



Booking.com

50th Anniversary
Hungarian Hotel and Restaurant Association

Innovations and new features update

Amir Fahmy, Area Manager | 21 November 2018

Disclaimer: Please bear in mind that these numbers are based on the current business situation, and can change over time, from market to market.



Amir Fahmy
Hotel Area Manager – Hungary

Nice to meet you!

The Booking Story.

1996

Founded in Amsterdam
by Geert-Jan Bruinsma
1 employee

2005

Became part of the
Priceline Group (today,
Booking Holdings Inc.)
300+ employees
19,000+ Active
properties
in 40 countries

2017

15,000+
People worldwide dedicated
to serving both our customers
and partners.

in 220+
countries.

2018

17,000+
People worldwide with
29M listings.

200+

Offices all over the
world so our partners
can reach us easily.



10:03

Current time in The Netherlands

BOOKINGS NL

[Start hotel search](#) 'Goedemorgen',

[back](#)

[Special offers](#) This is the site to book your hotel in **The Netherlands**. Through BOOKINGS NL, you have direct and easy access to a range of hotels, complete with up-to-date availability information.

[Country Map](#)

Here you will find brochures of the hotels, room rates, hotel packages, special offers and last minutes, including real-time booking facilities for all hotels.

[About BOOKINGS NL](#)

[Hotel partners](#)

[Affiliate partners](#)

[BOOKINGS World](#)

Start hotel search

Language

Select language

Region

Europe

Country

The Netherlands






[home](#)

Search for hotels


Destination and dates

Destination

Check-in date

Sun 18 June '06 

Check-out date

Mon 19 June '06 

☐ Show only available hotels

[Show advanced options](#)

Search

Top destinations

Barcelona	Amsterdam	London
Paris	Rome	Berlin
Vienna	Prague	Lisboa
Geneva	Dublin	Copenhagen

[More destinations](#)

WORLD CUP FOOTBALL



The World Cup has started!

Bookings offers an overview of all matches and available hotels.

[Click here for current availability - be quick!](#)

DESTINATIONS



Barcelona

[Hotel Advance](#)  From € 80

[Eurostars Grand Marina Hotel GL](#)  From € 150

[Olivia Plaza Hotel](#)  From € 120

[Apsis Aranea](#)  From € 62

[Fira Palace](#)  From € 99

[All 230 hotels](#)



Amsterdam

[Jolly Hotel Carlton](#)  From € 89

[NH Grand Hotel Krasnapolsky](#)  From € 139

[Victoria Hotel Amsterdam](#)  From € 95

[Golden Tulip Amsterdam - Centre](#)  From € 99

[Dikker en Thijs Fenice Hotel](#)  From € 80

[All 241 hotels](#)



London

[Park International Hotel](#)  From £ 49

[Green Gate Hotel](#)  From £ 65

Accommodations

Flights

Car Rentals

Airport Taxis

Search

Destination/Property Name:

Budapest

Check-in Date

23 Friday, November 23, 2018

Check-out Date

25 Sunday, November 25, 2018

2-night stay

2 adults

No children

1 room

☒ I'm traveling for work ?

Search

Budapest: 1,187 properties found

3 reasons to visit:

Ruin Bars

Sightseeing

Hungarian Cuisine

Food

Buda Castle

Ancient Landmarks

Our recommendations for business travelers

Price (lowest first)

Review Score & Price

Stars

Breakfast included



Danubius Hotel Gellért ★★★★★

11. Újbuda, Budapest – [Show on map](#) (1.6 km from center) – [Subway](#)

Access **P** Paid Parking

16 people are looking right now

In high demand! Booked 55 times in the last 24 hours

Secret Deal

✓ Within budget

2 × Single Room

Risk Free: You can cancel later, so lock in this great price today!

Dunakeszi

Show map

Our mission

Empower people to experience the world



Our approach to innovation:

Fail Quickly

Learn Fast



A/B testing.

