



Booking.com

Thursday 23rd February 2023

Presenters: Paula Brennan & Dave Murdiffe

Booking.com



A look through Booking.com;

- ❖ Booking.com Overview
- ❖ UK & Ire Org Chart
- ❖ Recovery
- ❖ Connected trip
- ❖ Cancellations
- ❖ Game
- ❖ Questions

The Booking.com Story

Company Insight.

1996

Founded in
Amsterdam



30

different
property
types

in **220+**
countries
& territories



28+ million

listings
including

6+ million

listing in homes,
apartments and other
unique places to stay.



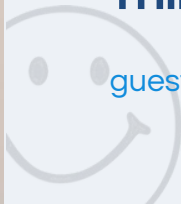
1,600,000

room nights
booked
every 24 hours

187

million+

verified
guest reviews
online



43

supported
languages

17,500+

affiliate partners



200+ offices

in over

70

countries



12,500+

employees

Booking.com

Where are our UK&Ire Offices?



Booking.com UK&IE Org Chart



Ryan Pearson
Regional Manager UK&IE



Gemma McGovern
Area Manager



Paula Brennan
Market Team Manager



Brid Ni Chofaigh
Account Manager



Dave Murdiffe
Senior Account Manager



The Recovery



Recovery:

Q3 Company Results:

- 8% Room Night Growth Vs Q2 2019.
- 60% of Room Nights Booked via Mobile (New Monthly Record of App Users).
- 40% of Bookings via Payments Platform.
- 45% were booked through the mobile app
- 31% Increase in Flight Bookings vs. Q3 2021.

Demand

- Connected Trip (Flight,Car,Taxi,Attractions)
- Marketing Campaigns

Partners

- Value: Commission Discount
- Flexibility (Genius,Mobile,NR,Stacking)

Ireland Vs EMEA

- Slower Recovery

TOURIST VOLUMES 2022 vs 2019

Actual & ITIC's Baseline Projection

● Actual ● ITIC Baseline Projection



Source: CSO: Air & Sea Travel Statistics

OVERSEAS TOURISTS TO IRELAND IN 2022 BY SOURCE MARKET

73% OF 2019 LEVELS

Source: ITIC estimates (latest update: Dec. 16, 2022)

North America
1,500,000 Visitors
-22% vs 2019

Great Britain
2,400,000 Visitors
-30% vs 2019

Continental Europe
2,600,000 Visitors
-28% vs 2019

2022
TOTAL VISITORS
7,000,000 Visitors
-27% vs 2019











Rest of World
460,000 Visitors
-32% vs 2019

2022 Highlights

- **Booking.com App**
 - **#1 in US** and Worldwide (again!)
 - **80M** app downloads*
 - **45%** of summer bookings
- **40%** of Booking.com's Q3 gross bookings processed through Booking.com's payment platform
- **Visibility boost** in the UK, USA Australia and India through big sponsorships.
- **Twice** breaking record for daily booked room nights for Ireland in January (Global records also beaten)
- **+40%** increase v 2020 in booked revenue for Ireland in January

10 Most Downloaded OTA Apps in 2022











Worldwide

1	 Booking.com 80M	6	 Hopper 19.8M
2	 Airbnb 52M	7	 Skyscanner 16.4M
3	 Expedia 27M	8	 Hotels.com 14.4M
4	 Agoda 21M	9	 Trip.com 14.1M
5	 Vrbo 20M	10	 trivago 12.3M

