

A man with a beard is shown in profile, looking at a smartphone. The background is a bright sunset or sunrise over a body of water, with the sun low on the horizon. The overall mood is serene and contemplative.

# Booking.com

## Experiences

Connecting travelers with unforgettable experiences

Terje Forbord – Market Manager Nordics  
11/4-19 #helsingintekijat

Booking.com







**BOOKINGS**

on-line hotel reservations

**www.bookings.nl**

**www.bookings.nl**

on-line hotel reservations

XR-VR-73

# Welcome to the world's largest online travel community

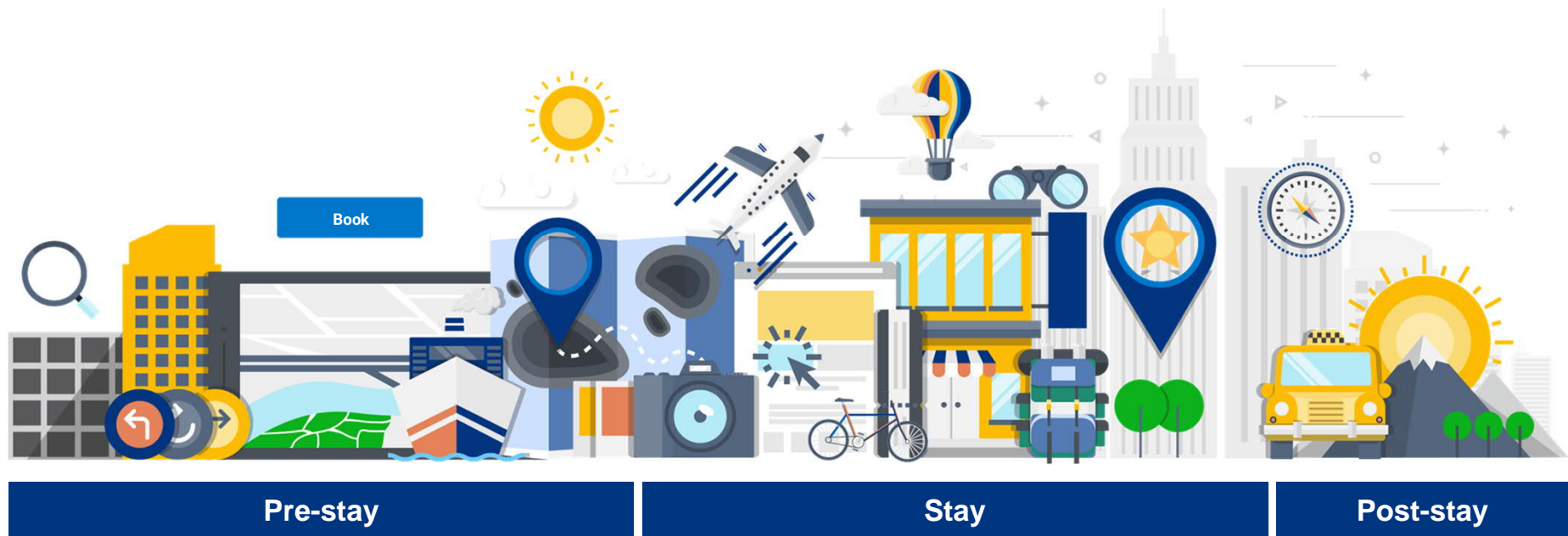


## Current Cities.



# How do we define a guest experience in the travel industry?

A seamless, comfortable and effortless experience throughout the entire journey



Booking.com

# A/B Testing.





# 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** ▾

# Test 2.

- A: Names of credit cards
- B: Credit card icons
- C: No difference

Use new card

Card Type

MasterCard

Visa

American Express

Discover

JCB

Diners Club

UnionPay credit card

Credit/debit card number

**No charge – only needed to hold your room**

Expiration date

Save this card  
Add this card to your account and book faster next time.

How would you like to pay during your stay at Grand Budapest Hotel?

