Why work with Booking.com?

We're a world-leading OTA with a global customer base. Find out why partnering with us will boost your bottom line.



Expand your customer base

- **Attract international guests**: Booking.com was named the World's Leading Travel Agency of 2018 by the World Travel Awards and is used by millions of guests around the world. Our resources allow you to tap into foreign countries' busy seasons and target international guests from specific regions.
- **Reach new types of guests**: Because our platform is popular with guests looking for both vacation rentals and hotels, you can attract customers who might not visit your own channel or an OTA exclusively for vacation rentals.

Increase your direct bookings

- **Benefit from the billboard effect**: At least 35% of all direct bookings come from the 'billboard effect'. What does that mean? It's the increase in direct bookings experienced by properties when they're also listed on online travel agent websites like Booking.com.
- **And increase your occupancy rate, too.**: Diversifying your distribution channels by adding an OTA is not only proven to boost your direct bookings, but should also increase your overall occupancy rate. And the best part? According to a 2018 report from the European Technology and Travel Services Association, the commission cost of an OTA is equivalent to what you'd spend on your own branding and marketing.

Take your business global

- **A great guest experience – no matter where they're from**
  We offer your guests 24/7 customer support in 43 languages, streamlining your daily tasks and helping you deliver positive guest experiences.
- **Be bookable anytime, anywhere – and in the local language**
  Our website and mobile apps are available in over 40 languages, covering more than 145,000 destinations in 228 countries and territories worldwide.

Interested in partnering with Booking.com? Visit **join.booking.com** for all the details.

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