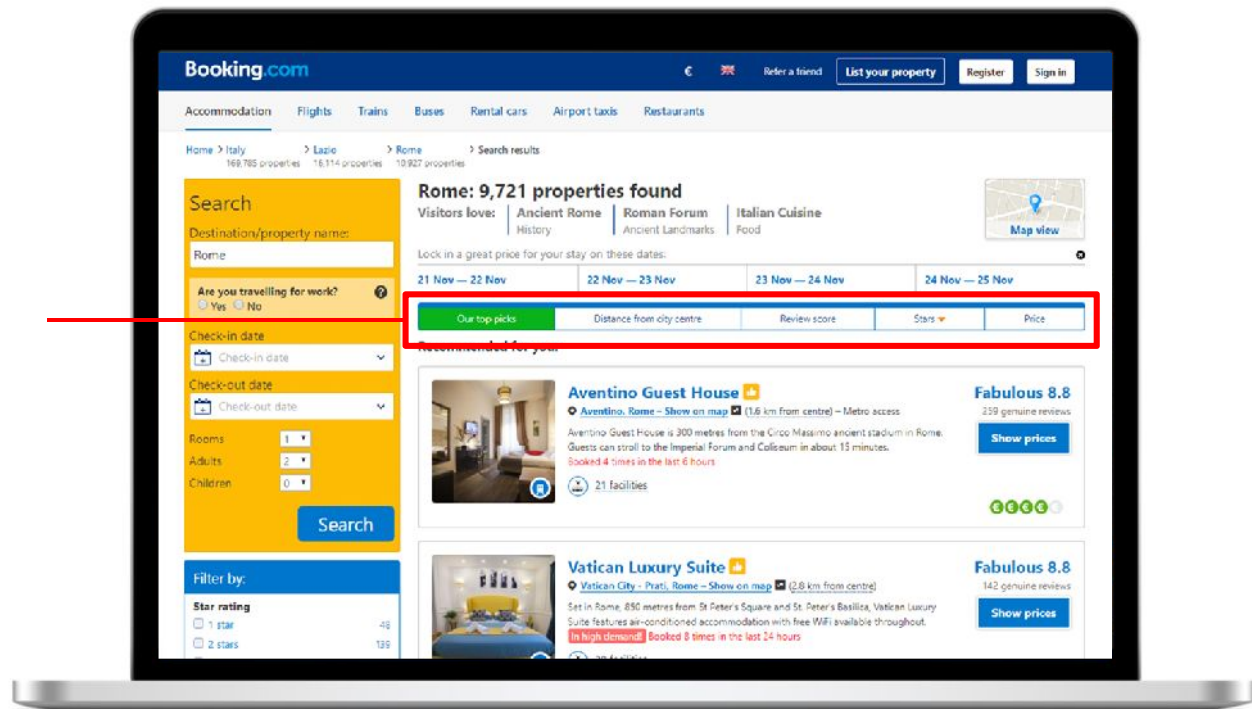
Fully automated and dynamic



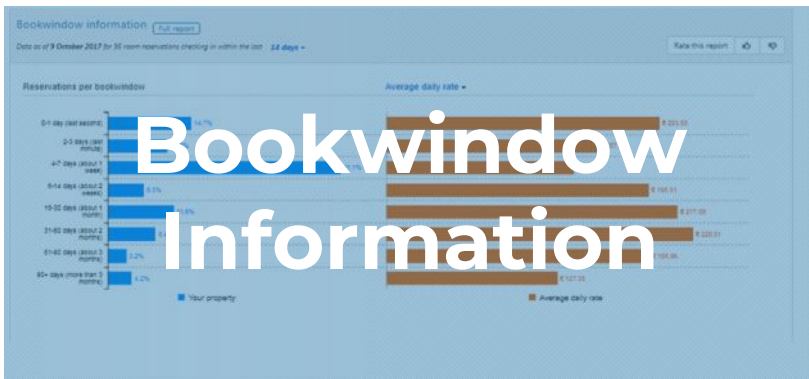
Alternative sort orders and filters



Main parameters and possibilities to influence ranking: T&Cs and screen



Transparency about market insights.

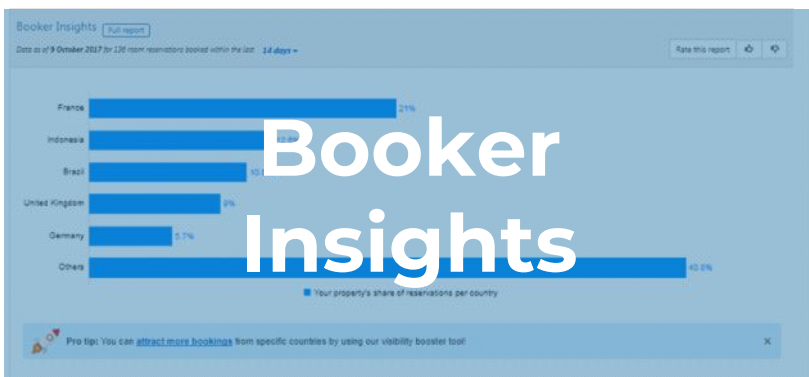


Bookwindow Information



Sales Statistics

- Pace report
- Guest review scores
- Cancellation characteristics



Booker Insights



Reservation Insights

Observations on the Commission proposal.

- Clarify definitions in order to facilitate consistent implementation and prevent abuse (e.g. art. 9: what's a complaint? Eligible only in case of non-compliance with the Regulation?)
- Maintain level playing field between online intermediation services and (large) direct online sellers (e.g. art. 5: ranking)
- Don't mix up P2B and P2C aspects (e.g. art. 8 requirement to make information available to the general public)
- Don't open Pandora's box and/or interfere with other procedures (e.g. art. 8 MFN)



‘Know what the customer wants’

User Experience

Design