Use new card

Credit/debit card number

**No charge – only needed to hold your room**

Expiration date

Save this card  
Add this card to your account and book faster next time.

How would you like to pay during your stay at Grand Budapest Hotel?

You can always change this preference later

No preference

American Express

Visa

Euro/Mastercard

Diners Club

JCB



**We believe that  
all great experiences deserve  
to be discovered.**

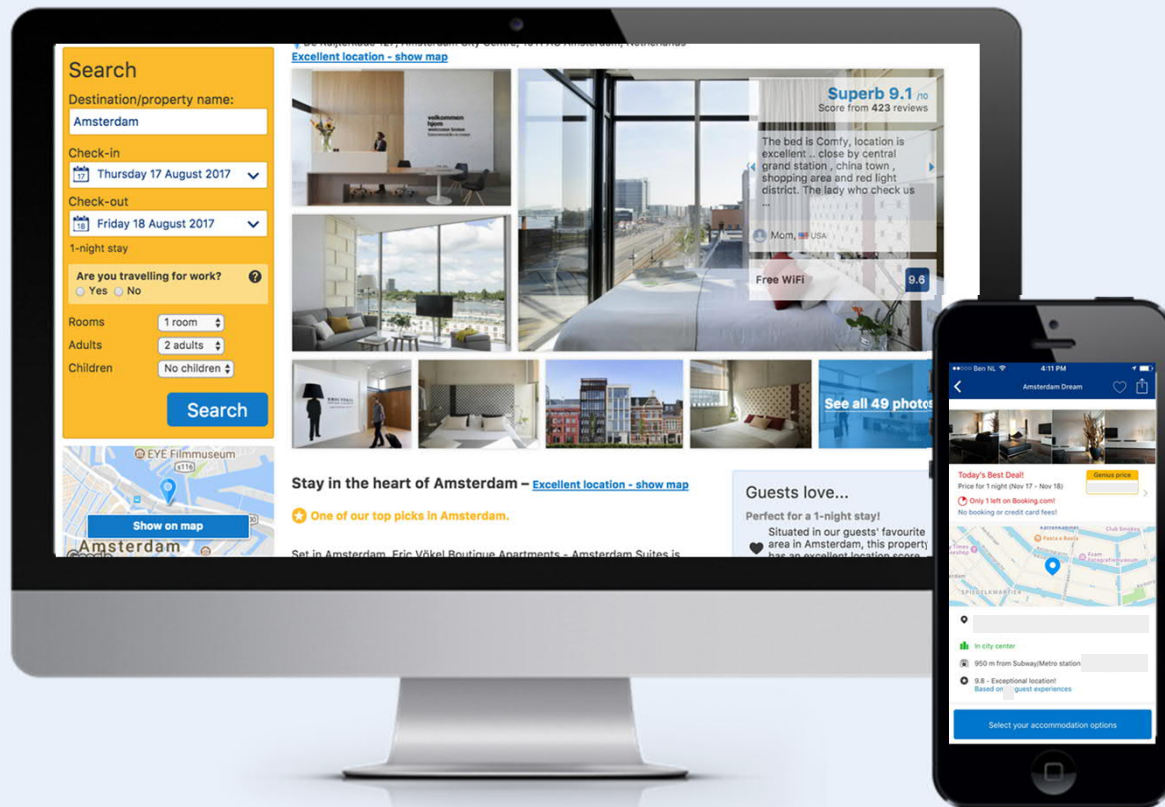
**Booking.com**

All references to "Booking.com", including any mention of "us", "we" and "our" refer to Booking.com BV, the company behind Booking.com™