Outsmart your competition with app intelligence from apptopia.com

10 Most Downloaded OTA Apps in 2022

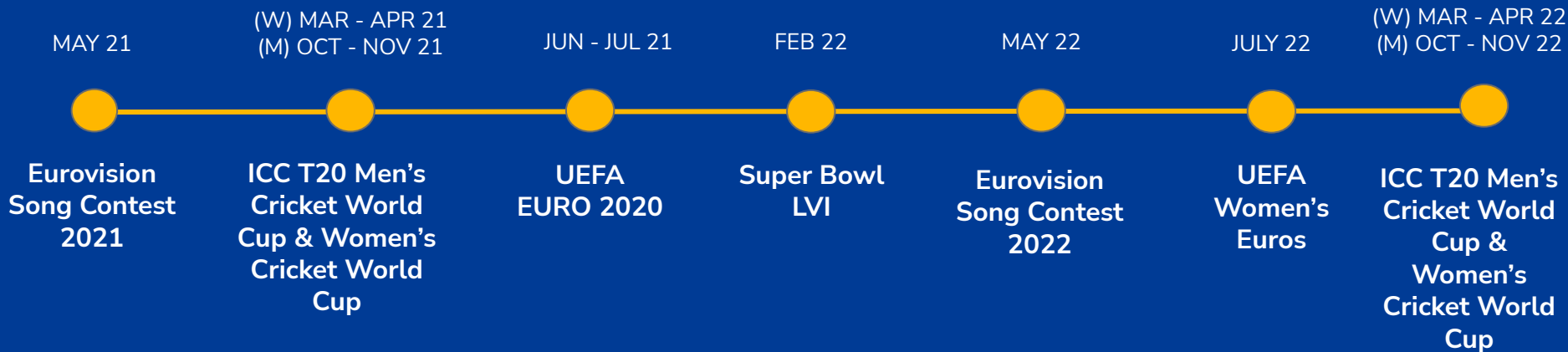
United States

1	 Booking.com 17.1M	6	 Hotels.com 5.6M
2	 Vrbo 16.8M	7	 Priceline 4.8M
3	 Expedia 16.6M	8	 KAYAK 1.4M
4	 Airbnb 13.9M	9	 Skyscanner 1.27M
5	 Hopper 12.8M	10	 Tripadvisor 1.25M

Outsmart your competition with app intelligence from apptopia.com

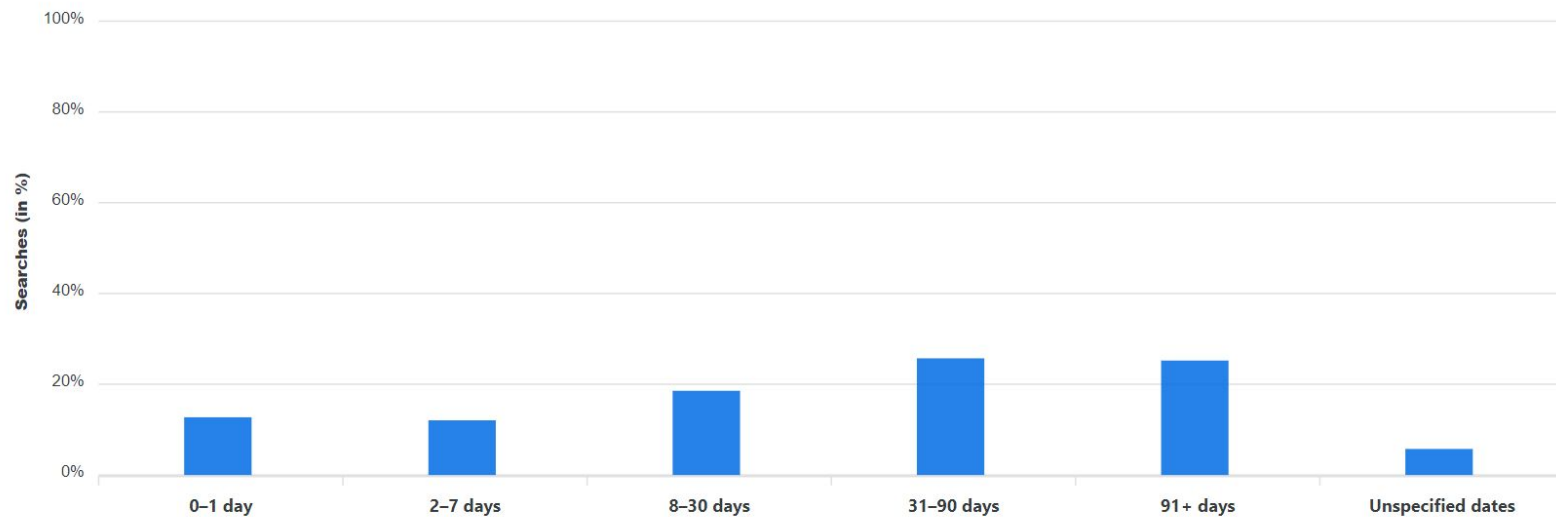
Flashy? Nah. Reliable? Yeah.

Booking.com isn't sexy or flashy, but we are really great at booking you the perfect stay. With 28M accommodations worldwide, we bring our bookingest finest for you. Every time.



Search window

● Searches for Dublin



☀: Most searches were performed **31-90 days** before the expected check-in date

A person stands on the edge of a rocky mountain peak, arms outstretched, silhouetted against a bright sunset. The sun is low on the horizon, casting a warm glow over the landscape. The foreground is a grassy slope with small yellow flowers. The background shows rolling hills and valleys under a clear sky with a few clouds.

