



Booking.com

World leader in booking accommodation online

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The Booking Story.

1996

Founded in
Amsterdam by
Geert-Jan Bruinsma
Employee #1

2005

Acquired by
Booking Holdings Inc.
(formerly the Priceline Group)*
300+ employees
19,000+ Active properties
in 40 countries

2017

190+ Offices
worldwide serving
customers and
partners

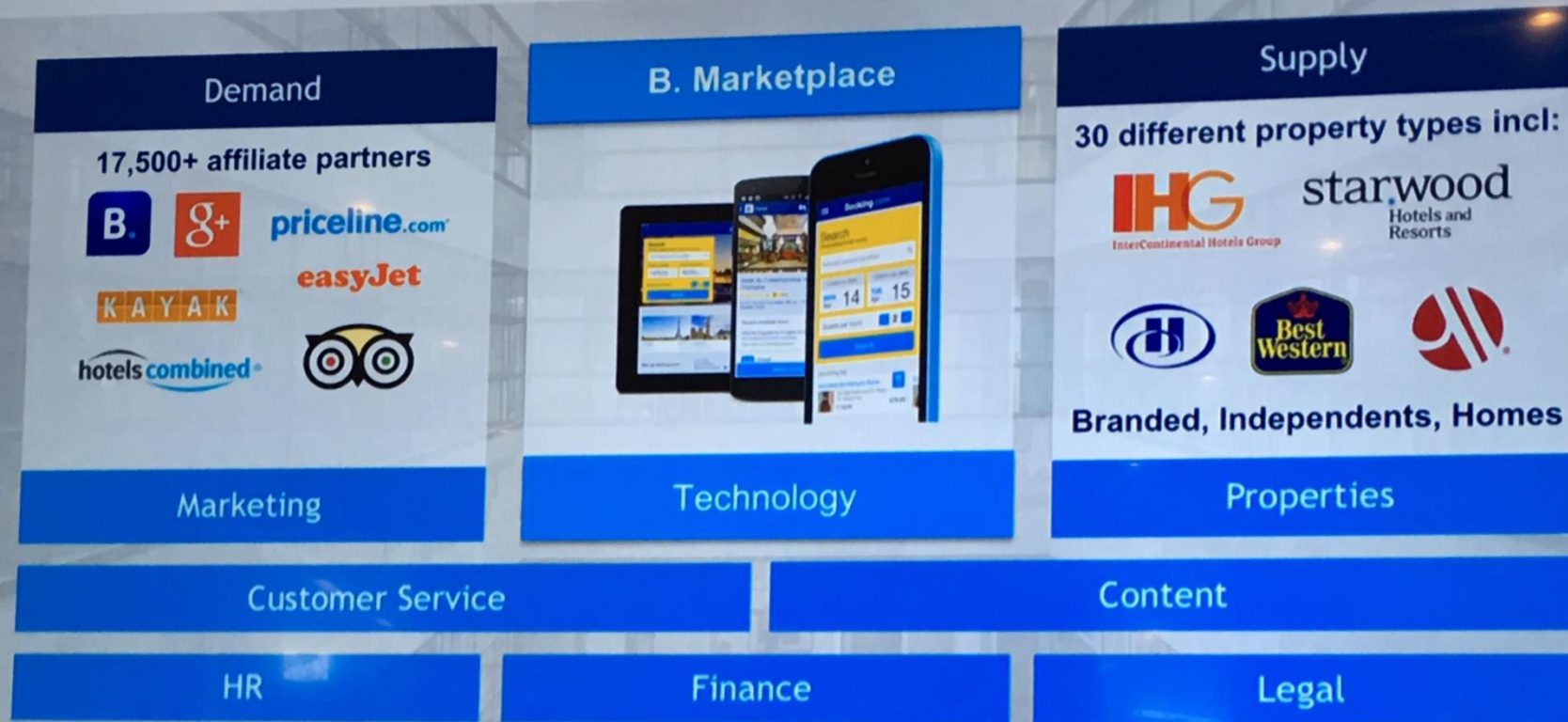
2018

17,000+
People worldwide
1.6M Active properties
5M Listings

*Booking Holdings Inc. is the parent company of Booking.com, Priceline.com, Rentalcars.com, Agoda.com, Kayak.com and Opentable.com

Booking.com

Demand Generation Using Technology.



Booking.com

Booking.com Today

Globally Scaled

Locally Relevant

1.6M+ Active properties, 5M listings
in 220+ countries & territories,
120,000+ unique destinations

