



Booking.com

**Visit Mendocino County
in Partnership with Booking.com**



About Booking.com.

Booking.com B.V., part of the Priceline Group (Nasdaq: PCLN), owns and operates Booking.com™, the world leader in booking accommodations online. Each day, over 1,000,000 room nights are reserved on Booking.com. The Booking.com website and apps attract visitors from both the leisure and business sectors worldwide.

Established in 1996, Booking.com B.V. guarantees the best prices for any type of property, from small, family-run bed and breakfasts to executive apartments and five-star luxury suites. Truly international, Booking.com is available in more than 40 languages, and offers 900,000+ active properties in 223 countries and territories.

Booking.com

Booking.com's Mission.

Our mission is to help leisure and business travelers, whatever their budgets, easily discover, book, and enjoy the world's best places to stay.

- - -

This includes YOUR destination!

Why Booking.com?

- **Highest conversions in the travel industry through constant optimization**
- **Best choice and availability on the web**
- **Hotel-friendly agency model**
- **42 languages of content translated by real people**
- **Unique content including descriptions, amenity lists, photography, and more**
- **Over 85 Million real, recent, and relevant guest reviews**
- **Price Match Guarantee**
- **In-house customer service available 24/7 in all languages for guests**

“Booking.com’s utilization of A/B testing to determine what drives higher conversion (i.e. button location, colors, etc.) can be more seamlessly leveraged across its entire platform, resulting in conversion levels **2-3x the industry average**” (Evercore Group L.L.C Research Report, October 2013)

Booking.com





Our Offer.

- **Simple and FREE integration (no set up or integration fees)**
- **Fully optimized booking engine**
- **Mobile optimized**
- **Generous revenue share model**
- **Integration best practice sharing**
- **Access to 24/7 partner support portal with reporting including booker country of origin and booker language**

Interval

Select an interval to show (note that not all statistics are available for all intervals):

years months weeks days

Booked

	Sa 3-1	Do 3-2	2* 3-3	3* 3-4	4* 3-5	5* 3-6	6* 3-7	Sa 3-8	Do 3-9	2* 3-10	3* 3-11
Booked bookings	32	48	37	37	44	45	39	52	67	49	44
Booked roomnights	86	177	114	120	166	157	151	183	248	189	154
Booked estimated fees	365	834	445	417	652	751	753	691	1179	929	718
Booked final fees	0	0	0	0	0	0	0	0	0	0	0

Stayed

	4* 2-26	5* 2-27	6* 2-28	Sa 3-1	Do 3-2	2* 3-3	3* 3-4	4* 3-5	5* 3-6	6* 3-7	Sa 3-8	Do 3-9	2* 3-10	3* 3-11	4* 3-12	5* 3-13	6* 3-14	Sa 3-15
Stayed bookings	20	20	26	18	17	31	74	53	30	27	24	34	30	30	24	22	38	
Stayed roomnights	62	75	96	41	33	91	281	238	146	112	103	120	129	101	117	64	76	121

Earnings

	4* 2-26	5* 2-27	6* 2-28	Sa 3-1	Do 3-2	2* 3-3	3* 3-4	4* 3-5	5* 3-6	6* 3-7	Sa 3-8	Do 3-9	2* 3-10	3* 3-11	4* 3-12	5* 3-13	6* 3-14	Sa 3-15
Earnings estimated	0	0	0	222	410	286	790	741	548	280	321	562	310	147	174	192	355	389
Earnings final	223	382	491	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Visitors

	Sa 3-1	Do 3-2	2* 3-3	3* 3-4	4* 3-5	5* 3-6	6* 3-7	Sa 3-8	Do 3-9	2* 3-10	3* 3-11
Visitors	365	409	475	454	448	459	388	317	409	422	425
Pageviews	2020	2956	2881	2451	2669	3208	2432	1939	2848	2191	2042
Pageviews per visitor	No data available										
Conversions	3.8%	8.1%	7.2%	3.1%	4%	6.1%	8.8%	4.4%	4.9%	4.3%	6.4%

You are here: Home > Partner results > Partner results > Individual reservations

Reservations:

NOTE: If you would like to see more information about your individual reservations you can select the 'more info' option in the interval menu below.

