



Booking.com

E-commerce in France

NL Business council / March 26th

Inge Janssen, Head of Public Affairs EMEA



Who are we?



The Booking Story.

1996

Founded in Amsterdam
by Geert-Jan Bruinsma
1 employee

2005

Became part of the
Priceline Group (today,
Booking Holdings Inc.)

300+

employees

19,000+ Active
properties
in 40 countries

2017

People worldwide
dedicated
to serving both our
customers and partners.

in 220+
countries

2020

17,000+

People worldwide

29M listings

200+

Offices all over the
world so our partners
can reach us easily



2020: 200+ **offices**. Global scale with local focus.



10:03

Current time in *The Netherlands*

BOOKINGS NL

[Start hotel search](#) 'Goedemorgen',

[back](#)

[Special offers](#) This is the site to book your hotel in **The Netherlands**. Through BOOKINGS NL, you have direct and easy access to a range of hotels, complete with up-to-date availability information.

[Country Map](#)

Here you will find brochures of the hotels, room rates, hotel packages, special offers and last minutes, including real-time booking facilities for all hotels.

[About BOOKINGS NL](#)

[Hotel partners](#)

[Affiliate partners](#)

[BOOKINGS World](#)

[Start hotel search](#)

Language

Select language ▾

Region

Europe ▾

Country

The Netherlands ▾



home

Search for hotels

Destination and dates

Destination 

Check-in date

Sun 18 June '06 

Check-out date

Mon 19 June '06 

Show only available hotels

[Show advanced options](#)

Search

Top destinations

Barcelona	Amsterdam	London
Paris	Rome	Berlin
Vienna	Prague	Lisboa
Geneva	Dublin	Copenhagen

[More destinations](#)

WORLD CUP FOOTBALL



The World Cup has started!

Bookings offers an overview of all matches and available hotels.

[Click here for current availability - be quick!](#)

DESTINATIONS



Barcelona

- [Hotel Advance](#)  From € 80
- [Eurostars Grand Marina Hotel GL](#)  From € 150
- [Olivia Plaza Hotel](#)  From € 120
- [Apsis Aranea](#)  From € 62
- [Fira Palace](#)  From € 99

[All 230 hotels](#)



Amsterdam

- [Jolly Hotel Carlton](#)  From € 89
- [NH Grand Hotel Krasnapolsky](#)  From € 139
- [Victoria Hotel Amsterdam](#)  From € 95
- [Golden Tulip Amsterdam - Centre](#)  From € 99
- [Dikker en Thijs Fenice Hotel](#)  From € 80

[All 241 hotels](#)

Today.

Find hotels, apartments and more...

From cosy country homes to funky city flats

-

I'm travelling for work



Score huge savings worldwide. [Search today's deals](#)



Geneva

Top reasons to visit:
lakes, Old Town exploring, scenery

Still interested in your previous searches for Geneva?

14 Nov - 16 Nov 1 room, 1 adult

Manchester

685 properties

Average price
€ 135.09

Leeds

223 properties

Average price
€ 97.95

Reading

198 properties

Average price
€ 118.45

Newcastle upon Tyne

228 properties

Average price
€ 75.89



Innovation



Our approach to innovation:

Fail Quickly

Learn Fast



A/B testing.

Rooms 1 ▾ Adults 2 ▾ Children 2 ▾

Ages of children at check-out

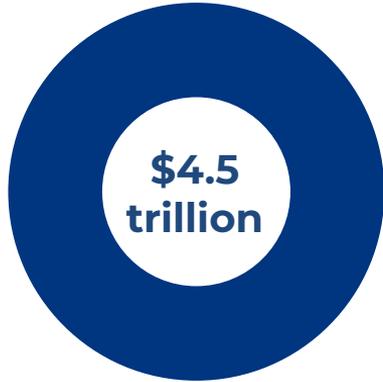
4 ▾ 7 ▾

Rooms 1 ▾ Adults 2 ▾ Children 2 ▾

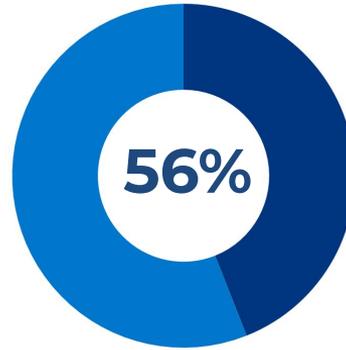
Children's ages on Jul 23, 2016

4 ▾ 7 ▾

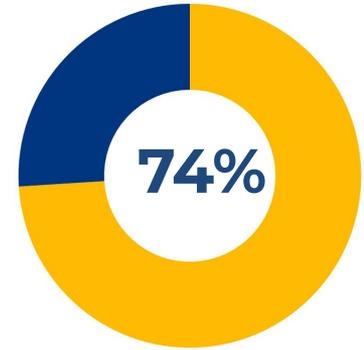
One-size-fits-all approach no longer works



Projected global retail e-commerce sales in 2021 (140% growth from 2016).



