



BOOKING.COM
online hotel reservations

Adrian Currie

**New Zealand Hotel Industry Conference
Auckland, 13 May 2010**



BOOKING.COM
online hotel reservations

Priceline.com

- **Priceline.com founded in US in 1998**
- **Listed on Nasdaq as PCLN in 1999**
- **Leading US brand for value-conscious leisure travelers**
- **Full service OTA: retail & opaque airline tickets, hotels, car rentals, dynamic vacation packages, cruises, destination services, tours & attractions**
- **Offers more ways to save, including “Name Your Own Price”**
- **International acquisitions in Europe & Asia focused on online hotel reservations**

priceline.com[®]
no one deals like we doSM



BOOKING.COM
online hotel reservations

agoda
Quality. Value. Responsiveness. Transparency. Guaranteed.

NEGOTIATE HARD OR JUST STAY HOME,
MAMA'S BOY.



priceline
NEGOTIATOR

Name Your Own Price Requires Consumers to Make a "Blind Purchase"

Step 1: Choose where you want to stay

Choose more than one area in Orlando, FL to improve your chances.

- 1 Disney Maingate - Celebration - detail map
- 2 Downtown Orlando - detail map
- 3 Kissimmee - detail map
- 4 Lake Buena Vista - Downtown Disney - detail map
- 5 Maitland - Altamonte Springs - detail map
- 6 Ocoee - Orlando West - detail map
- 7 Orlando Airport West - FL Mall Area - detail map
- 8 Orlando East - detail map
- 9 Orlando International Airport (MCO) - detail map ● Best deal
- 10 Sea World - Intl. Drive - Convention Center - detail map
- 11 Universal Orlando Resort Area - Intl. Drive North - detail map
- 12 West Disney Area - detail map
- 13 Winter Park - detail map

Select location from broad areas providing more opacity

Step 2: Choose the star level for your hotel

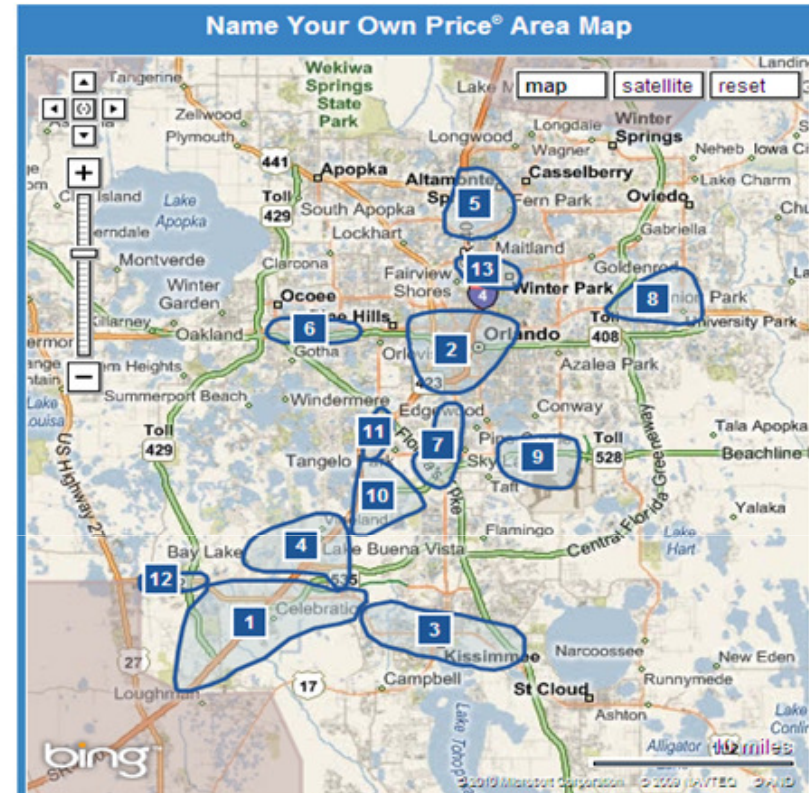
Some star levels may not be available in all areas.