Rooms 1 ▾ Adults 2 ▾ Children 2 ▾

Ages of children at check-out

4 ▾ 7 ▾

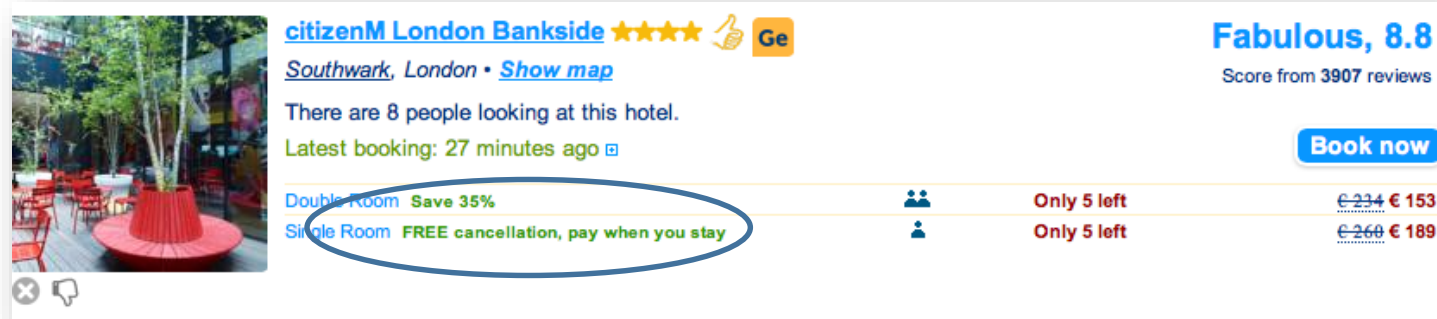
Rooms 1 ▾ Adults 2 ▾ Children 2 ▾



Children's ages on Jul 23, 2016



4 ▾ 7 ▾

Test 1:

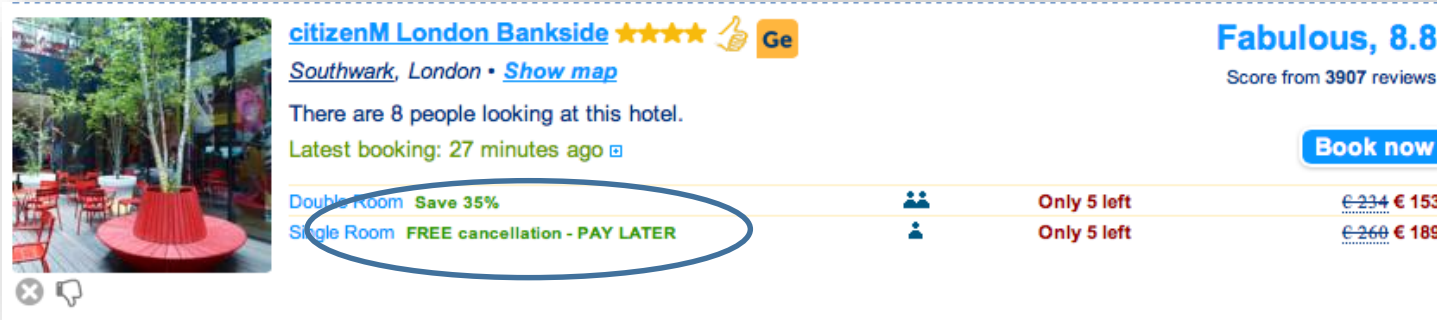
Which version converted more lookers into bookers?







citizenM London Bankside ★★★★★  **Fabulous, 8.8**
Southwark, London • [Show map](#)
There are 8 people looking at this hotel.
Latest booking: 27 minutes ago  [Book now](#)

Double Room	Save 35%		Only 5 left	€ 234 € 153
Single Room	FREE cancellation, pay when you stay		Only 5 left	€ 260 € 189

A



citizenM London Bankside ★★★★★  **Fabulous, 8.8**
Southwark, London • [Show map](#)
There are 8 people looking at this hotel.
Latest booking: 27 minutes ago  [Book now](#)

