



Booking.com

# Promotions API: Handbook for Providers & Channel Managers

Name Presenter | Date



## Promotions : Create more business when needed!

Promotions are self-managed discounted offers and deals which properties can make available for a target customer channel - Closed User Groups and/or to Everybody.

Currently, properties can configure Promotions with Booking.com using the extranet. The Promotions API enables Channel Managers to support creation and updation of Promotions on the Channel Manager interface.



**Booking.com**

## Topics covered

- 1. Why Promotions:**
  - What's in it for Properties?
  - What's in it for Providers?
- 2. How do Promotions work ?**
  - Setting up a Promotion
  - Types of Promotions
  - When and How to choose a Promotion
- 3. Getting started**

# Getting started with the API...

1

## Find the SPECs on the Provider Portal here

- Have more questions. Please refer to the [FAQ page](#) on the Provider Portal
- We'd love to hear from you. For feedback and help during the Integration, please use this [Google Form](#)
- To help you design your UI, please find the Extranet screenshots [here](#)

2

## Test the integration using Test Properties...

- We need to enable rights for you to Authenticate on our System.  
Request rights by sending an email to [connectivity@booking.com](mailto:connectivity@booking.com)

3

## Roll-Out to Properties...

Once the Testing is successful, you are Ready to roll-out to Properties. To support your rollout, we will send out emails to all your Properties announcing the Launch. Please let your CAM know when you are ready to go live to all Properties.

**How can Deals drive Property's Business growth ?**

# “How can I increase my Revenues with more effective campaigns?”



Customers initially attracted by the offer end up booking non-discounted rates on other room/rate types

Partners can win more bookings by attracting more visitors on their page thanks to Deals in the search results.

**“I want to increase my occupancy throughout the year, also during low period.”**

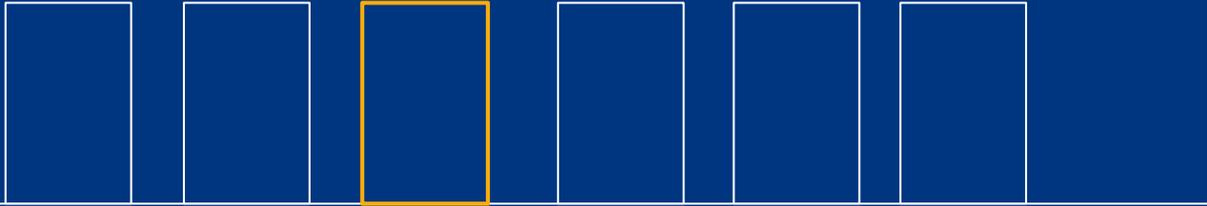


Properties can increase their occupancy by targeting dates where they need more bookings.

Properties can configure a minimum LOS to extend stays.

Early Bookers and Last Minute Deals allow Properties to manage occupancy based on Business needs.

**“I would like to attract guests that intend to stay longer.”**



Setting up minimum Length of Stay Deals and offering discounts on Length of Stays helps properties attract customers who intend to stay longer.

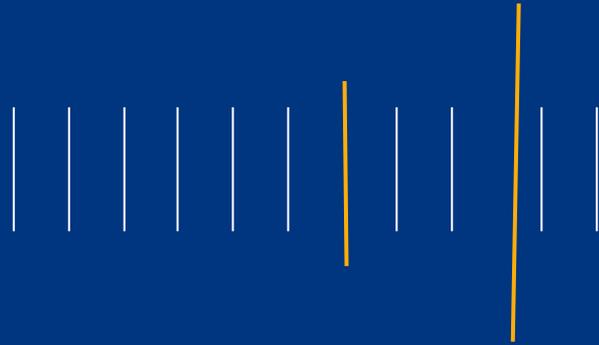
This helps Properties handle Operations more efficiently and increase occupancy.

**“I would like to attract more customers  
from new markets.”**



You can choose specific channels to target customers from new markets.  
With Basic Deals, you can choose a promotion time based on time-zones of your target market.

**“I want to distinguish myself by outperforming the competition.”**



Properties can reinforce the Basic Deal by making it a Secret Deal, which is promoted by Booking.com

With Basic Deals, the property will appear higher in the search results when customers are sorting by Price.

“I want to reduce the number of cancellations.”



More than **30% of all bookings** on our platform are now **made with a mobile device**. **40% of all reservations** made with **smartphones** are **last-minute bookings**. Our data shows that **guests booking last minute are less likely to change their minds or cancel**.

