

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. The **right amenities** will attract the **right travellers** when using [AI trip planner](#)

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.

15%

of all **reservations on Booking.com** are made by **families**. Make sure to set up your listing in Rentals United as **child-friendly** to [attract more family travelers](#)



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.

Consider adding Mobile Rates to get a special badge that boosts your visibility

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**

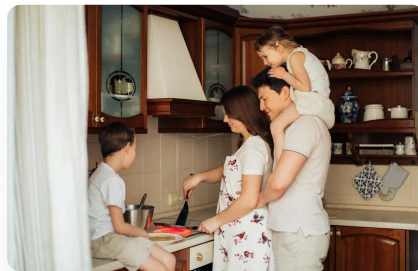
This **strategy** can lead to **more bookings**, less cancellations and **more revenue**.

New rate plans can be directly created in **Rentals United platform**. [Check how to do it here](#)



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.



Mobile Rates

Capture over **50% of bookings** made through **mobile devices**, letting guests book how they prefer.

Want to know more and set up a call?

JUST REPLY TO THIS EMAIL