- 4-Star Deluxe ★★★★★
- 3½-Star Upscale-Plus ★★★★★ ● Best deal
- 3-Star Upscale ★★★★★
- 2½-Star Moderate-Plus ★★★★★
- 2-Star Moderate ★★★★★
- 1-Star Economy ★★★★★
- Resorts **RESORTS**

3 Star hotels will have the following amenities:

- Remote Control TV with Premium Channels
- Telephone with Voicemail
- Radio Alarm Clock
- Iron and Ironing Board
- Hairdryer
- Business Services
- 24 Hour Front Desk
- On-Site Dining

General amenities for all hotels in same star category



Step 3: Name Your Own Price® (per room night)

Total charges, including taxes and service fees, are shown on the next page.

Name Your Own Price®
Per Room, Per Night (\$USD)

\$.00

Not Sure What to Bid?

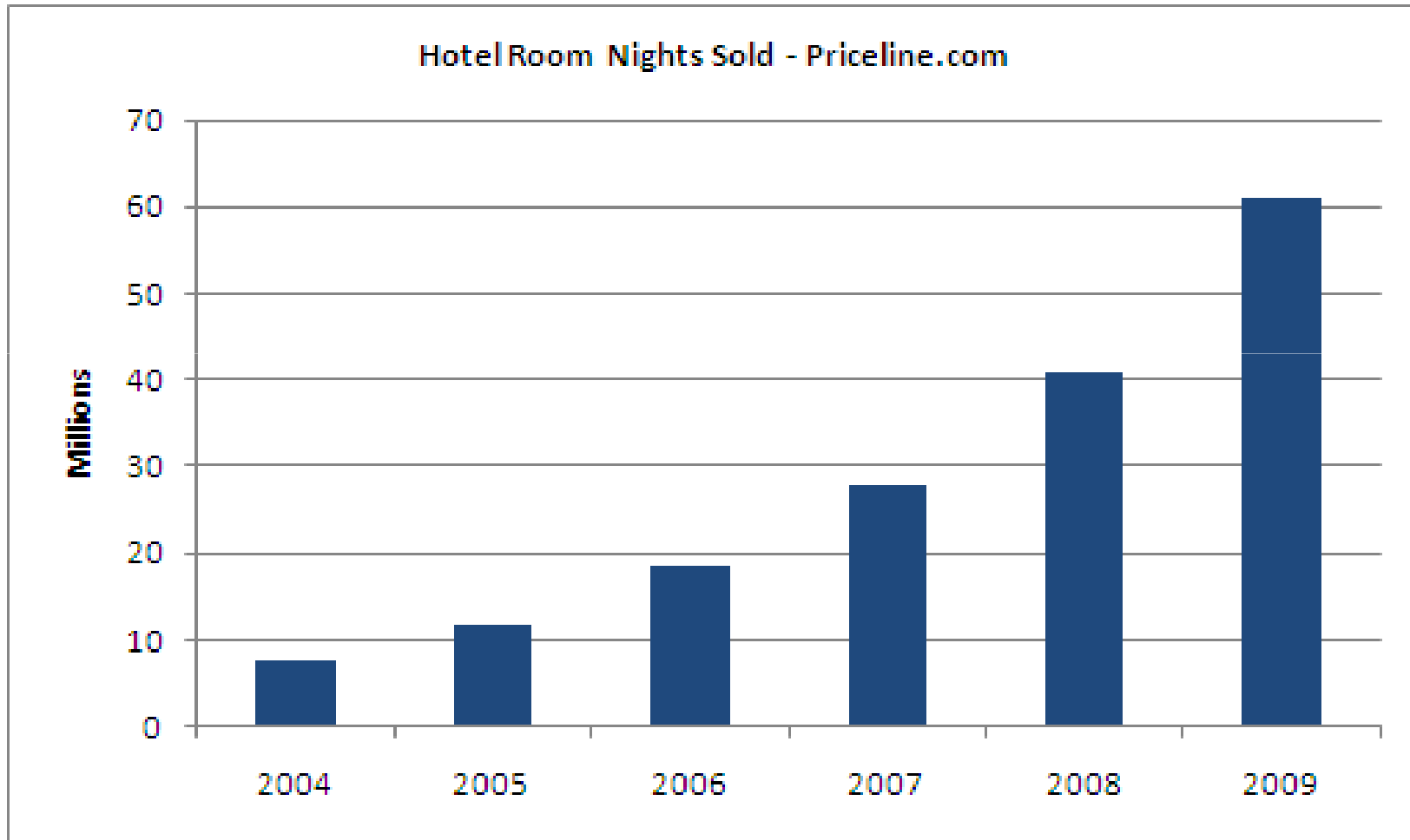
[Click here to shop and compare prices.](#)