Select interval: more info | booked | month | October 2012 | Flows per page: 50 | Show

Cancelled reservations: reservations that are not yet final. The exchange rate might change and the reservation might still be cancelled. Final reservations. The affiliate fee will not change anymore.

book nr.	booked	arrival	departure	commission perc.	your commission	The 'commission' and your 'commission' fields may differ due to different update times.	slip/Affiliate nr. ID	hotel name	hotel country	hotel city	ufi	booker country	booker language
47464351	2012-10-31 19:25	2013-01-06	2013-01-08	16.50 EUR 50%	8.25 EUR	-		Hostal Gorzalo	Spain	Madrid	-390625	United States of America	American English
47942343	2012-10-31 19:22	2012-11-06	2012-11-10	15.50 EUR 50%	7.75 EUR	-		TRYP Coimbra Hotel	Portugal	Coimbra	-2163275	France	Portuguese
769206742	2012-10-31 19:04	2012-11-22	2012-11-29	29.40 EUR 50%	14.70 EUR	-		Catania City Center B&B	Italy	Catania	-114787	United States of America	American English
856246377	2012-10-31 14:34	2012-11-14	2012-11-18	56.94 EUR 50%	28.47 EUR	-		Hostal Goya & Apartments	Spain	Barcelona	-372490	Belgium	English
769257380	2012-10-31 13:37	2012-11-17	2012-11-19	59.61 EUR 50%	29.80 EUR	-		Airan House Hotel	United Kingdom	London	-2601889	Belgium	French
769244140	2012-10-31 07:11	2012-11-18	2012-11-20	39.10 EUR 50%	19.55 EUR	-		Royal Saint Germain	France	Paris	-1456928	United States of America	American English

Bookings, Room Nights, Earnings (Booked & Stayed)

Earnings, Visitors, Pageviews, Conversion

Reservation List: Booker Country, Booker Language, Earnings p/Booking

In-Depth Reporting.

- Access to 24/7 partner support center
- Real-time reporting
- Key and relevant statistics

More on Revenue Share.

Booking.com offers our DMO partners a generous revenue split on all materialized transactions.



Convert.

Guest makes reservation on your DMO website via Booking.com engine.



Stay.

Guest stays at the property and pays at the property.



Pay.

Booking.com invoices accommodation partners for all materialized reservations.



Revenue.

Booking.com pays DMO a percentage of commission collected for reservations made via DMO website on the B.com booking engine.

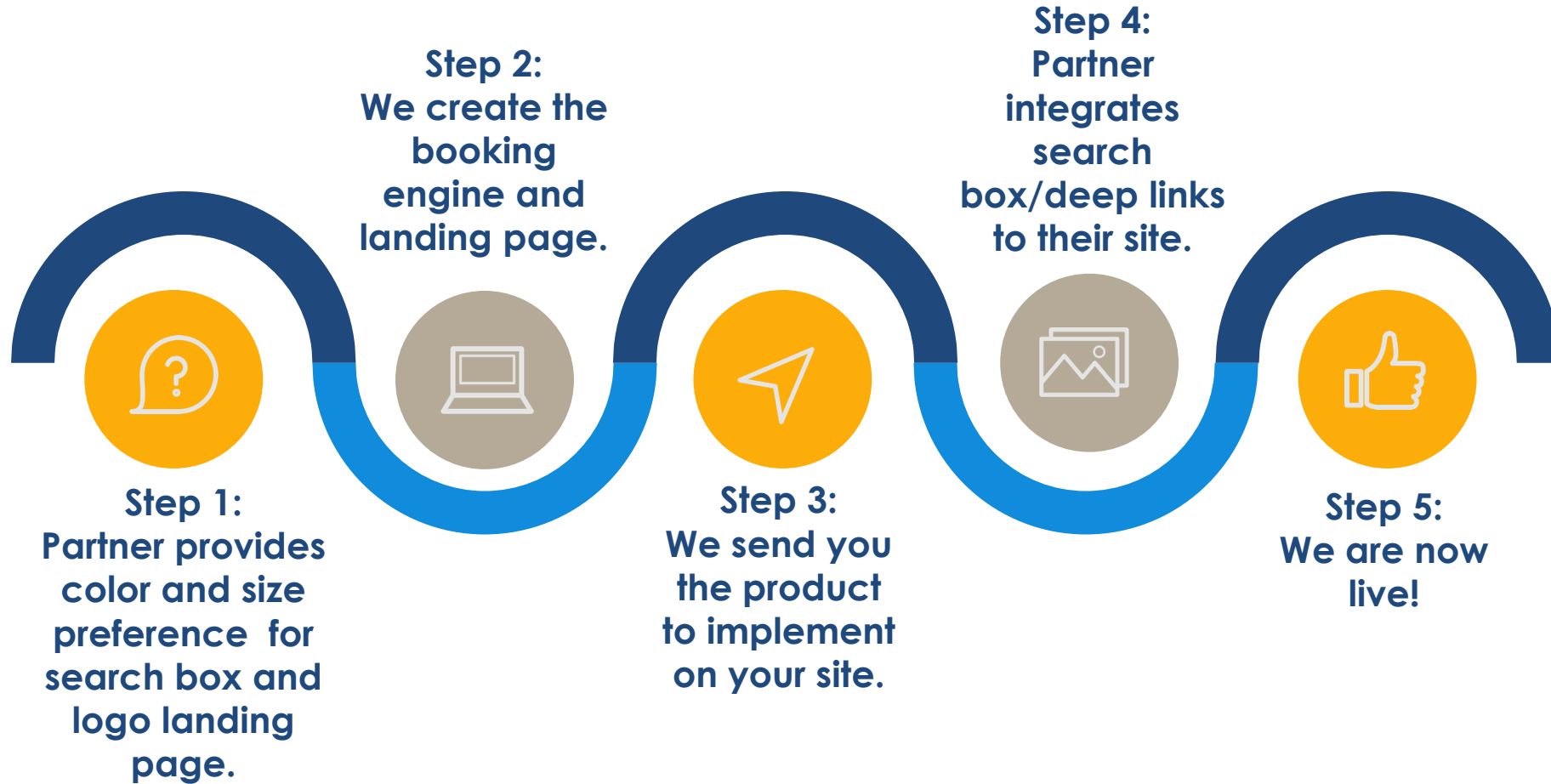
A few of our DMO Partners.