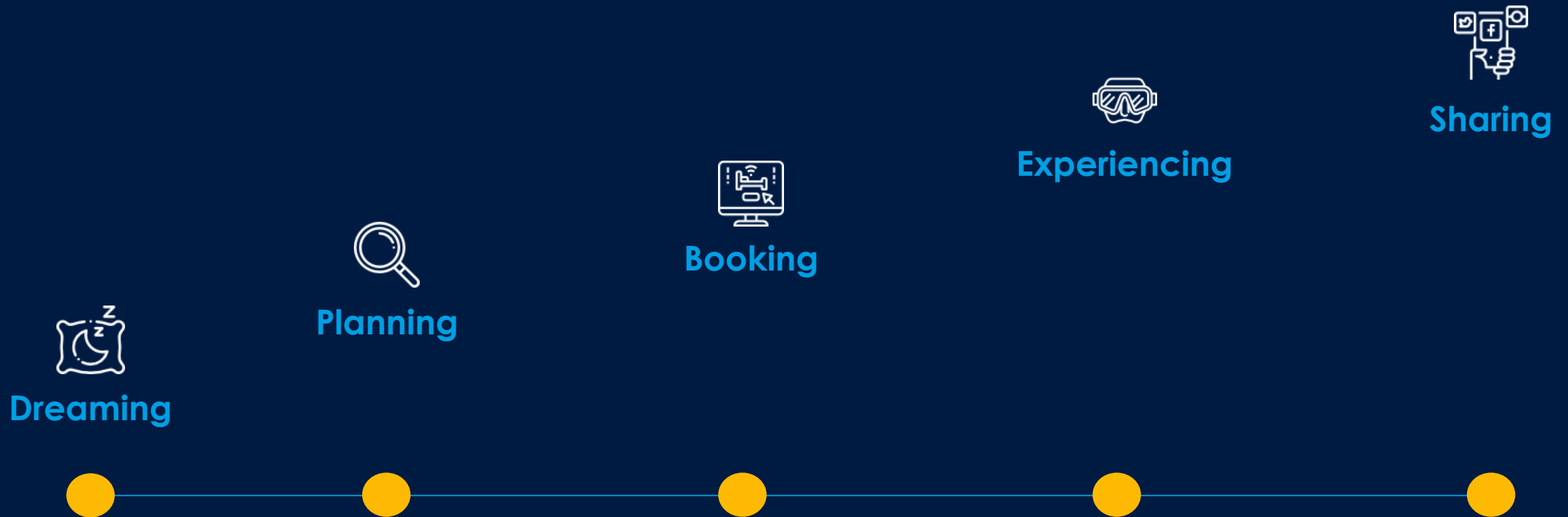
Double Room	Save 35%		Only 5 left	€ 234 € 153
Single Room	FREE cancellation - PAY LATER		Only 5 left	€ 260 € 189