No price displayed - customer enters offer price - cannot shop for lowest rates



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Key differentiators:

- **Leading website for booking hotels on worldwide basis**
- **365 day booking window**
- **2M+ visitors per day to Booking.com**
- **Over 115,000 room nights booked each day**
- **Marketing 78,000 hotels in 76 countries in 25 languages**
- **4M+ guest reviews from real travelers**
- **Best Price Guarantee for consumers**
- **No booking, amendment or cancellation fees**
- **24/7 in-house Customer Service**
- **Partnership approach with hotels and affiliates**



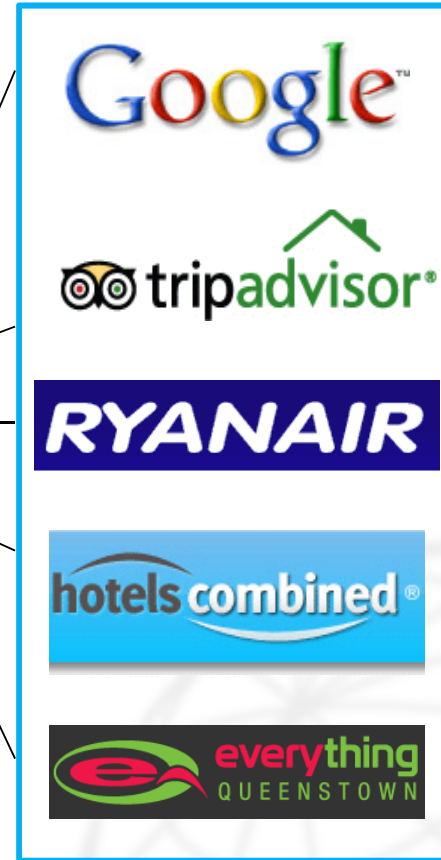
BOOKING.COM
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Global Reach



Hotel only, Online
Agency, commission model
Great availability & prices
Strong content & translations
Win-win relationships

**78,000+
Hotels**



**Search Engines &
Partner Websites**



**Booking
Guests**



Refine your search:

- Stars**
 - 3 stars 4 hotels
 - 4 stars 23 hotels
 - 5 stars 6 hotels
- Hotel Type**
 - Apartment 13 hotels
 - Hotel 19 hotels
 - Motel 1 hotel
- Facilities**
 - Airport Shuttle 1 hotel
 - Family Rooms 9 hotels
 - Fitness Centre 15 hotels
 - Indoor Swimming Pool 7 hotels
 - Internet Services 32 hotels
 - Non-Smoking Rooms 32 hotels
 - Outdoor Swimming Pool 7 hotels
 - Parking 33 hotels
 - Pets Allowed 2 hotels
 - Restaurant 24 hotels
 - Rooms/Facilities for Disabled Guests 26 hotels
 - Spa & Wellness Centre 2 hotels
 - Wi-Fi/Wireless LAN 11 hotels
- Hotel Theme**
 - Beach / Seaside 1 hotel
 - Budget / Backpackers 3 hotels
 - Business 6 hotels
 - City trip 7 hotels
 - Design 3 hotels
 - Family 2 hotels
 - Gourmet 1 hotel
 - International 4 hotels
 - Luxury 3 hotels
 - Romance / Honeymoon 4 hotels
 - Shopping 6 hotels
 - Spa / Relax 3 hotels
- District**
 - CBD 27 hotels
 - Glenelg 4 hotels
 - North Adelaide 5 hotels

In and around

District

- [CBD](#)
- [Glenelg](#)
- [North Adelaide](#)

Attraction

- [Beachouse](#)

Convention Centre

- [Adelaide Convention Centre](#)

Gallery

- [Art Gallery of South Australia](#)
- [The Bradman Collection](#)

Museum

- [Ayers House Museum](#)
- [South Australian Maritime Museum](#)
- [Carrick Hill](#)

Park

- [Adelaide Botanic Garden](#)
- [Bicentennial Conservatory](#)