The Connected Trip

Booking.com

GBP



Stays



Flights



Flight + Hotel



Car rentals



Attractions

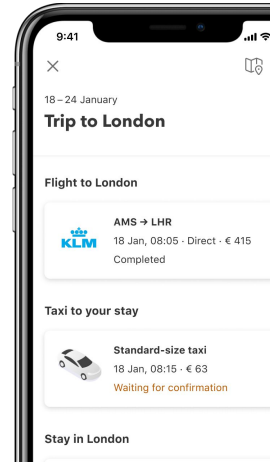
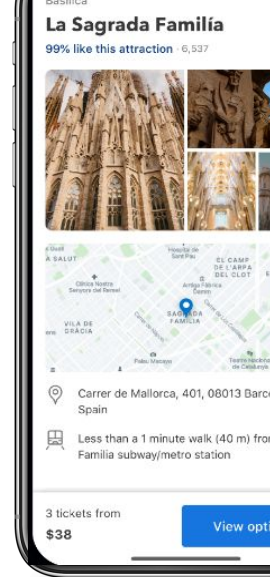
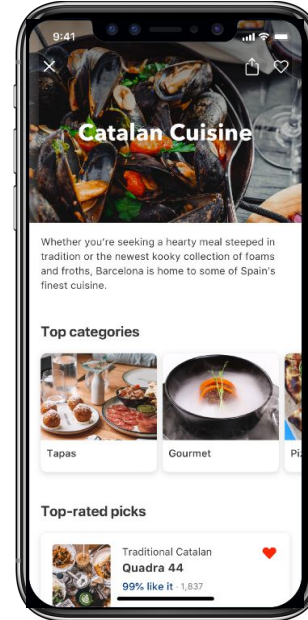
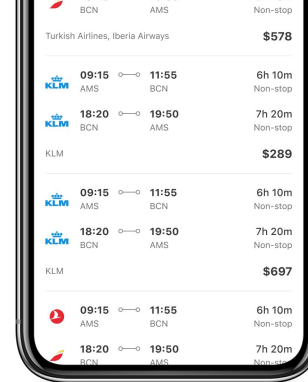


Airport taxis

Connected Trip

Booking.com inspires customers to explore the world,
Offers **one platform** to **seamlessly book & pay** for
multiple parts of your trip;

- **Accommodation - Core Business**
- **Car Rental** ... Customer Discounts ...
- **Airport Taxis & Rides** ... 90% Coverage ...
- **Attractions** ... eg. 145+ in Dublin City ...
- **Flights** ... 1 in 4 Bookers New to B.com ...
- **Packages** ... Testing ...



Connected Trip

Booking.com

EUR



List your property



Dave Murdiffe
Genius Level 3

Stays

Flights

Flight + Hotel

Car rentals

Attractions

Airport taxis

Home > Ireland > Dublin > Search results

Check-in - Check-out

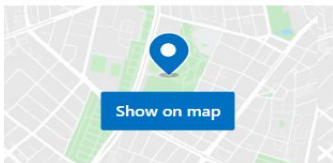
Tue 21 Mar – Wed 22 Mar

1-night stay

1 adult · 0 children · 1 room

☐ I'm travelling for work

Search



Filter by:

Your previous filters

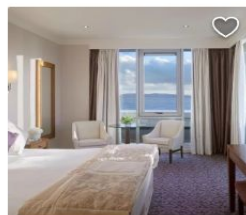
- ☒ 5 stars 2
- ☒ Hotels 19
- ☐ Unrated 6
- ☒ 4 stars 17
- ☐ 3 stars 14

Your budget (per night)

Based on your filters, 93% of places to stay are unavailable on our site.

Commission paid and other benefits may affect an accommodation's ranking. [Find out more.](#)

Your results include apart-hotels – [Show hotels only](#)



Salthill Hotel ★★★★★

Salthill, Galway · [Show on map](#) · 3.1 km from centre

Travel Sustainable Level 1

Classic Twin Room

2 single beds

Free cancellation

You can cancel later, so lock in this great price today.

Very good 8.0

3,044 reviews

Location 9.3

1 night, 1 adult

€ 110

Includes taxes and charges

[See availability](#)



Menlo Park Hotel ★★★★★

Galway · [Show on map](#) · 1.5 km from centre

Pay with Wallet

Classic Single Room

1 large double bed

Only 4 rooms left at this price on our site

Fabulous 8.7

3,803 reviews

1 night, 1 adult

€ 120

Includes taxes and charges

[See availability](#)