B

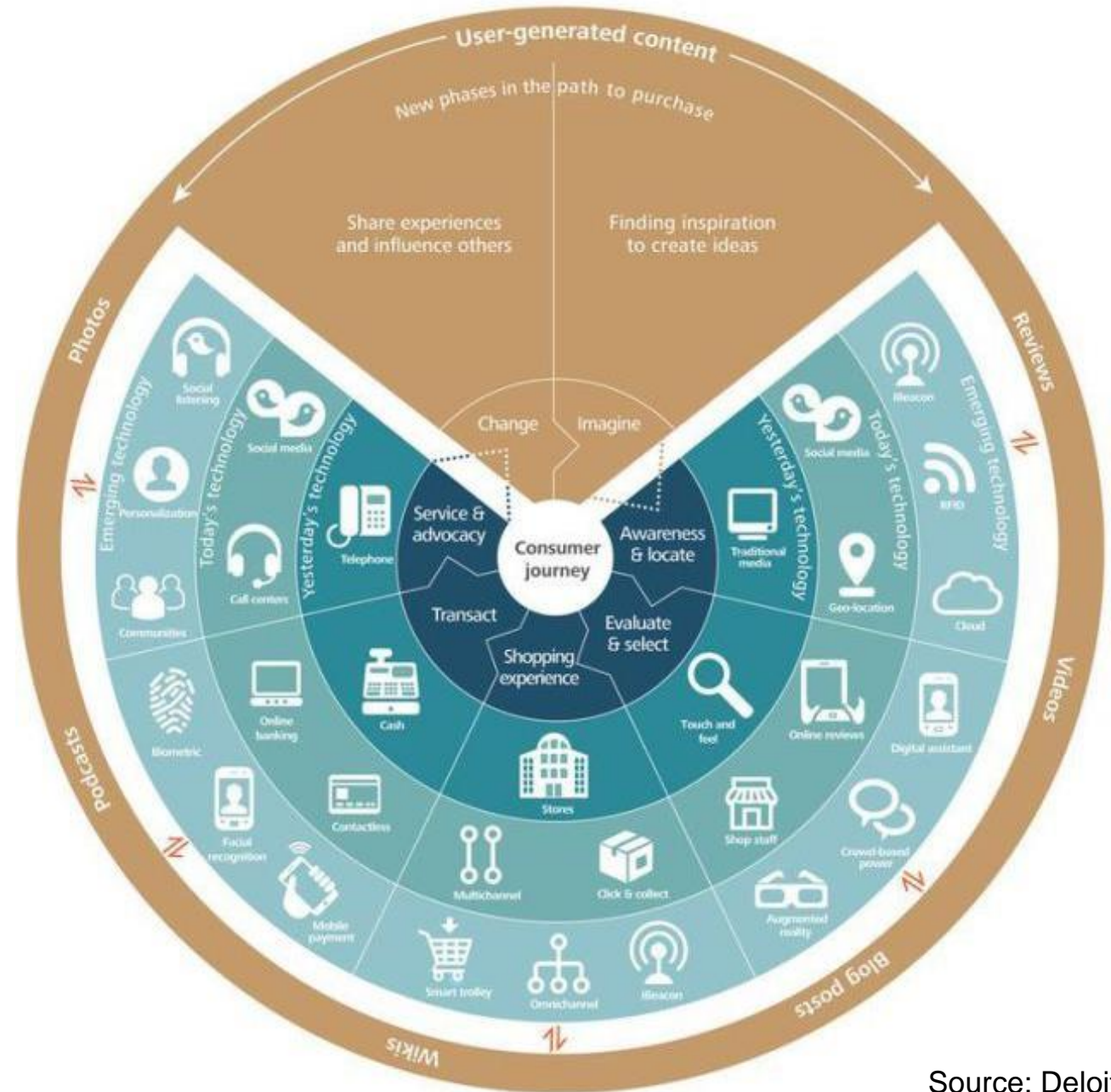
- A: “Free cancellation, pay when you stay”
B: “Free cancellation – PAY LATER”
C: No difference