Simple Integration & Examples

Simple Integration Steps.



Homepage Search Box.

Example:
scenicssouthernutah.com
Description:
Homepage search box
integration, above the fold

The image shows a screenshot of the Cedar City • Brian Head Tourism Bureau homepage. At the top, the logo for Cedar City • Brian Head Tourism Bureau is displayed on the left, and navigation links for Logging, Restaurants, Things to Do, Events, About the Area, Media, and Contact Us are on the right. The main header features the text "ADVENTURE FOR YOUR SELFIE" in a large, stylized font. Below the header is a large photograph of a man and a woman taking a selfie in front of a canyon. The bottom of the page is divided into four columns: Upcoming Events, Facebook, Weather Report, and Booking. The Upcoming Events column lists three events for UTAH ARCHAEOLOGY MONTH - LIBRARY and one for CARNIVAL. The Facebook column contains text about "Footprints on the Sands of Time: The Parowan Gap" and a link to "Footprints on the Sands of Time: The Parowan Gap" on rootsrated.com. The Weather Report column shows a 6-day forecast for Tuesday 05/17 (Partly Cloudy, 20%) and Wednesday 05/18 (Clear, 20%). The Booking column includes a search box for destinations, check-in and check-out date selectors, and a "Search" button.

CEEDAR CITY • BRIAN HEAD
TOURISM BUREAU

LOGGING RESTAURANTS THINGS TO DO EVENTS ABOUT THE AREA MEDIA CONTACT US

ADVENTURE FOR YOUR SELFIE

UPCOMING EVENTS

- TUE 17** UTAH ARCHAEOLOGY MONTH - LIBRARY
May 17 @ 9:00 am - 6:00 pm
- WED 18** UTAH ARCHAEOLOGY MONTH - LIBRARY
May 18 @ 9:00 am - 6:00 pm
- THU 19** UTAH ARCHAEOLOGY MONTH - LIBRARY
May 19 @ 9:00 am - 6:00 pm
- THU 19** CARNIVAL
May 19 @ 12:00 pm

FACEBOOK

Footprints on the Sands of Time:
The Parowan Gap

"At the center of this red uplift, water from an ancient stream cut a narrow path through the sandstone. Eventually the stream vanished and the..