Cancellations

Booking.com

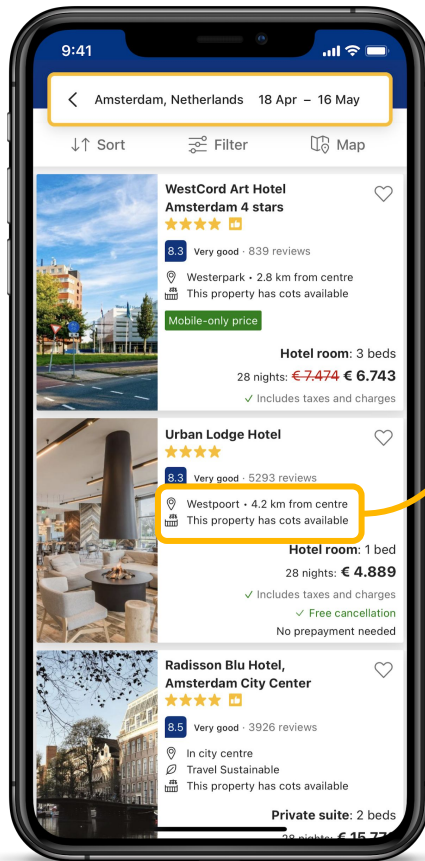
A wide-angle landscape photograph showing a rugged mountain ridge in the foreground, covered in low-lying green shrubs and reddish-brown soil. Two small figures of people stand on the ridge's peak, looking out over a vast valley. The valley below is a patchwork of green fields and brown agricultural land, with distant mountains visible on the horizon. The sky is filled with large, dramatic clouds, with sunlight breaking through in some areas, creating a hazy, golden glow over the scene.

Innovation

Booking.com

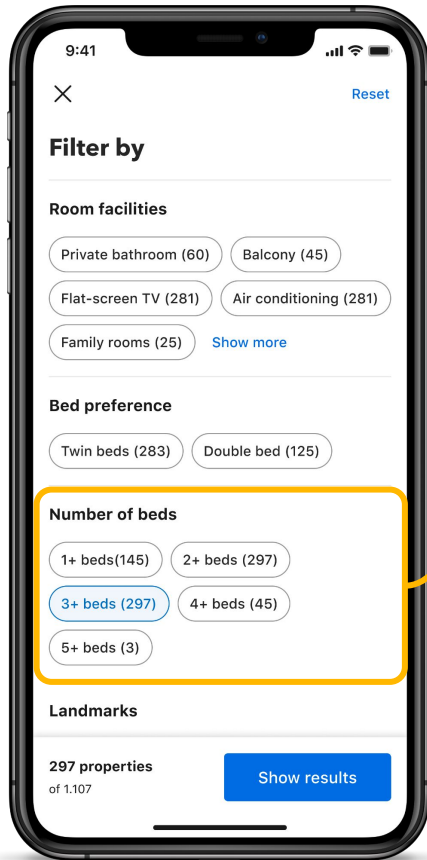
**Matching guests
with the right property**

Matching through
showing guest
relevant info



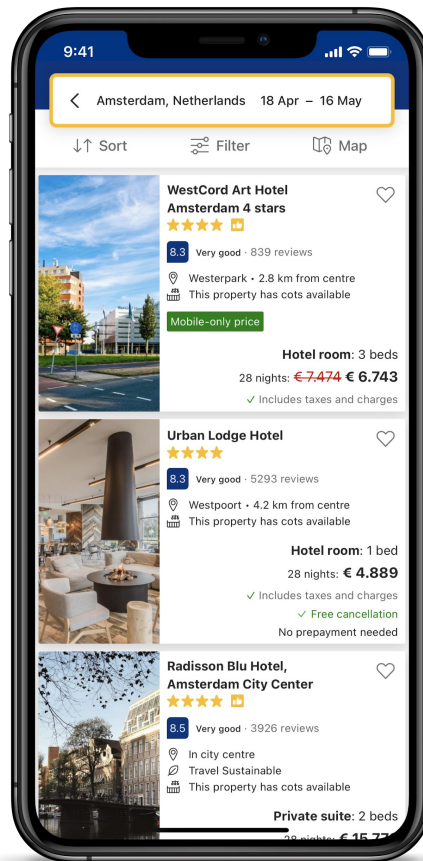
Showing cribs in
search results and
room lists for
families