**Properties can offer Last Minute Deals to attract such customers and reduce cancellations.**

# Win for Properties



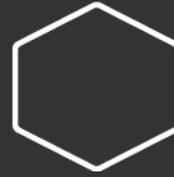
## Increase Reservations

- Fill in Low Season
- Fill in Low days of the week
- Fill in one night between 2 bookings
- More early bookings



## More visibility on Booking.com

- Certain types of Deals are tagged on the Front-end
- More relevant search results for Early Bookers and Last Minute Bookers



## Attract specific customers

- Time bound Promotions
- Secret Deals



## Control over discounts

- Minimum LOS
- Reduce cancellations: Non-refundable deals
- Choose occupancy level at which discount is offered
- Achieve Price Parity

# Win for Providers: Help Properties perform better



## Expand Product Offerings

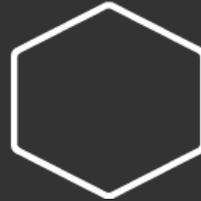
Create and Modify Deals.  
Retrieve active Deals

Help properties achieve  
**PRICE PARITY**



## Make your Rate/Revenue Managers smarter

Integrate with Rate and Revenue Managers to create real-time Deals in response to market, season and occupancy



## Standard APIs.

Easy to integrate with your current Deals page

Easy to replicate for other OTAs



## B.Com Support for Product Adoption

Along with Technical support, we will support you with Communication to help increase adoption of Promotions amongst properties

# How does the Promotions API work?

# How does the Promotions API work?

You can define Deals at a Property Level on the Parent Rate

2

Who will see the Deal?  
Secret Deal, Local,  
International, All ?

4

Which room and  
parent rate is it  
applicable for?  
:

6

Choose  
customizations  
LOS, Non-Refundable  
etc.



⋮  
1

What type of Deal is  
it?  
Basic, Early or Late?

⋮  
3

How much discount  
do you want to give?

⋮  
5

When is the deal  
applicable?  
Start and end Dates  
Start and end Times

⋮  
7

All set up! Retrieve  
active Deals when  
you need them

# 1. What type of Promotion is it?

Select a promotion that matches the property's business goals



## Basic Deal

Give the guests a discount



## Last Minute

Sell unbooked rooms



## Early Booker

Attract early-bird bookers

## Basic Deals



Basic Deal is not tagged for guests on the Booking.com front-end (Website and App)



The general purpose of the basic deal is a simple way to quickly lower the price.



It is a simple discount offered to the customer on one rate type.

## Early Booker



Early Booker Deals are not tagged for guests on the Booking.com front-end



Recommended to keep the minimum Booking window greater than 30 days



Target only those customers who are looking to book in advance and secure your occupancy

# Late Deals



Late Deals are tagged for guests on the Booking.com front-end (Website and App)



Recommended to keep the maximum booking window for Late Deals less than 7 days.



Helps properties sell rooms that are not filled or combat last minute cancellations.



## A Small Hotel ★★★★★

Rotterdam – [Show on map](#) – Metro access

1 person is looking right now

Booked 2 times in the last 24 hours

Double Room – Bigger than most in Rotterdam  
Only 1 room left on our site!

Very good 8.3

196 reviews

Don't miss this! You're getting a lower price than average because you're booking last minute.

↘ Last minute price drop

R\$ 576

See our last available rooms >

## 2. Who will see the promotion?

Select a channel that matches the type of customer you want to attract



### Everyone

Give the guests a discount



### Secret Deal

Attract guests loyal to  
Booking.com.

# 3. How much discount do you want to give?

There is no minimum discount you need to choose for Basic, Early or Last Minute Deals

**Maximize your ROI by promoting a Basic Deal as a Secret Deal.**

Secret Deals are promoted across our website and mobile apps with special tagging, which is shown to **increase revenue!**

**Secret Deals are ROI positive!**

## 1

**Reach 75M customers**

Secret Deals are offered to loyal Booking.com customers. Anyone who has subscribed to our newsletters, installed our app, or our website is included.

## 2

**Maximize Visibility via Deal Finder page**

Members are notified of deals via our Deal Finder function. This added promotion will draw attention to properties offering the best deals. Click [here](#) to view the page.

## 3

**Minimum discount of 10%, only if it is a Secret Deal**

To receive all the additional benefits of Secret Deal, properties need to configure a minimum discount of 10%.