Popular area

- [Victoria Square](#)
- [Beehive Corner Building](#)

Shopping Area

- [Adelaide Central Market](#)
- [Rundle Mall](#)

Stadium or Arena

- [AAMI Stadium](#)
- [Adelaide Oval](#)

Airport

- [Adelaide \(ADL\)](#) 4.0 miles

Map close map

Map Satellite Terrain

Legend

- Hotel matching your selection criteria
- Other hotel
- Landmark
- City
- Airport

Click these markers on the map for more detailed information

[Show prices and availability for displayed hotels](#)

Find the “right” hotel by:
Location, Price, Facilities, Stars, Popularity,
Theme, Proximity to Landmarks / Airports, etc



BOOKING.COM

online hotel reservations

Over 4 million guest reviews

BOOKING.COM
online hotel reservations

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home > search results

Best Price Guaranteed

Search Hotels

Destination: Auckland

Distance: 8 miles

Check-in date: day | Month

Check-out date: day | Month

I don't have specific dates yet

Travelling with children?

81 Hotels found in Auckland

Sort by: popularity

- stars [5..1]
- stars [1..5]
- distance
- popularity
- Best rated by**
- All reviewers
- young couples
- mature couples
- families with young children
- families with older children
- people with friends
- groups
- solo travellers

Bianco Off Queen ★★★★★

2 White Street, 1010 Auckland (Show map) **Book now**

Overview and availability | Photos | Guest reviews

The guest reviews are submitted by our customers after their stay at **Bianco Off Queen**. They are opinions of guests that reflect their experiences when staying at this hotel.

Total 7.9

Based on 7 reviews

Staff: 7.2
Services: 7.9
Clean: 8.6
Comfort: 8.2
Value for money: 7.5

Show scores of:

- All reviewers: 73
- Young couples: 18
- Families with young children: 10
- With friends: 9
- Solo travellers: 9
- Mature couples: 18
- Families with older children: 7
- Groups: 2

Individual guest reviews

Reviews are ordered by language and date with a maximum of 25 reviews

Showing 1 - 7 (Total 7)

Previous page | Next page

- Louise** (9.5)
Family with older children
Christchurch, New Zealand
September 12, 2009
Room was clean, tidy and modern. Beds were comfortable. Close to inner city. Staff were very friendly, polite and helpful.
We did not receive our continental breakfast the first day and when it arrived on the second day there was only enough for three people even though we had paid for four. The sofa bed was extremely uncomfortable!
- Rebecca** (7.5)
Family with older children
New Zealand, United Kingdom
August 12, 2009
It was very central to amenities, two self contained bedrooms with 2 bathrooms made it easy for three adults
Size of balcony, and the open railings, felt unsafe
- Janine** (9.5)
Family with older children
Franklin, United States of America
July 20, 2009
The room was spacious and had all the comforts of home (washer/dryer/ironing board) and we were able to cook dinner and breakfast there. It is very centrally located in Auckland and a great value.
- Audrey** (6.5)
Family with older children
Timaru, New Zealand
May 23, 2009
Good that there was a separate lounge and bit more space for the family.
Breakfast was supposed to be continental but with out of date bread and no butter for the toast not so good.

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- **Global Financial Crisis hit hospitality sector hard from September 2008 in both ADR and occupancy**
- **Confidence improved in 2nd half 2009**
- **ADR remains subdued in most markets**
- **Occupancy improving in some markets (e.g. Sydney vs. Melbourne)**
- **NZ market continues to face challenges**
- **Some significant local shocks: Euro Volcano, Bangkok unrest, etc**
- **Airline industry under stress + consolidation**
- **Shift from offline to online continues**
- **Long run travel trends remain positive**



- **Independent hotels must develop good web visibility & wide distribution reach**
- **Proactive forecasting, revenue & yield management is a must these days**
- **Converting customers online with market ready rates, rate parity & rate integrity.**
- **Monitor your competitor set and select a realistic set**
- **Deliver memorable service**

- **OTA's bring wide distribution: domestic & international visitors**
- **Focus on how key OTA's drive business – understand their core differentiators**
- **Extranet versus Channel Manager?**
- **Performance ranking: room availability, rate parity, content and reviews**



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Ones to Watch!



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THANK YOU

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