Footprints on the Sands of Time: The Parowan Gap
rootsrated.com

From dinosaur tracks to petroglyphs and pioneers,

WEATHER REPORT

Tuesday 05/17 20%
Partly Cloudy

Wednesday 05/18 20%
Clear

6 Day Forecast

BOOKING

Destination **Booking.com**
e.g. city, region, district or specific

Check-in
18 May '16

Check-out
19 May '16

FIND YOUR PARK

Search

Homepage Header Book Now Link.

Example: utah.com

Description: Homepage header with “Book Now” navigation link



The image shows a screenshot of the homepage header for utah.com. The background is a large photograph of a natural rock arch in a desert landscape. The navigation bar at the top includes links for PLACES TO VISIT, THINGS TO DO, PLAN YOUR TRIP, PLACES TO STAY, LOCAL VIEW, STORE, and a prominent BOOK NOW link. A search icon is also present. The main headline reads "7 CRAZY-AWESOME NATURAL ARCHES & BRIDGES IN UTAH" with a sub-headline "Much, much larger in person" and a button labeled "Where to Find Them". Below the headline, the text "WELCOME TO UTAH.COM" is displayed, followed by a descriptive paragraph. On the right side, there is a "TOP DESTINATIONS" section listing Salt Lake City, Moab, Park City, and Zion National Park.

PLACES TO VISIT THINGS TO DO PLAN YOUR TRIP PLACES TO STAY LOCAL VIEW STORE **BOOK NOW** 



7 CRAZY-AWESOME NATURAL ARCHES & BRIDGES IN UTAH

Much, much larger in person

Where to Find Them

WELCOME TO UTAH.COM

Lovely alpine forests and pretty, drastic deserts. Sweet little towns and Great Salty Lakes. A state this enthralling can also be

TOP DESTINATIONS

- [Salt Lake City](#)
- [Moab](#)
- [Park City](#)
- [Zion National Park](#)

Homepage Header Accommodation Link.

Example: visitlondon.com

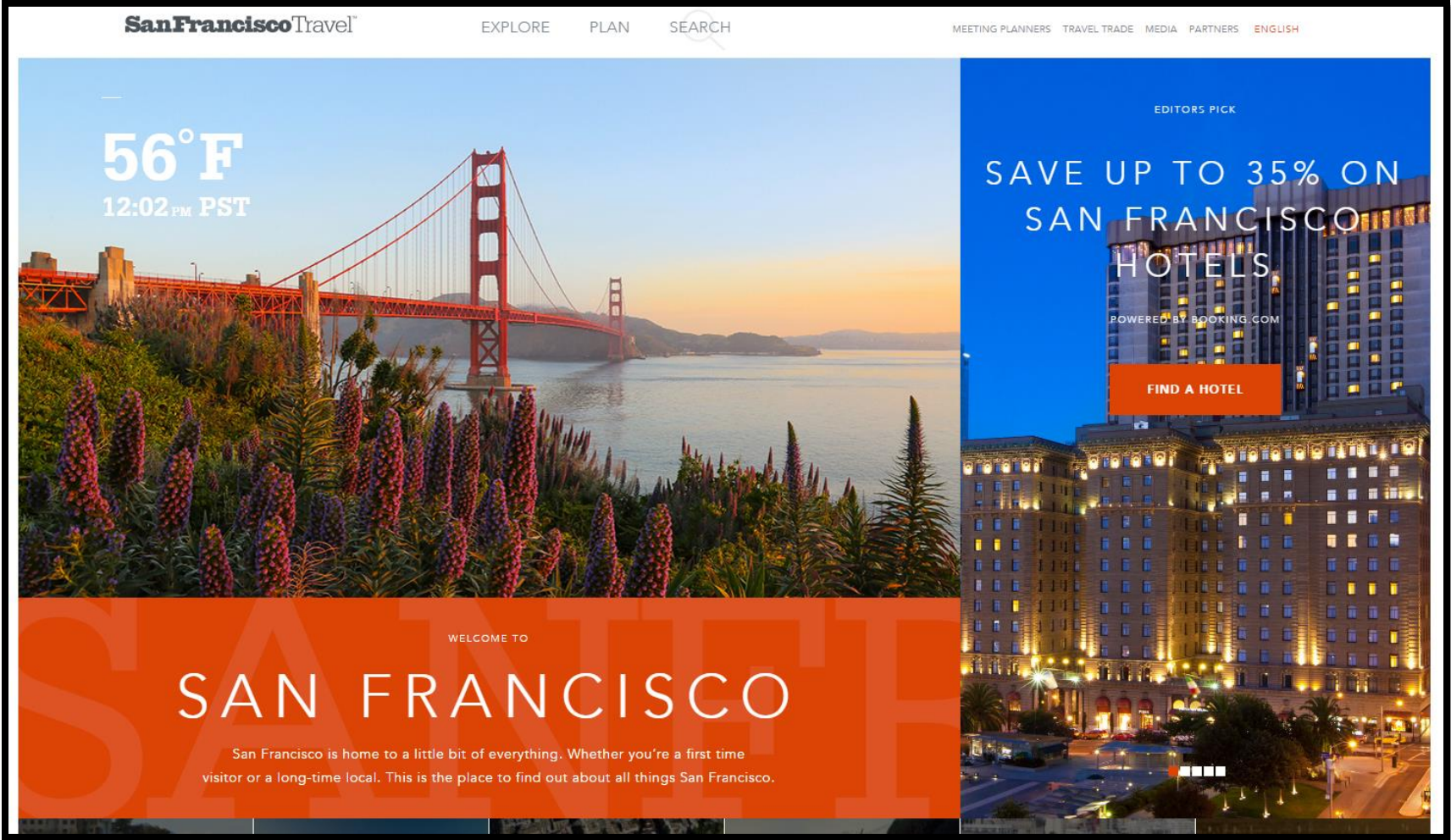
Description: Homepage header with “Accommodation” and pre-filtered navigation links