## 4. Which room and rate is it applicable for?

The discount will be deducted from the rate(s) and the room(s) selected here. You can choose to apply the discount on multiple rates. Make sure you select at least one rate

### PRICE

### POLICIES

### MEAL PLAN

### DERIVED PRICES

Promotion will always follow the Parent Rate for the above.

### RESTRICTIONS

- Example: If parent rate has Minimum LOS restriction of 3, and the Promotion has a min. LOS of 5, then LOS of 5 will be applied.
- If Parent rate has a release time of 1 day, the promotion will copy that release time. Unless the promotion has been specified with a different release time.

### CLOSED/OPEN DATES

- The promotion will always follow Closed Dates - if the parent rate is closed, promotion is closed as well.
- If the promotion is active and the Parent rate is opened, the promotion is open for that date.

### CHANNEL

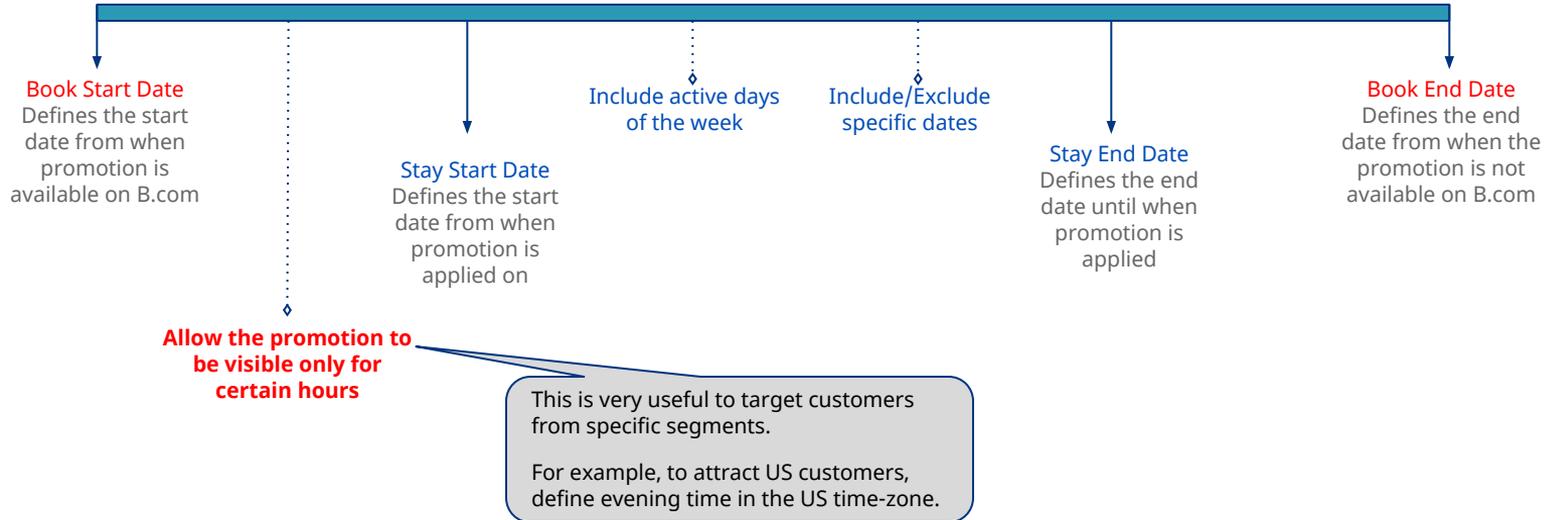
- It is recommended that the Parent Rate and the Promotion follow the same channel configurations.

Promotion will always follow the Parent Rate unless the Promotion specifies otherwise. Most restrictive condition will be applied on the Reservation.