# The Guest's Journey

# The guest books accommodation in your destination



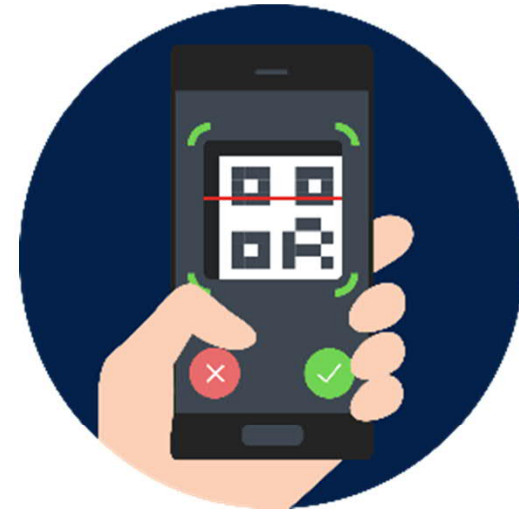
Your experience is only viewable by guests who have **already made a hotel booking** in your location.

## How it worked - 'the old way'.



### Booking.com travellers show up with a QR code

The QR code is the Booking.com traveller's way of paying. It is connected to their credit card in our system.



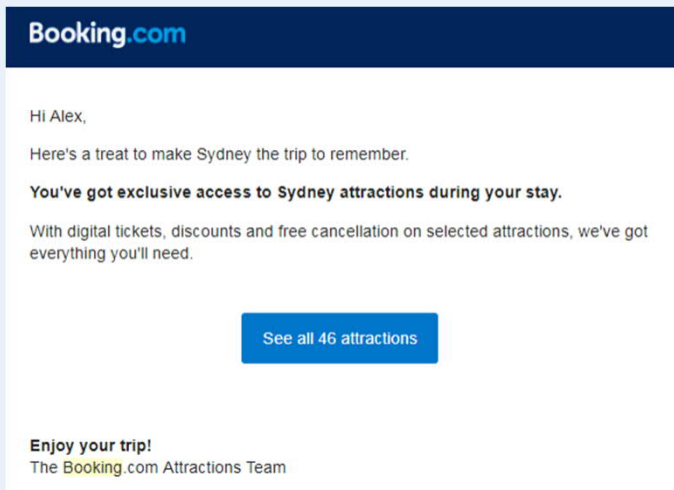
### Partners scan the QR code using their partner app

Staff have a phone with our partner app. The app runs on any smartphone.

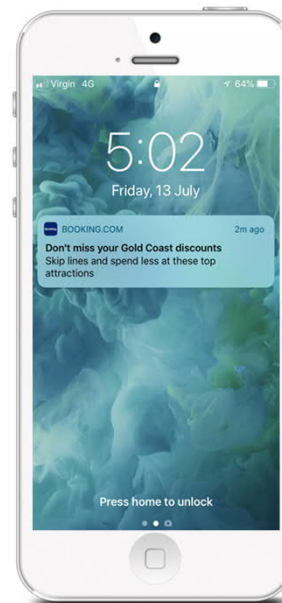
# After the hotel reservation has been confirmed

The guest receives communication about Experiences in their destination

## 1. Email

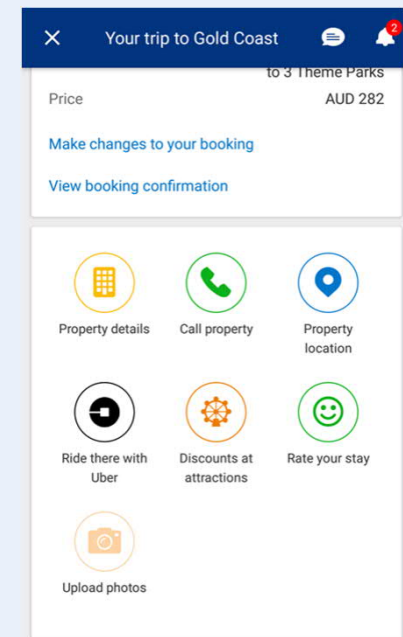


## 2. Notification



Booking.com

## 3. Booking Confirmation



# Pre-Book

## Explore Greater Helsinki, your way

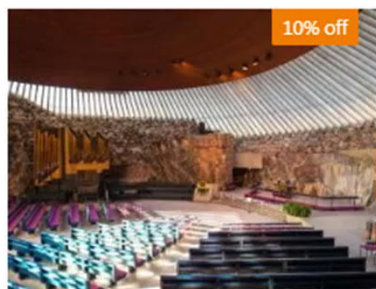
Instant confirmation and e-tickets for the city's best attractions!

