

**Booking.com**

December 2022 - April 2023

**30% Partner Commission  
Discount offer**

# Supporting your business goals

We invite you to join our Commission discount offer. Once you hit a set sales target, you'll be able to unlock a commission discount (30%) on your exceeded room nights.

\*Personalised for each property based on their performance, and taking into account the local restrictions and trends



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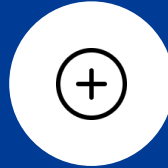
# Why Mobile Rates?

Here's how they can help you unlock the commission discount offer faster



## Reach a growing audience

80% of travellers use an app when researching a trip, according to Travelport Digital. More than 60% of Booking.com guest searches and bookings are made on smartphones.



## Attract more bookings

Partners who implement a mobile rate receive 28% more bookings from mobile devices on average. These bookings can help you reach your target faster



## Commission Benefit

Get 30% of your commission back (e.g. 15% → 10% commission rate) for any extra stayed room nights sold over your personal sales target between 16 December 2022 and 16 April 2023

**More visibility at a reduced cost of acquisition**

# Mobile rates can increase visibility, helping you achieve RN targets & a commission discount

The majority of searches in your area are from mobile devices. Data shown for destination [city] as of [date].

## Share of search on Mobile [%]



### Device

Most searches were mobile searches



To obtain estimated commission discount of \$[x], activate Mobile Rates and **achieve [x] RNs** between 16 December 2022 - 16 April 2023



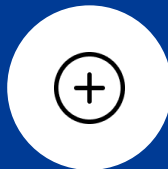
# Why Genius?

Genius will help you reach your sales target to unlock the commission discount



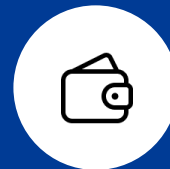
## Higher Visibility

Grow bookings via a visibility boost of up to 70% towards high-value bookers, who also book further in advance, cancel less, and write more and better reviews.



## Incremental Demand

Capture up to 45% incremental bookings and boost revenue by up to 40% by offering Booking.com account holders better value on your most popular/cheapest rooms.



## Commission Benefit

Get 30% of your commission back (e.g. 15% -> 10.5% commission rate) for any extra stayed room nights the partner sells over their personal sales target between 16 December 2022 and 16 April 2023

**More visibility at a reduced cost of acquisition**

# How the commission discount works



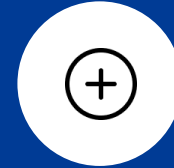
## Commission Benefit

Get 30% of your commission back (e.g. 15% → 10% commission rate) for any extra stayed room nights sold over your personal sales target between 16 December 2022 and 16 April 2023



## Fair sales targets

The travel industry has been hit hard by COVID-19. And while we're seeing demand returning, it's not over yet. That's why we take market conditions into account for the sales targets.



## You're in control

You choose what room types and prices you want to offer. Visit the Extranet's Opportunity Center for tips how to stand out from the crowd and capture a higher share of demand.

**More bookings at a reduced cost of acquisition**

# Next steps

## Step 1

01 December 2022

You'll get access to the commission discount opt-in page on the Extranet to join the offer. Only a limited number of partners can participate in the offer – so act soon if you're interested.

## Step 2

Opt-in anytime before 31st March 2023

Whenever you join the offer, you are eligible for sales targets and benefits from the next month onwards. So the sooner you join, the higher your potential savings

## Step 3

16 December 2022 - 16 April 2023

Incentive period is live. You can track your results on the Extranet (Opportunities → Partner Commission Discount) to see your room night sales and savings per month.

# Thank you

**Booking.com**