Traditional journey



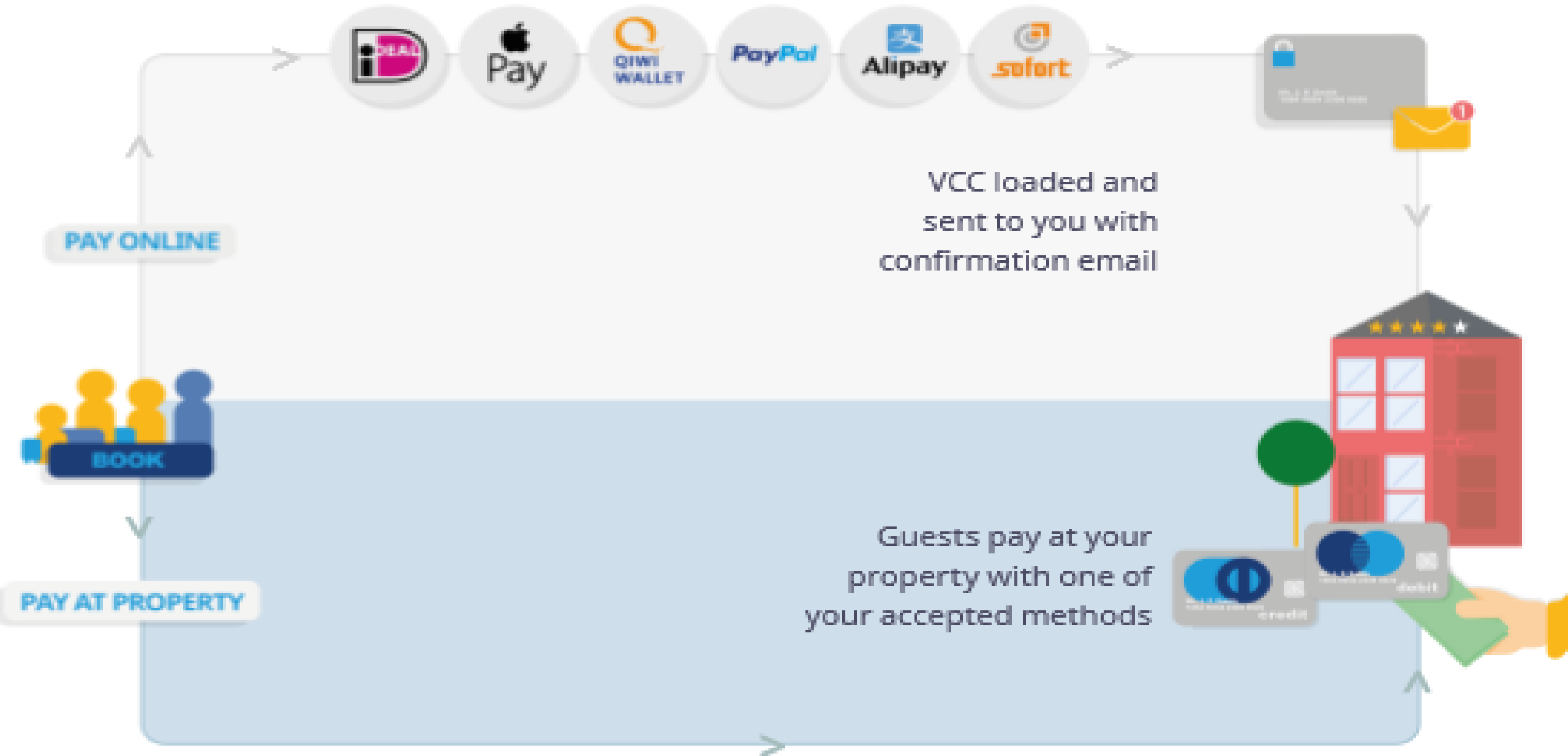
Digital journey.



