

# How to boost your performance on Booking.com

Are you connected to Booking.com and looking to boost your bookings? We've gathered some valuable stats and tips to help you succeed.

## Let's start with some numbers

# 30%

of the travellers use **filters**. Make sure to add **amenities** to your properties.

# 18%

**100% property score** can lead to **18% more bookings**. Check your property score in the Booking.com extranet.

# 63%

of the travellers use **photos** as primary filter for their choice. Upload **high-quality** photos.



Get a 5 out of 5 **quality score**.

To achieve this:

1. **Make sure** all facilities and amenities are **listed correctly** per room
2. Configure room **size** and **capacity**
3. **Describe** property as **accurate** as possible

## Opportunities for improving your visibility

Join the **Booking.com partner** programs and expect a boost in bookings. Check if you're eligible in Boost Performance in the Booking.com extranet.

**Super feature:** Save time and set up Promotions in your Rentals United account in the **Promotions tab**.

### Genius



Highlight your property with a Genius logo on the Genius search results.

Geniuses are high-value guests who make around 30% of all our bookings.

### Preferred Programme



An endorsement for our top performing, eligible properties.

On average, preferred partners get ~65% more page views and ~35% more bookings overall.

### Promotions



Boost sales for a specific period of time with competitive prices.

Choose from different deal types, depending on your goals and market trends.

# How to boost your performance on Booking.com

Use **Payments by Booking.com** to protect yourself from fraud and chargeback and increase net bookings.



Here's how to see if **your property is active** or eligible for Payments by Booking.com:

1. **Log in** to the Extranet and click Finance.
2. If the **Getting paid option** appears in the drop-down menu, you're already active on Payments by Booking.com. **Click on it** to learn more.
3. If you see the **Payments by Booking.com option**, you're eligible for the service, but it isn't active yet. To activate it, **select the option and click Yes, sign me up now** at the bottom of the page.

## Offer at least **two rate plans**

This **strategy** can lead to **more bookings**, less cancellations and **more revenue**. **New rate plans** can be created on the **Booking.com extranet**.



### Flexible

Let guests **cancel for free** and they'll **boost your bookings** and revenue



### Non-refundable

**Reduce cancellations** by **attracting guests** who are sure of their dates

Want to earn more from your connected channels?

**LET'S TALK!**