Popular this week [Show all](#)



10% off

Ateneum Art Museum  
€ 15.30 ~~€ 17~~



10% off

Tempelika Church  
€ 2.70 ~~€ 3~~



10% off

Kiasma Museum of Contemporary Art  
€ 13.50 ~~€ 15~~



15% off

Skywheel General Admission  
€ 10.20 ~~€ 12~~



Helsinki Panorama Sightseeing Bus  
Tour  
€ 30.40 ~~€ 32~~



15% off

4D Flying Cinema  
€ 10.20 ~~€ 12~~



10% off

Finnish National Gallery: Three  
Museum Combo Ticket  
€ 30.60 ~~€ 34~~



13% off

Hard Rock Cafe Helsinki – Rockstar  
Dinner for Two  
€ 55.20 ~~€ 63.50~~

[Booking.com](#)





## 本周热门 [查看全部](#)



10% 优惠

阿黛浓艺术博物馆  
€ 15.30 ~~€ 17~~



10% 优惠

岩石教堂  
€ 2.70 ~~€ 3~~



10% 优惠

基亚斯玛当代艺术博物馆  
€ 13.50 ~~€ 15~~



15% 优惠

Skywheel摩天轮普通门票  
€ 10.20 ~~€ 12~~



赫尔辛基全景巴士观光之旅  
€ 30.40 ~~€ 32~~



15% 优惠

4D飞行电影院  
€ 10.20 ~~€ 12~~



10% 优惠

芬兰国家美术馆：3间博物馆套票  
€ 30.60 ~~€ 34~~



13% 优惠

赫尔辛基硬石餐厅——摇滚明星两人晚餐  
€ 55.20 ~~€ 63.50~~

## 大赫尔辛基不可错过的景点 [查看全部](#)



硬石餐厅传奇汉堡赏味优惠  
€ 18.15 ~~€ 19.95~~



10% 优惠

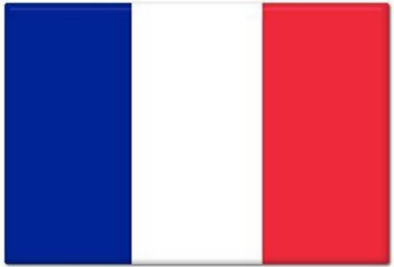
西内布吕科夫美术馆  
€ 13.50 ~~€ 15~~



随时上下车巴士：24小时  
€ 30



自行车租赁  
€ 20



## Populaires cette semaine

[Tout afficher](#)



10 % de réduction

Musée d'art Ateneum  
€ 15,30 ~~€ 17~~



10 % de réduction

Église Tempeliakio  
€ 2,70 ~~€ 3~~



10 % de réduction

Musée d'art contemporain Kiasma  
€ 13,50 ~~€ 15~~



15 % de réduction

Entrée générale au SkyWheel  
€ 10,20 ~~€ 12~~



Visite panoramique d'Helsinki en bus  
€ 30,40 ~~€ 32~~



15 % de réduction

Cinéma 4D simulateur de vol  
€ 10,20 ~~€ 12~~



10 % de réduction

Galerie nationale finlandaise : billet combiné pour 3 musées  
€ 30,60 ~~€ 34~~



13 % de réduction

Dîner Rockstar pour 2 personnes au Hard Rock Cafe Helsinki  
€ 55,20 ~~€ 63,50~~

## Les incontournables dans le Grand Helsinki

[Tout afficher](#)