A close-up photograph of a person's hand holding a dark-colored smartphone, positioned near a payment terminal. The terminal has a white contactless payment symbol (a circle with four curved lines) on its screen. The background is blurred, showing what appears to be a retail or service environment. The overall lighting is soft and slightly dim, with a cool color palette.

Hybrid, let the
customer decide
how to pay.

Facilitated by Booking.com



Car Hire
Compare 900

Booking.com

Powered By
Rideways



Help



My booking

Book Your Ride Instantly

Global airport transfers, taxis and executive cars

Booking.com

Accommodation

Flights

Rental cars

Restaurants

Pick-up location

airport, hotel name

Drop-off location

airport, hotel name

Date

07/11/2018

Passengers

1

Let's find

Pick-up Location

city, airport, station

☐ Drop car off at different location

Pick-up Date:

Wed 7 Nov 2018

10

☒ Driver aged between 21 and 70

Purpose of rental (optional) ☐ Business

☒ No credit card fees

☒ No amendment fees

☒ 24/7 phone support

Whatever you want to book,
you can book it on
Booking.com

ROUND-TRIP

ONE-WAY

MULTI-CITY

Geneva (GVA)



To where?



Depart - Return

1 adult, Economy



Search

Booking Experiences.

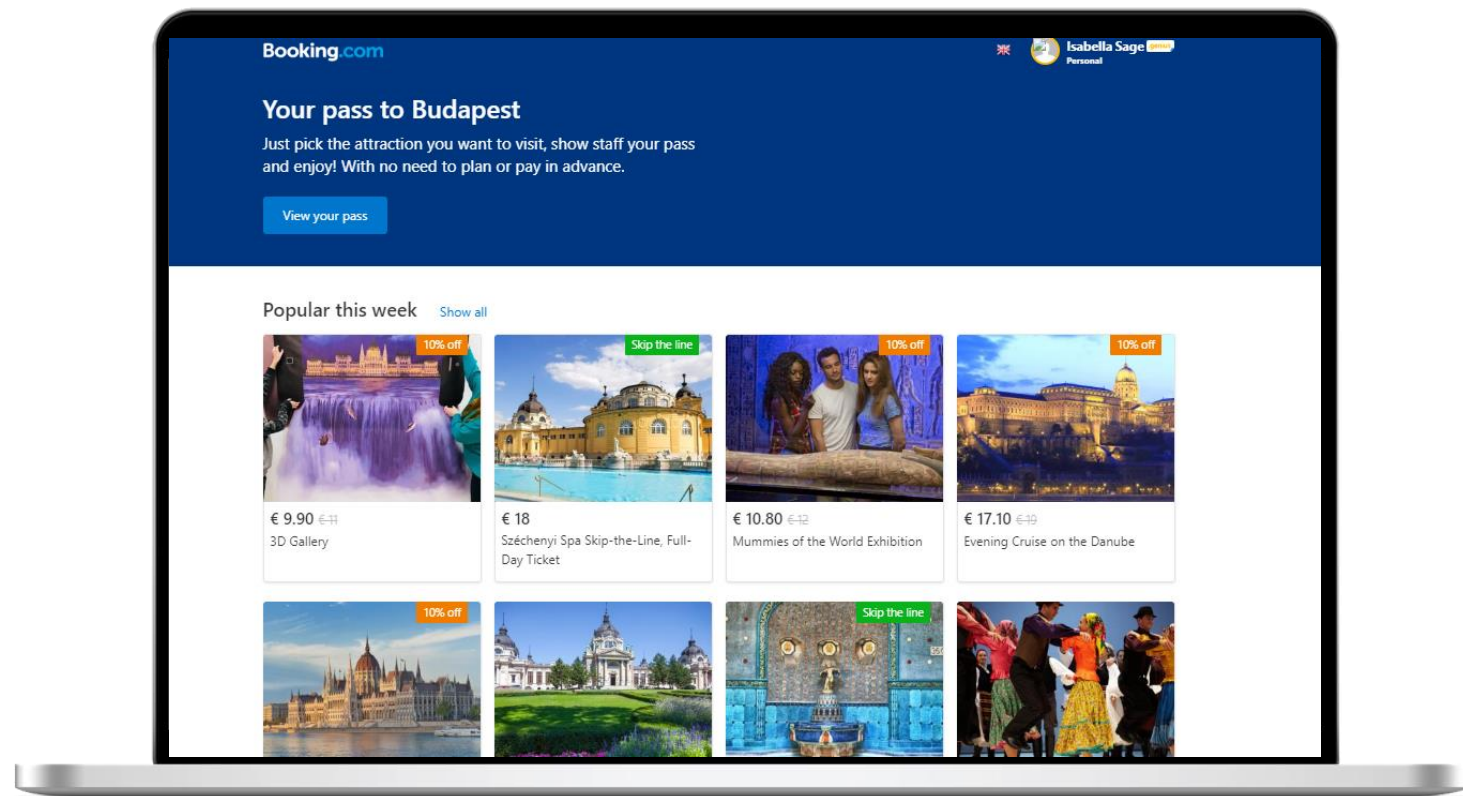
Now live in 80+ destinations throughout the world.



- Maximum flexibility for guests: last minute purchase with a QR code the guest receives after booking an accommodation



- Partners will use a free App to scan guests' QR code on arrival to charge the customer



Booking Experiences.



- Global exposure of your venue to all Booking.com guests visiting Budapest in a closed user group.
- Unique content and translations in up to 40+ languages.
- Targeted online marketing.
- Data to be shared on venue level (Eg. Nationality, Group Size, length of stay)

Growing the attractions offering in Budapest and hope to convince more public institutions (museums) and key attractions to join the platform and show their potential to our guests!

Your

Just pick
need to

View

Budapest Must-sees [Show all](#)

Attraction locations in Budapest [Show all](#)



[See all Budapest attractions](#)

Popul

€ 19

Gellért :
Fast-Track

Filter

Food &

€ 9.90 €11

€ 17.10 €19

€ 18

€ 10.80 €12

In-Stay Services

A hand holding a silver service bell. The bell's surface is highly reflective, showing a clear image of a hotel lobby with large windows and a high ceiling. The background is a soft-focus image of a hotel interior with warm lighting.