56% of consumers are more likely to use a retailer if it offers a personalised experience.

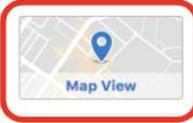


74% of online shoppers get frustrated when content doesn't match their interests.

Amsterdam

Visitors Love: Van Gogh Museum, Coffee Shops, Red Light District

Amsterdam's intriguing history spans seven centuries. From humble beginnings as a small village to a world power in the 17th century, Amsterdam today is a fascinating mix of history and commerce. The... [Show more](#)



Personalized elements

Search

Destination/Property Name:
Amsterdam

Check-in Date
Friday, March 30, 2018

Check-out Date
Monday, April 2, 2018

3-night stay

2 adults

No children

1 room

I'm traveling for work

Search

Amsterdam is 81% unavailable for your dates on our site. Have you thought about staying nearby?

81% reserved	Schiphol 46% cheaper 11.4 km away, 6 properties	Badhoevedorp 37% cheaper 8.3 km away, 1 property	Hoofddorp 52% cheaper 17.2 km away, 12 properties
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[Show more destinations nearby](#)

Amsterdam

Our Top Picks | Best Price First | Review Score & Price | Stars | Distance From Downtown | Review Score

Best Seller

YO Hotels Blue Square ★★★★★

Geuzenveld-Slotermeer, Amsterdam - show on map (3.8 km from center)

50 people are looking right now

In high demand! Booked 193 times in the last 24 hours

Twin Room

Only 5 rooms left on our site!

Price for All 3 Nights

€ 530

[See our last available rooms >](#)

Filter by:

Free Cancellation & More

Free cancellation

Book without credit card

No prepayment

Popular Filters

Amsterdam City Center

Breakfast included

Hotels

Ozo Hotel ★★★★★

Zuidoost, Amsterdam - Show on map (6 km from center) - Subway Access

7 people are looking right now

Good **7.4**

3,110 reviews

Recommendations

Ranking

Topic modelling

Metrics definition

Automatic detection of high-demand properties

Content selection



The impact of reviews





park lane hotel nyc



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www.parklanenewyork.com/nyc-hotel-guest-rooms

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Park Lane Hotel

[Website](#)

[Directions](#)

3.5 rating

4-star hotel · Manhattan

Address: 36 Central Park S, New York, NY 10019

Phone: (212) 371-4000

[Check availability](#)

Check in

Check out

[Booking.com](#) \$159 >
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[Hotels.com](#) \$159 >

[Expedia.com](#) \$159 >

[Park Lane Hotel New York](#) \$159 >

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The importance of reviews



91 %
of consumers consult
online reviews before
making a purchase



10%
1 point on the main platforms
means 10% more room price
for a hotel

40
consumers want to see at
least 40 reviews to justify
trusting an average star
rating

55%
of French people have used the
Internet to post reviews of
companies

What review to focus on?



82%

of those who read online reviews specifically seek out negative reviews.

71%

of customers consider negative reviews more useful than positive reviews

85%

users spend five times as long on sites when interacting with negative reviews, with an 85% increase in conversion rate



Adapting to the French context



A different approach between France and the Netherlands for Booking.com

Differences in regulation

- Despite the EU legislative framework many national differences remain :
 - Activist approach to digital regulation and more restrictive e-commerce and competition rules
 - Legislative changes are more frequent than in the Netherlands
 - As a result we have to regularly adapt and update our GDTs and our frontend in France
 - Standard checks in place for new product rollouts and policy changes

>>> *Local presence and/or local legal advice important to do business in France*

Cultural differences

- According to Geert Hofstede's analysis of the dominant cultural dimensions in a country : Dutch are more direct in their interactions whereas French will focus on a more diplomatic approach.

>>> *Have your communications not just translated, but also proofread and localized*

Differences in consumer behavior

- Our data shows that both Dutch and French citizens are amongst the most likely nationalities to leave a review.
- Differences on online reviews: French leave on average more negative reviews and significantly lower ratings than other nationalities

Thank you!

Booking.com