Authentique Legendary® Burger au Hard Rock Cafe  
€ 18,15 ~~€ 19,95~~



10 % de réduction

Musée d'art Sinebrychoff  
€ 13,50 ~~€ 15~~



Bus à montée et descente libres pour une durée de 24 heures  
€ 30



Location de vélos  
€ 20



## Suosittua tällä viikolla [Näytä kaikki](#)



10 % alennusta

Ateneumin taidemuseo  
€ 15,30 ~~€ 17~~



10 % alennusta

Tempeliaukion kirkko  
€ 2,70 ~~€ 3~~



10 % alennusta

Nykytaiteen museo Kiasma  
€ 13,50 ~~€ 15~~



15 % alennusta

Normaali sisäänpääsy Skywheeliin  
€ 10,20 ~~€ 12~~



Helsinki Panorama -kiertoajelu bussilla  
€ 30,40 ~~€ 32~~



15 % alennusta

4D Flying Cinema -elokuvaelämys  
€ 10,20 ~~€ 12~~



10 % alennusta

Suomen Kansalligalleria: Kolmen museon yhdistelmälippu  
€ 30,60 ~~€ 34~~



13 % alennusta

Hard Rock Cafe Helsinki – Rockstar-illallinen kahdelle  
€ 55,20 ~~€ 63,50~~

## Suur-Helsinki – nämä on nähtävä [Näytä kaikki](#)



Aito Legendary®-hampurilainen Hard Rock Cafessa  
€ 18,15 ~~€ 19,95~~



10 % alennusta

Sinebrychoffin taidemuseo  
€ 13,50 ~~€ 15~~



Hop-on hop-off -bussi: 24h-lippu  
€ 30



Polkupyöränvuokraus  
€ 20

# Pre-Book

## Temppeliaukion kirkko

10 % alennusta

Ilmainen peruutus



Tempelaaikion kirkossa vieraillee satoja tuhansia kävijöitä, ja kirkossa järjestetään myös viikoittaisia jumalanpalveluksia sunnuntaisin. Kallioon louhittu kirkko, jossa on 22 km:n pituisella kuparinauhalla koristeltu kupolikatto, on Helsingin suosituin nähtävyys.

### Sytä vierailulle

- ✓ Mahdollisuus tutustua vuonna 1969 valmistuneeseen ainutlaatuisen arkkitehtoniseen nähtävyyteen
- ✓ Kallioon louhittu
- ✓ Riittävästi aikaa kuvien ottamiseen tästä suositusta kirkosta ja konserttipaikasta

### Hinnat

#### Ticket

Peruslippu €3 € 2,70

Tarkista saatavuus

Booking.com

# Pre-Book

## Location

Tempeliaukio Church, Helsinki, 00110

[Get directions via Google Maps](#)

## Opening hours

Monday	10:00	17:00
Tuesday	10:00	17:00
Wednesday	10:00	17:00
Thursday	10:00	21:00
Friday	10:00	17:00
Saturday	10:00	13:15
	14:15	14:45
	16:00	17:00
Sunday	12:00	14:45
	15:45	17:00

## What's included

✓ Entrance fee

## Operated by

Helsingin seurakuntayhtymä

## Free cancellation

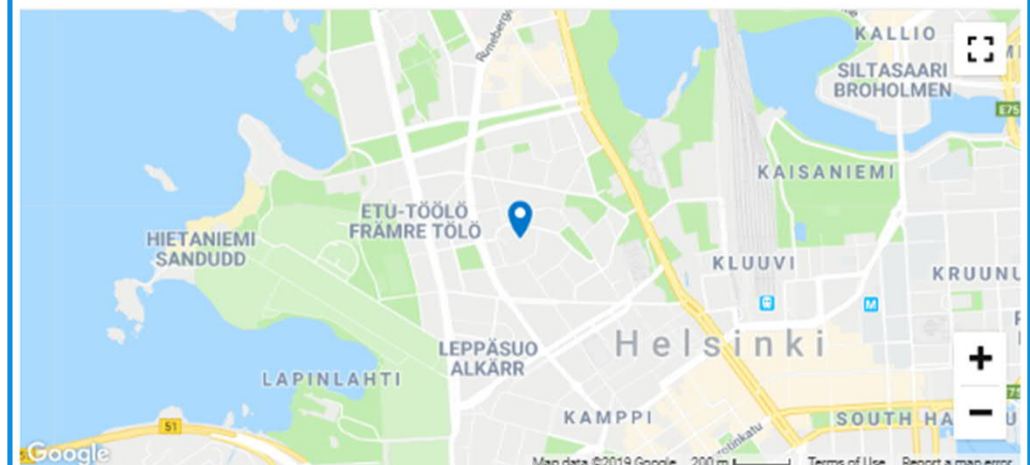
You can cancel for free up to 24 hours before the scheduled start time of this activity

[Cancellation policy](#)

## Important information

Arrive at the church reception and mention you are a Booking.com customer.