Parking

Breakfast

Spa

Babysitting

Flowers

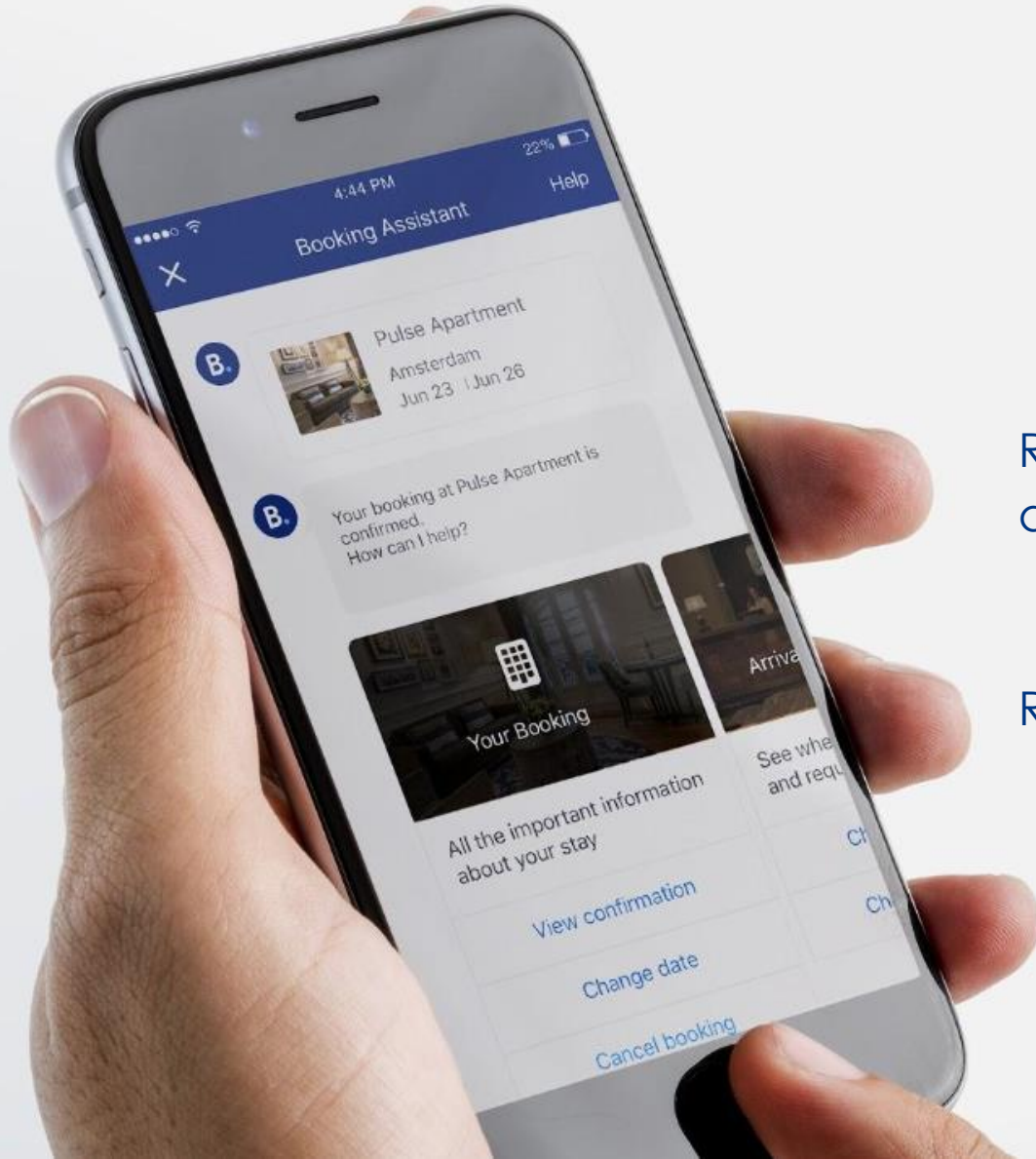
Helping partners to show more of the
services in your property and/or
destination to customers, earlier in the
booking process

Booking Assistant.

Powering great
guest experiences
with machine learning

Assistance

Quick & efficient help with brand-new service



Booking Assistant can quickly respond to guests' most commonly asked questions.

- **Faster replies**

Responds to 50%+ of stay-related queries automatically.

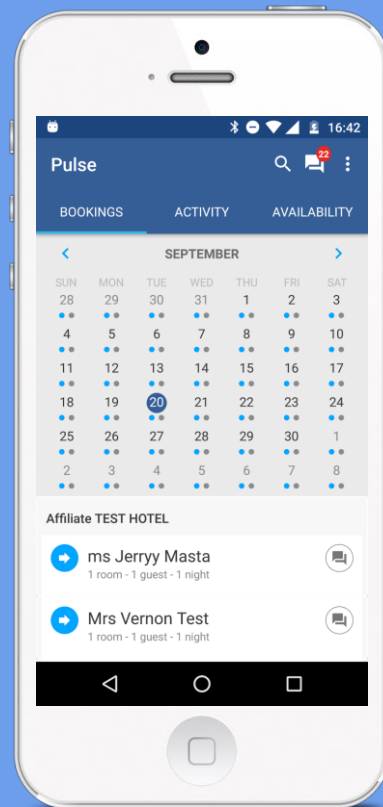
- **Saves you time**

Reduces operational workload by 15%.