The screenshot shows the homepage of visitlondon.com. At the top, there is a navigation bar with the following elements: a 'Privacy & Cookies' link, a language selector set to 'English', the 'VISITLONDON.COM' logo with the tagline 'OFFICIAL VISITOR GUIDE', and 'Sign In | Register' links. A search bar is also present. Below the navigation bar is a main menu with categories: Home, Tickets & Offers, Discover London, Things to Do, Accommodation (highlighted in purple), and Traveller Information. The 'Accommodation' dropdown menu is open, showing two columns of links: 'Most Popular' (All Accommodation, Hotels, Family Hotels, Bed and Breakfast) and 'Budget' (All Cheap Accommodation, Self-catering, Hostels, Homestay). The main content area features several promotional tiles: 'Top Attractions' with a Ferris wheel, 'Day Trips from London' with Stonehenge, 'Tickets & Offers', 'Win a Trip to London' with a 'FANS OF LONDON' logo, and a vertical list of categories on the right including 'of London', 'London Tours', '10 Musicals', 'Days Out in London', 'Things to Do', 'Traditional Restaurants', and 'London for Kids'.

Homepage Banner with Link.

Example: sanfrancisco.travel

Description: Homepage banner placement with “Find a Hotel” link



Footer with Book Now Link.

Example: sanfrancisco.travel

Description: Static placement with urgency message in footer with “Book Now” navigation link

The screenshot displays the San Francisco Travel website's 'TRIP IDEAS' section. The header includes the 'San Francisco Travel' logo, navigation links for 'EXPLORE', 'PLAN', and 'SEARCH', and additional links for 'MEETING PLANNERS', 'TRAVEL TRADE', 'MEDIA', 'PARTNERS', and 'ENGLISH'. The main content area features six trip idea cards, each with a photograph and a title: 'Build Your Own Trip' (with a Utrip logo), 'Light Art around North Beach and Embarcadero', 'Light Art Around Yerba Buena', 'The Classicist', 'Fun For All Ages', and 'Beyond San Francisco'. The footer is orange and contains social media icons for Instagram, Twitter, YouTube, and Facebook, along with the text 'BEST PRICE GUARANTEED ON SF HOTELS. SAVE UP TO 35%' and a prominent 'Book Now' button.

San Francisco Travel

EXPLORE PLAN SEARCH

MEETING PLANNERS TRAVEL TRADE MEDIA PARTNERS ENGLISH

TRIP IDEAS

Utrip

Build Your Own Trip

Light Art around North Beach and Embarcadero

Light Art Around Yerba Buena

The Classicist

Fun For All Ages

Beyond San Francisco

Sponsored by de Young Museum

Sponsored by CityPASS

BEST PRICE GUARANTEED ON SF HOTELS. SAVE UP TO 35%

Book Now

Hotel Listings Integration.