Opening hours vary due to weddings, baptisms and other events.



# Pre-Book

## Kiasma Museum of Contemporary Art

Select a date

Tue 9 Apr	Wed 10 Apr	Thu 11 Apr	Fri 12 Apr	Sat 13 Apr	Sun 14 Apr	Mon 15 Apr	Tue 16 Apr	Wed 17 Apr	Thu 18 Apr	Fri 19 Apr	Sat 20 Apr
-----------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------



[Open calendar](#)

Pick your time slot

10:00 - 17:00

Valid for entry anytime within the selected timeslot

Number of tickets

Combo

Adult (18+) € 24.30 ~~€27~~  1

Student € 20.70 ~~€23~~  0

Senior (65+) € 20.70 ~~€23~~  0

Admission

Adult (18+) € 13.50 ~~€15~~  1

Student € 11.70 ~~€13~~  1

Senior € 11.70 ~~€13~~  0

Child (max age: 17) € 0  0

Free cancellation

Cancel for free before 10:00 on Thursday 18 April 2019 (attraction's local time)

Your booking details

Kiasma Museum of Contemporary Art  
Thursday 18 April 2019 between 10:00 - 17:00

Combo

1 × Adult (18+)

Admission

1 × Adult (18+)

1 × Student

Total: € 49.50

Complete booking



# The Partner's Journey

## Getting started

- Get in contact with us
- Consultation
- Contract & Product Form sent
- Building the Product
- Onboarding
- Go live





## Maximising the Use of your Global Advertising Tool

- More pictures - and good ones!
- KISS
- Unique Discounts - tailored to times, days or certain time periods
- Trial New products
- Family Products
- Work together with you on your specific challenges using your feedback and our data



# Connectivity

## 1. Channel Managers

Select a date

Mon 14 Jan	Tue 15 Jan	Wed 16 Jan
------------------	------------------	------------------

Number of tickets

<input type="button" value="-"/> <input type="button" value="+"/> 2	Adult (15+) <b>AUD 185</b>
<input type="button" value="-"/> <input type="button" value="+"/> 0	Child (ages 4-14) <b>AUD 145</b>
<input type="button" value="-"/> <input type="button" value="+"/> 0	Infant (max age: 3) <b>AUD 0</b>