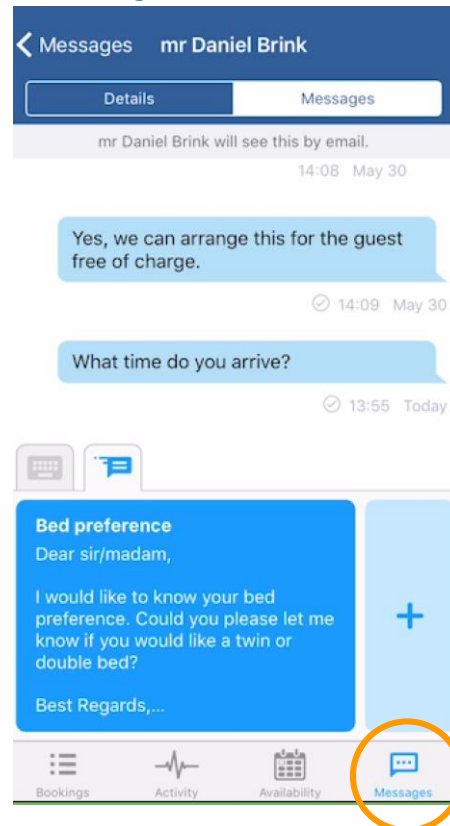
Communication

Respond directly to guests and manage your property on the go

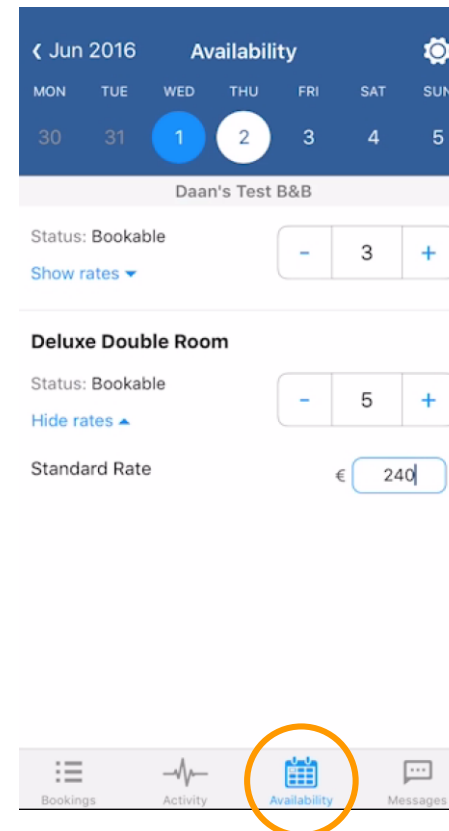
Pulse app



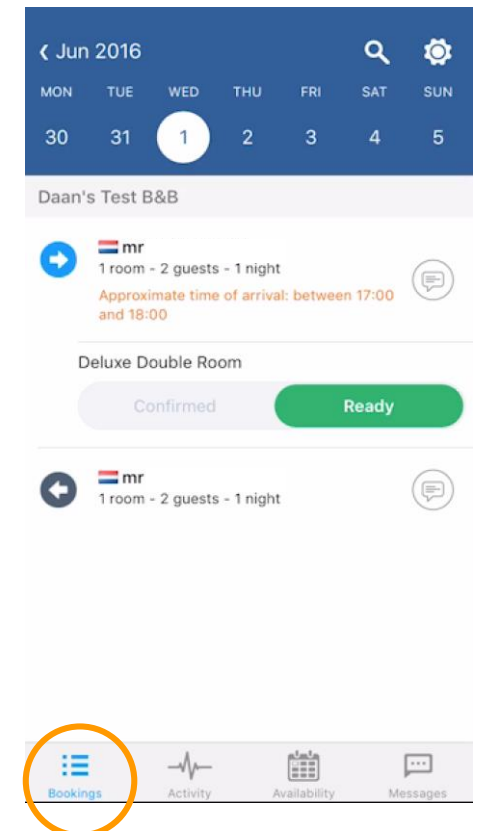
Instantly communicate with your guests



Update your available rooms & prices



Manage your bookings & get instant updates



Outlook.

1. Non Hotel accommodation potential growth.
2. Budapest vs Regions “ Balaton”.

Thank you!
Booking.com

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