# 5.a. When is the Deal applicable ?



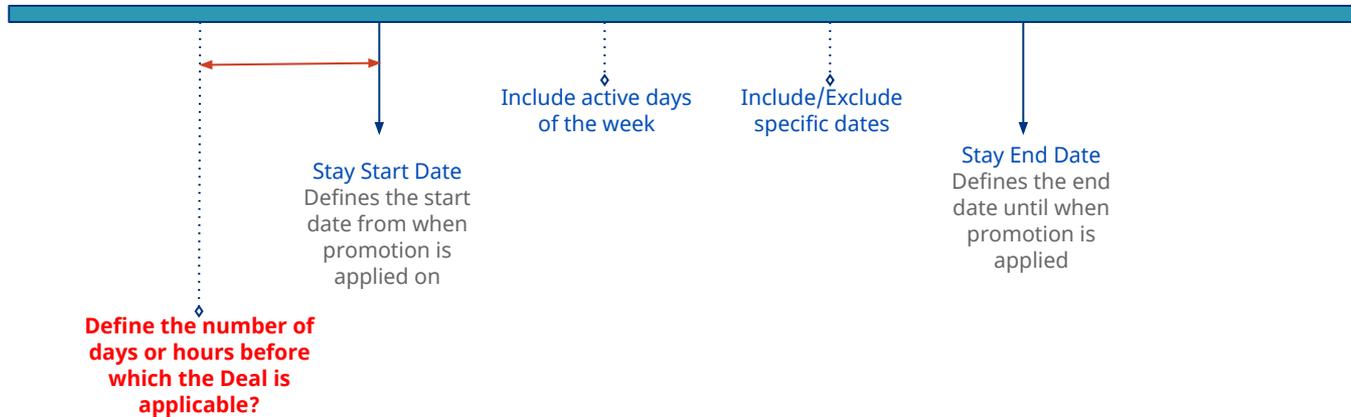
## Basic Deal



## 5.b. When is the Deal applicable ?



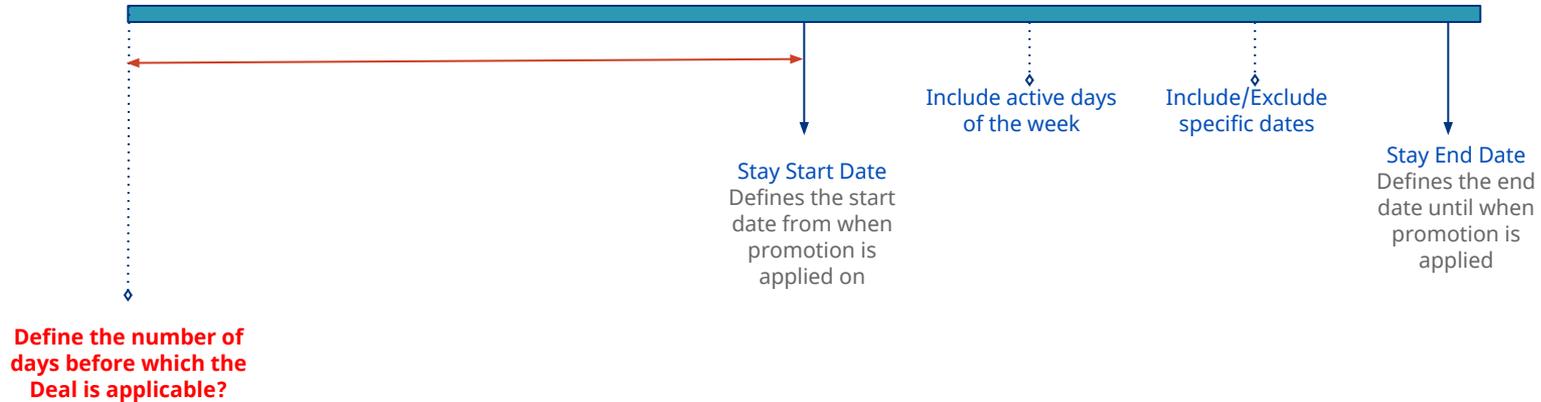
### Last Minute



## 5.c. When is the Deal applicable ?



### Early Booker



## 6. Choose your customizations (You can set up a promotion without these settings.)



### **Make it a non-refundable Promotion**

Add a non-refundable policy to your promotion and decrease cancellations.



### **Choose the Length of Stay.**

Choose the number of nights the guests need to stay for at least to get this promotion.



### **No Credit Card required**

A credit card will not be required for this promotion. This helps increase conversion by making bookings easier and faster.



### **Choose the availability at which discount is applicable**

You can choose the minimum number of rooms that need to be unoccupied/available for the discount to be applicable and visible

# 7. All setup!

## Update, Delete or Retrieve Deals on the go.

### Deals API has 4 end points.

- Basic Deals
- Early Booker Deals
- Last Minute Deals
- Update/Delete/Retrieve Deals

### The Update/Delete/Retrieve end point allows you to

- Update/Delete/Retrieve the latest version of a Deal
- Please note that you will not be able to retrieve the historical details of a single promotion, you will only be able to update or retrieve the latest updated version of the Deal.
- Retrieve all active/inactive promotions using Promo Name (or) Hotel ID as per the extranet

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