**Matching through
giving guest
actionable info**



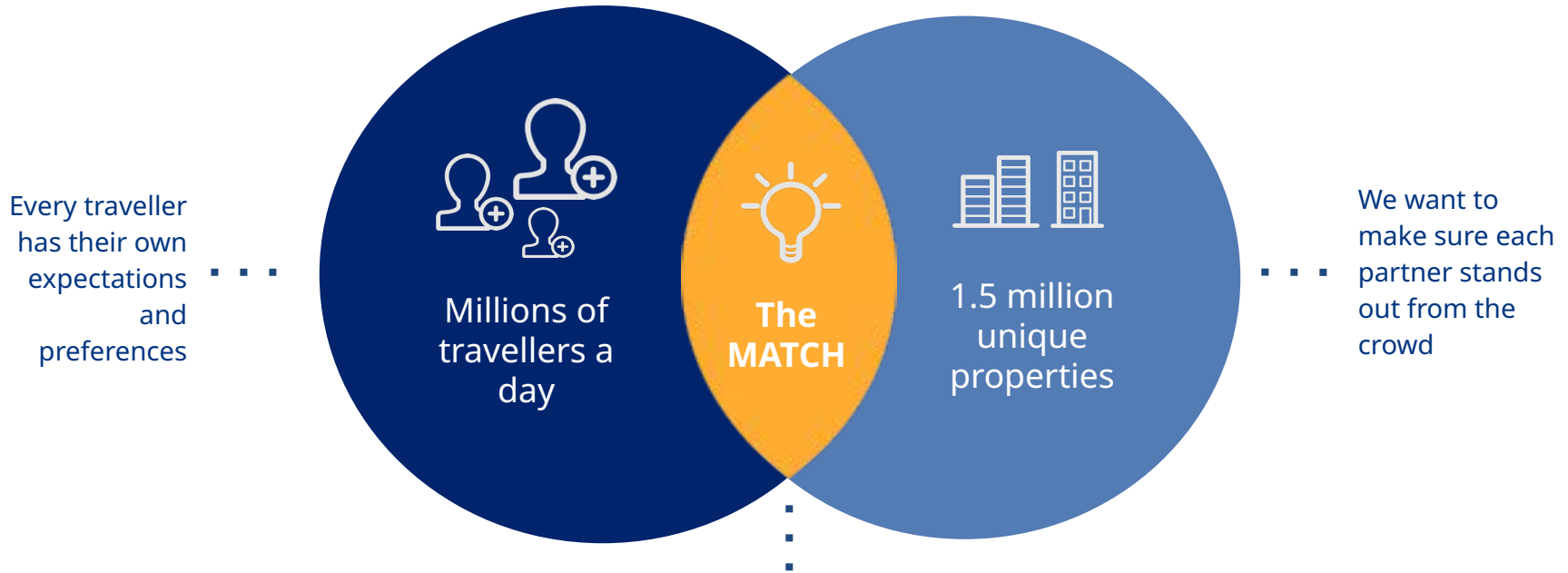
*Bed filters for
group searches*

Matching through
ranking based on
guest info



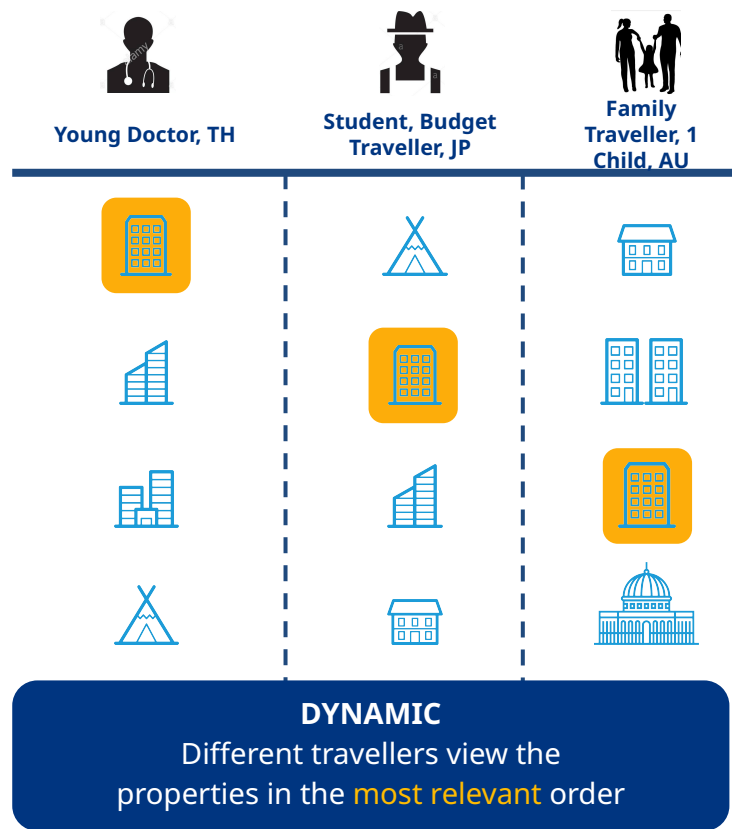
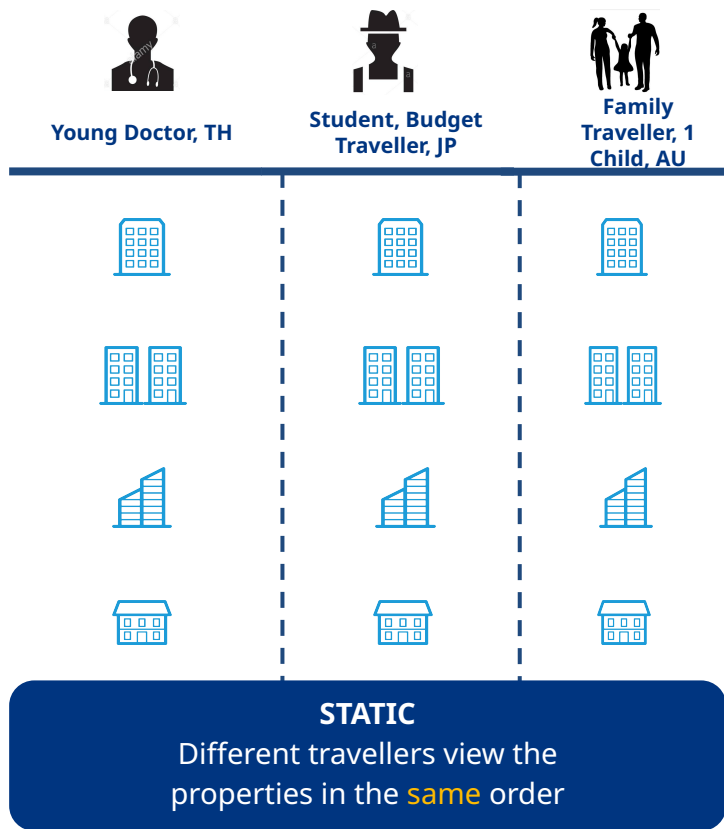
*Changing ranking
based on guest and
search information*

What is Dynamic Ranking?

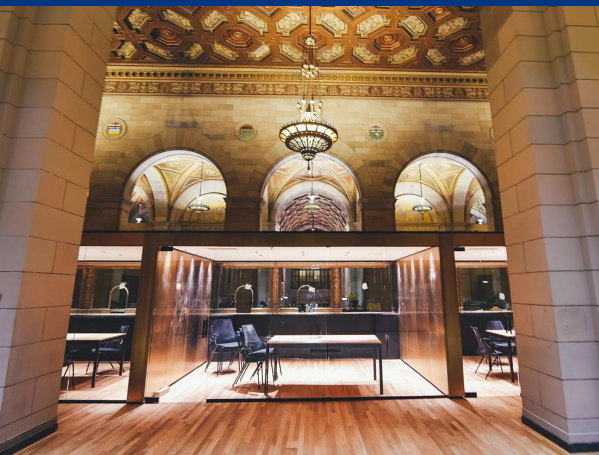


Dynamic data helps to predict the booker's choice and show the most relevant properties

How Dynamic Ranking works



The impact of Dynamic Ranking on your business



'Hotel Bizniz'

- Great business location
- Close to Conference Centre
- Meeting rooms
- Free WiFi
- 24-hour bar

EXAMPLE

Appear in the top search results of 100 **RANDOM** bookers

Previous
visibility



10% conversion

Possible gain

10 bookings

Good 7.1

397 reviews

Appear in the top search results of 100 **TARGETED** bookers

New
visibility



20% conversion

Possible gain

20 bookings

Superb 9.3

1,026 reviews



Social Media, Sponsorships & Marketing

2 hrs

24 mins

Avg time that 4.62B people spend on social media

64%

of internet users typically find out about new brands/products via social

76.1%

of internet users research brands via social media

33%

of travelers plan to visit a destination because it was in a viral trend on social media



#TikTokMadeMeBookIt

Travel Inspiration & Brand Awareness

- **Social Media offers two way communication**
- **Appeal to different demographics** - Culture, Locations, Age....
- **Use of Influencers** - Continue to improve brand perception

Making it easier for everyone to experience the world

Marketing Activity: Global to Local ...



Kirkwall, Orkney

Up one spot from last year into the number one position, Kirkwall is the largest town in the Orkney archipelago, off the north coast of Scotland, and is the former site of an ancient Norse town. Soak up the Viking history and heritage, and wallow in the stunning natural beauty and local wildlife on one of the island’s many nature or beach walks – this destination has something for everyone, and you’ll soon see why it’s in the number one position. With so much natural beauty and stunning nature on your doorstep you won’t need to spend much money to enjoy yourself here!