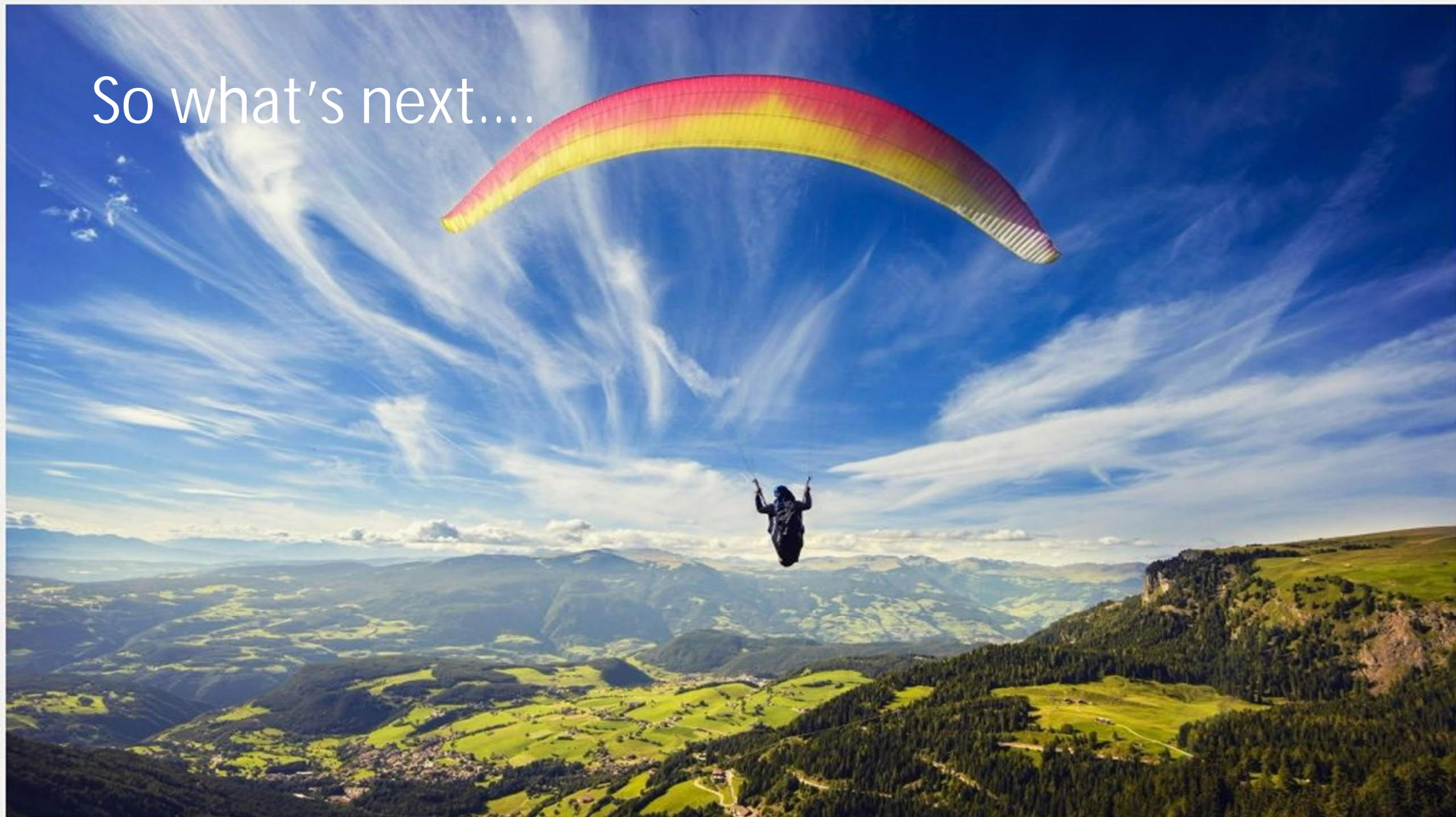
## 2. API



## 3. Manual Emails



So what's next....

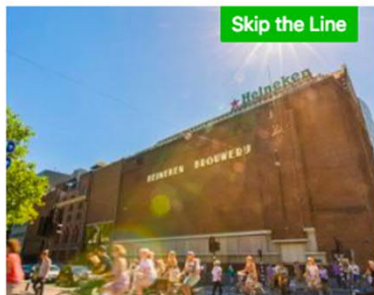


# Open up to the World

## Explore Greater Amsterdam, your way

Instant confirmation and e-tickets for the city's best attractions!

