Booking.com

Extra profit made simple

We know that when you work with a channel manager or PMS, it can be a hassle to log into the Booking.com extranet to manage things like availability and content. Now, you can manage all your deals and promotions from your software of choice.



Promotions are a great way to boost business. With promotions, you can:

- **Get more bookings**. Early Booker and Last Minute deals are highlighted in search results, so you can attract more visitors to your page.
- **Increase revenue**. A lot of customers initially attracted by special offers often end up booking non-discounted rates for other rooms.
- **Fill rooms year round.** Increase occupancy with promotions in low-season. Minimum-length-of-stay deals help secure higher-value bookings.
- **Stay flexible.** Early Booker and Last Minute Deals let you manage occupancy based on your business needs. You also have more control over length of stay, non-refundable policies and promotion times.
- **Target specific markets.** With Basic Deals, you can time the promotion to fit the time zone of your target market.
- Stand out from the competition. Your property appears higher in search results when customers are sorting by price.
- **Reduce cancellations.** Around a third of all bookings on our platform are now made with a mobile device. Last-minute bookings account for 40% of all smartphone bookings, and they have a low cancellation rate. With Last Minute Deals, properties can attract customers who book late.

Get started today

Get in touch with your PMS to find out how to manage promotions from their software

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