198 offices
worldwide

173m+ guest reviews &
137m+ destination
recommendations

17K+ employees serving
demand and supply

1.55 million rooms nights
booked every day

43 languages supported in
Customer and Partner Services

Booking.com

What the Future Holds More Connectivity

Today

3.2 billion connected people

17 billion
connected objects



5.3



2020

7.6 billion connected people

52 billion
connected objects

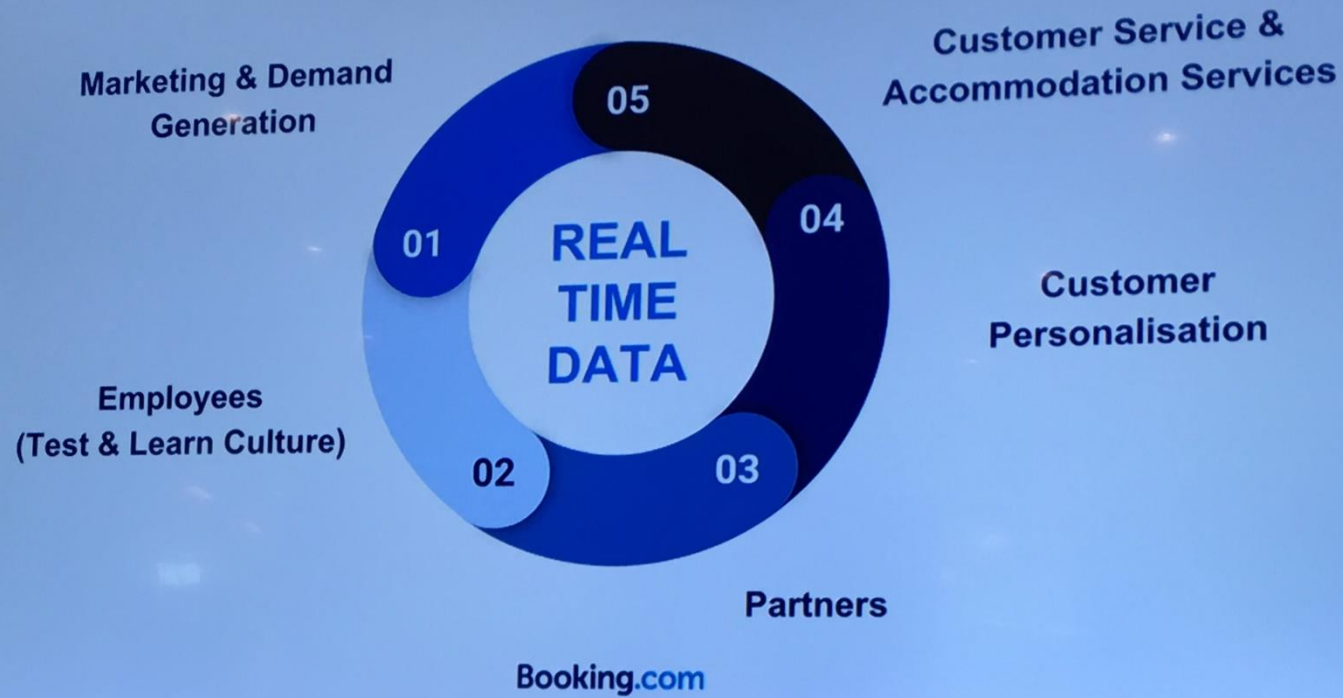


6.8



Booking.com

Innovation Empowered by Data. Empowering with Data.



Producing Personalised Results



Young Doctor, TH



Student, Budget
Traveler, JP



Family Traveler,
1 Child, AU



Different travelers see search results
in the **most relevant** order

Distribution for Partners with Booking.com



Diversification of Business.

-
-
-

Access different customer segments that are harder to reach via other existing networks, like last minute travelers and unmanaged business bookers



Global Consumer Base.

-
-
-

Worldwide Reach via extensive global online marketing investment across 17,500+ different online distribution affiliates



Billboard Effect.

-
-
-

Great opportunity for properties to turn B.com bookers into loyal hotel guests



Incremental Source of Business.

-
-
-

Capture brand-agnostic guests, representing the majority of bookers on our platform



Focus Areas: #4

Customer Experience & Accommodation Services

~7,000 insourced dedicated service agents.
24x7x365 coverage, in 43 languages.

private & confidential

Booking.com

Focus Areas: #5

Data Insights for Partners

Dynamic real time analytics including
booker behaviour, sales, pace and benchmarking stats

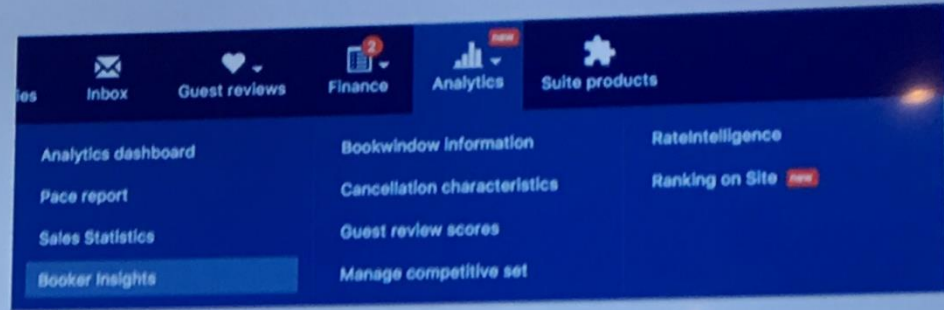
private & confidential

Booking.com

private & confidential

Analytics available for Partners.

What and Why



Future. Data

Actionable data based on what is happening now and into the future

Past. Data

Analyze results of past strategy, tacticals and market behavior

Comparatives.

Ability to compare versus your competitive set, your peer group, the entire market or last years' numbers.

Zoom. In Out

Data from monthly down to daily view, from 7 to 365 day changes, from overall movements down to detail

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