Where to stay: [Highland Park House](#)

Pitlochry – Perthshire

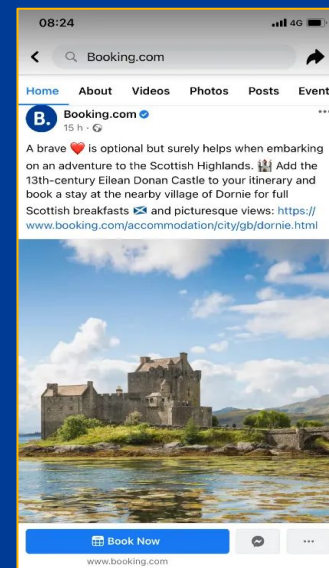
Lying on the River Tummel, Pitlochry is on the edge of the Cairngorms National Park, which is great for hiking in the summer and skiing in the winter. So, if you’re looking for a ski trip without breaking the bank, you may find a ski staycation is cheaper than flying abroad.



Where to stay: [Craigmor Lodge & Courtyard](#)

Travel Sustainable Property

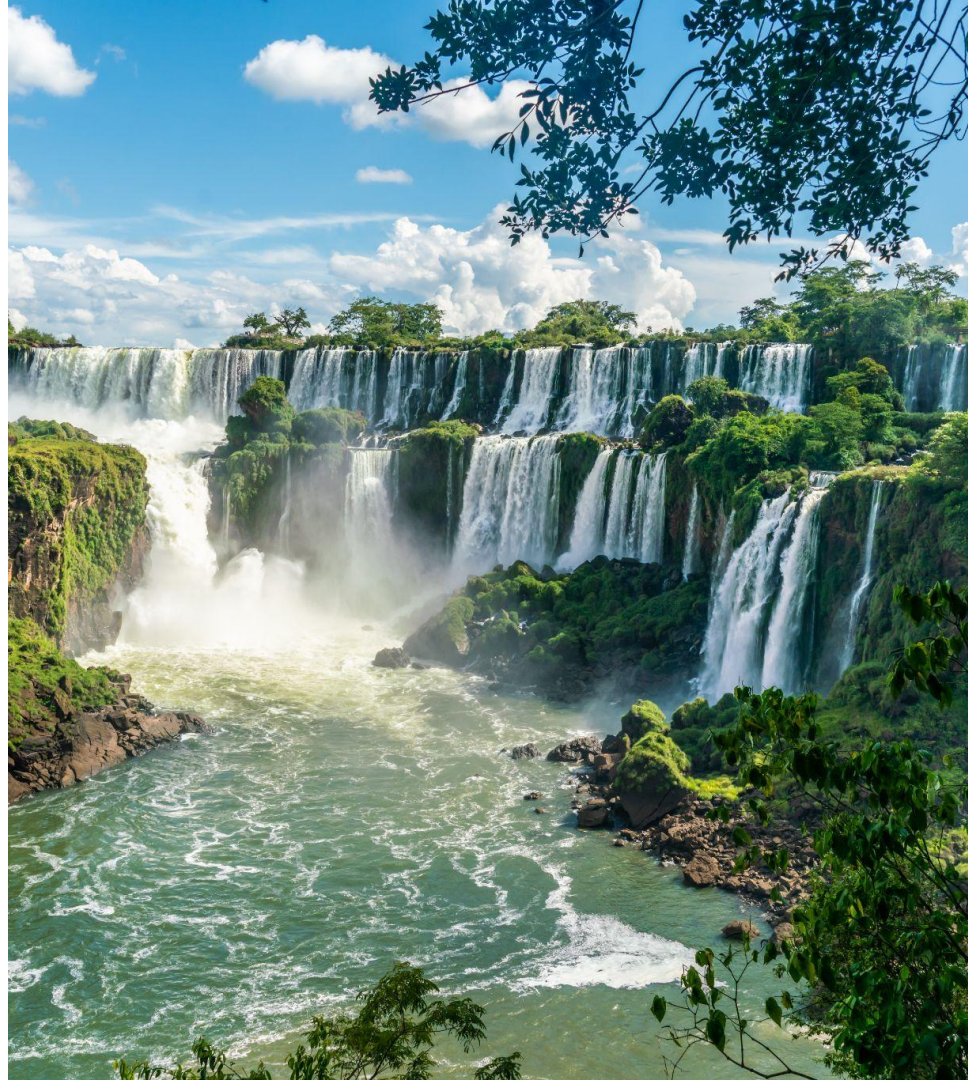
Craigmor Lodge and Courtyard has won multiple awards – and on visiting you’ll soon see why. Located in private woodland, this period property puts you at the heart of nature in the centre of Pitlochry. Admire the mountain views from the sun terrace, take a stroll by a fast-flowing river, go for a bike ride or a round of golf at Pitlochry Golf Course, just a two-minute drive from the property. Your hosts will extend a warm welcome each morning, offering guests a delicious traditional cooked breakfast, and can even arrange picnic hampers for you to take out for a day in the mountains.