Example: seemonterey.com

Description: Book Now link right within the hotel listings – goes directly to B.com hotel page

The screenshot shows the Monterey website interface. At the top, the logo "MONTEREY" is displayed with the tagline "Grab life by the moments:". Navigation links for "MAP", "SEARCH", and "MENU" are visible. Below the header is a map of Monterey with a "VIEW MAP" button. The main content area features two hotel listings, each with a "FEATURED" badge. The first listing is for the "BEST WESTERN PLUS MONTEREY INN" at 825 Abrego St, Monterey, CA 93940. The second listing is for the "BEST WESTERN PLUS VICTORIAN INN" at 487 Foam St, Monterey, CA 93940. Each listing includes a photo of the hotel, a brief description, and three action buttons: "MAP IT", "MORE DETAILS", and "BOOK NOW".

MONTEREY
Grab life by the moments:

MAP SEARCH MENU

VIEW MAP

View: A-F | G-L | M-R | S-Z | All Sort: Recommended 1 - 10 OF 12

FEATURED

MONTEREY VISIT WEBSITE
BEST WESTERN PLUS MONTEREY INN
825 ABREGO ST, MONTEREY, CA 93940
Choose the Best Western PLUS Monterey Inn for affordable and elegant hotel accommodations in downtown Monterey, California. Our charming hotel offers unique accommodations with modern lodging amenities for...

MAP IT MORE DETAILS BOOK NOW

FEATURED

MONTEREY
BEST WESTERN PLUS VICTORIAN INN
487 FOAM ST, MONTEREY, CA 93940
First built in 1906 as a home for the Lang family, the beautifully restored Victorian and adjacent guest accommodations reflect Monterey's heritage and tradition of authentic hospitality and with classic...

MAP IT MORE DETAILS BOOK NOW

San FranciscoTravel™

EXPLORE PLAN SEARCH

MEETING PLANNERS TRAVEL TRADE MEDIA PARTNERS ENGLISH

10 THINGS TO DO AT PIER 39

By: Courtney Kiser

Whether you're traveling with the kids, looking for a fun and romantic date setting, or just seeking a getaway with friends, the possibilities are endless at one of San Francisco's most beloved destinations. While **PIER 39** has dozens of sights, **sounds** and tastes to explore, here are some you definitely won't want to miss:

Visit the Sea Lions

San Francisco is home to many wild animals — the parrots of **Telegraph Hill**, the mysterious buffalo in **Golden Gate Park**, and a crowd of boisterous sea lions who camp out on PIER 39's K-Dock. These wild marine mammals have resided at **PIER 39** since 1990, arriving in droves shortly after the 1989 Loma Prieta earthquake (scientists still aren't exactly sure why). Visitors tend to leave with a case of sea lion withdrawals after gazing out at the hypnotic antics of these playful pinnipeds. Thankfully, **PIER 39's Sea Lion Webcam** allows you to virtually visit them at your leisure.

Journey Under the Golden Gate Bridge

The **Golden Gate Bridge** is a sight unlike any other, and a must-see for any visitor to San Francisco. Although the most breathtaking angle is one you can only experience by stepping off land and cruising the Bay's sparkling waters. Blue & Gold Fleet's Bay Cruise takes you directly underneath the bridge on a smooth, one-hour journey that provides some of San Francisco's most stunning photo-ops of **Alcatraz**, the city skyline, the Bay Lights and more. And there's a bar on board, so you can sip while you sail.

Channel Your Inner Photographer


From the lush landscapes of the **Presidio** to the playful architecture of the **Haight**, San Francisco is easily a photographer's dream (and an Instagrammer's paradise). So during your visit to PIER 39, make sure to take advantage of its unique location on San Francisco's waterfront to capture stunning shots of the Golden Gate Bridge, Alcatraz, the Bay Bridge, Bay Lights, and the city skyline. Here's a tip: Travel to the top of PIER 39's Parking Garage for a full 360-degree view of all the above.

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SPONSOR AD

FIND THE BEST AIRLINE TICKETS TO SAN FRANCISCO



Search Hotels Booking.com

Destination
e.g. city, region, district or specific hotel

Check-in
23 June 2016

Check-out
24 June 2016

Search

Example:
sanfrancisco.travel
Description:
Relevant editorial
articles (often found via
google) with B.com
search box on landing
page



Thank you!

Booking.com

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