### Popular this week [Show all](#)



Heineken Experience  
€ 18



Rijksmuseum  
€ 20



Johan Crujff ArenaA Stadium Tour  
€ 15 ~~€16.50~~



XtraCold Icebar  
€ 20.50 ~~€23.95~~



Glow in the Dark Mini Golf



Banksy and ICY & SOT – A Moment



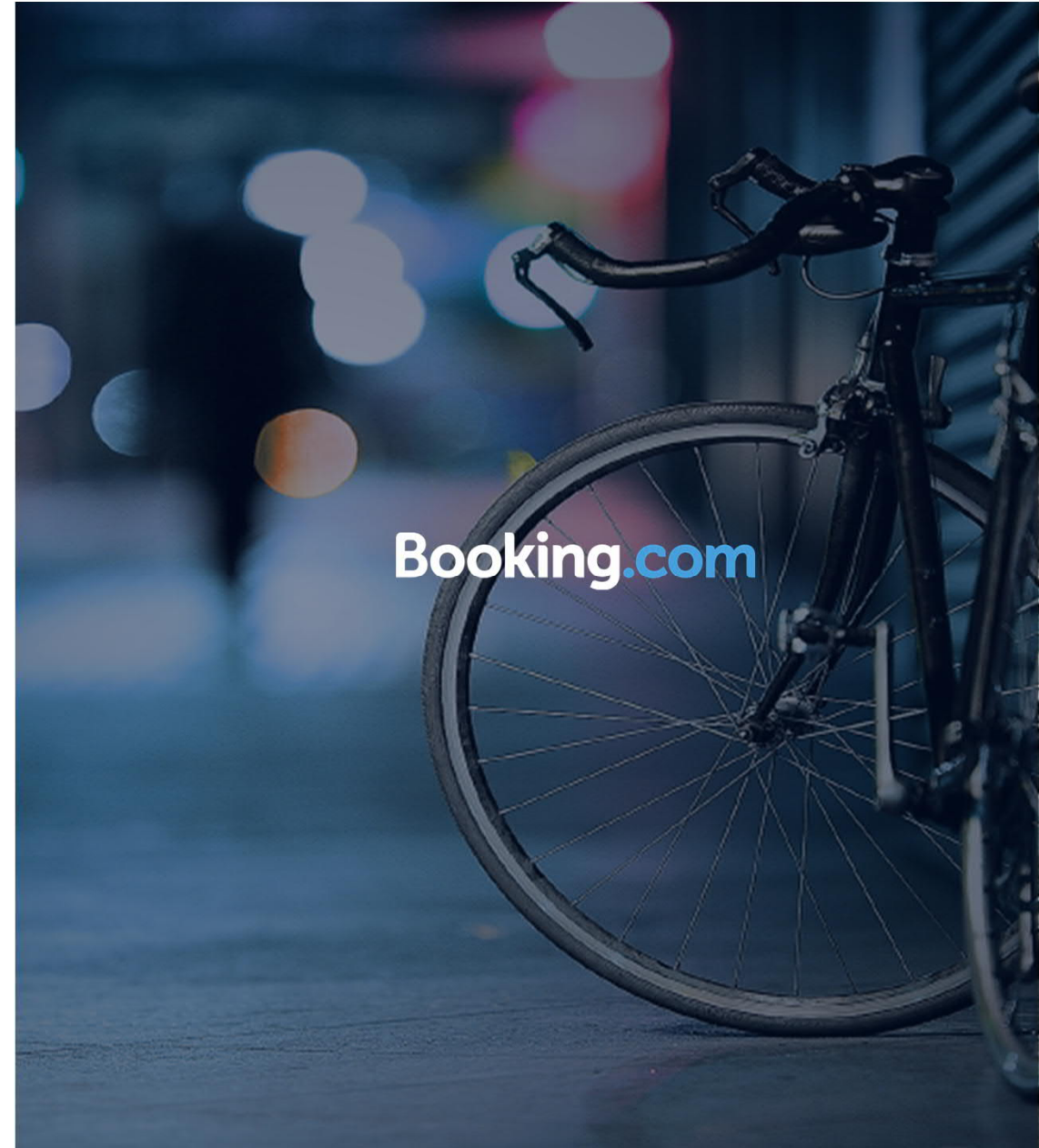
1-Hour Canal Cruise



Artis Zoo

## Key Takeaways

- We believe all great experiences deserve to be discovered - so let us know about yours
- We love testing - but this takes time and we encourage you to test
- If you are already working with us - be proactive with your account manager





Thank You.

**Booking.com**



terje.forbord@booking.com  
oliver.vinther@booking.com