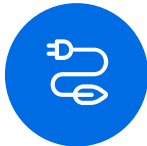
An aerial photograph showing a dense, lush green forest on the left side, which meets a vibrant blue body of water on the right. The forest is composed of many small, rounded tree canopies, creating a textured green surface. The water is a bright, clear blue with subtle ripples. A small, dark, rectangular structure, possibly a dock or a small building, is visible at the edge of the forest where it meets the water.

Sustainability

As a leader in travel, we believe it is our responsibility to help make sure this planet, its communities and our industry are able to thrive now and long into the future. We want everyone to travel sustainable.



Our sustainability strategy has 3 pillars



Operating our business sustainably and building a culture of sustainability



Making it easier for travellers to make more sustainable travel choices



Catalyze sustainable travel growth through external collaboration

Global - Consumers are now more aware of their impact



83% of travellers want to travel more sustainably in the future

41% of travellers indicate that they don't know how to find sustainable travel options.



73% of travellers say they would be more likely to book at a property that follows sustainable practices.



82% of partners find sustainable hospitality important

However the cost of investing and difficulties in finding viable sustainable alternatives can be a hindrance.

Easier Sustainable Travel with our Travel Sustainable Program

Internal Framework Categories & Sustainability Practices

Energy
& GHG

Waste

Water

Protecting
Nature

Supporting
Local
Communities

Internal Score

Independent Certifications



Chain Programs



Travel Sustainable Program

B.

Levels Not Live to
Guest - A/B

Current Design

Work in progress

Inactive state

Level 1 

Level 2 

Level 3 

Certified property 

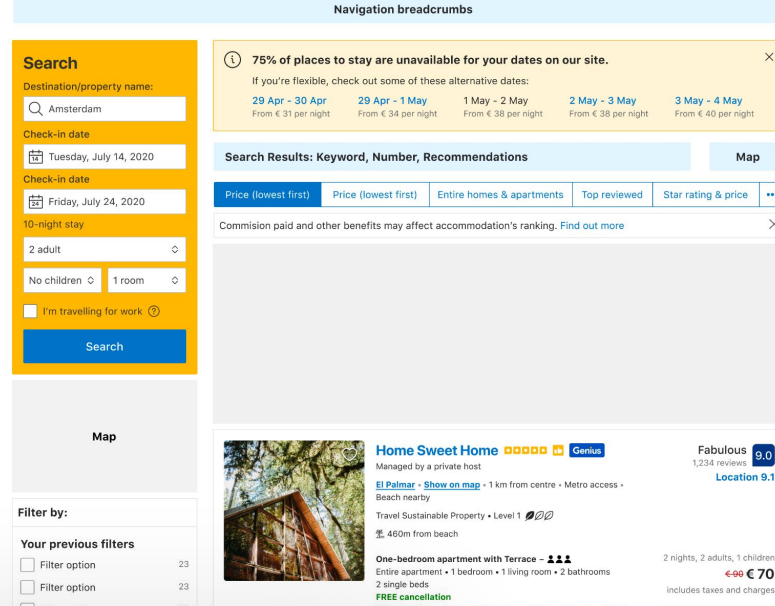
Active state

Level 1 

Level 2 

Level 3 

Certified property 

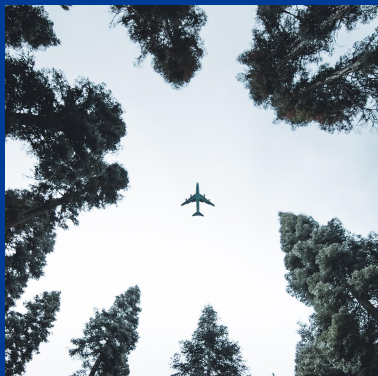


Partnering with our peers

We are a co-founder of the Travalyst coalition – an organisation which brings together some of the biggest brands in travel to work together towards a unified approach to sustainable travel.



Our mission is to make it easier for everyone to experience the world



Connected trip



Sustainability



Social Media,
Sponsorships &
Marketing



2023 Travel
Predictions
Innovation

Questions?

Thank you