Mendocino County Tourism Commission
Booking.com Reservation System Implementation Recommendation

The goal to reach 250,000 unique visitors to the VisitMendocino.com website was established by the MCTC Board of Directors for the 2016-17 fiscal year. In response to reaching the goal, the organization wants to make it easier for a customer to be able to convert their visit to the organization's website into potential overnight bookings.

It is understood that historically the organization has utilized the JackRabbit system on the site as a reservation system (it is currently not being used). Although the system maintains rate integrity, it doesn't allow for an organization to follow the activity from search to final booking. Plus, there is a cost to the organization to implement such a system, that could exceed $2,500-$3,000 a month.

Booking.com, an internationally known online travel agency (OTA) has been offering destinations the opportunity to implement their reservation system on destination sites at no cost. There are other benefits in implementing this system through Booking.com such as:

- Fully optimized booking engine
- Mobile optimized
- Revenue share model
- Ability to follow activities from search to final booking
- Access to 24/7 partner support portal with reporting including booker country of origin and booker language

Currently, there are **80 hotel/motel/inn properties** (out of the 95 total) in Mendocino County currently listed on Booking.com. There are 38 properties not listed currently on Booking.com. Most of these include B&Bs and independently owned inns and motels. In regards to vacation rentals, the majority of the 245+ vacation rentals in the county are listed with HomeAway.com, VRBO.com and AirBnB.com. These serve a similar purpose to Booking.com, but do not have the tools YET to be implemented on destination sites.

Benefits to the organization:
- Make it easier for customers to reserve rooms with Mendocino County properties
- Bring value to the VisitMendocino.com site
- Increase traffic to the VisitMendocino.com site
- Serve as a tool to help increase occupancy during the low season (December-February)
- Provide valuable data to use for marketing and public relations efforts through reporting
- Small revenue generator

Staff is recommending to implement the Booking.com system onto the VisitMendocino.com site as a reservation system option, collect the data and evaluate at the end of fiscal year for continued usage or research other options.