

How to *boost* your performance on Booking.com

Are you connected to Booking.com and looking to boost your bookings? We've gathered some valuable stats and tips to help you succeed.

30%

of travelers use filters - key amenities attract the right guests using [AI trip planner](#) and [smart filters](#)

18%

more bookings from a 100% property score—check yours on the Booking.com extranet.

63%

of the travellers use photos as primary filter for their choice. Ensure to upload high-quality photos.

15%

of Booking.com reservations come from families, so [set your listings](#) to be child-friendly.

Get a 5 out of 5 quality score

1. Make sure all facilities and amenities are listed correctly per room
2. Configure room size and capacity
3. Describe property as accurate as possible

B.



Opportunities for improving your *visibility*

Join the Booking.com partner programs and expect a boost in bookings. Check if you're eligible in [Boost Performance](#) in the Booking.com extranet.

Genius

Highlight your property with a Genius logo on the Genius search results.

Geniuses are high-value guests who make around 30% of all Booking.com bookings

Preferred Programme

An endorsement for our top performing, eligible properties.

On average, preferred partners get ~65% more page views and ~35% more bookings overall.

Promotions

Boost sales with competitive pricing. choose the right deal based on your goals and market trends.

Consider adding [Mobile Rates](#) to get a special badge that boosts your visibility.

[Set up Promotions](#) in Guesty's Revenue Management section.

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Booking.com payments advantage

Use [Payments by Booking.com](#) to protect yourself from fraud and chargeback and increase net bookings. [Check](#) if you're already active on Payments by Booking.com.

01

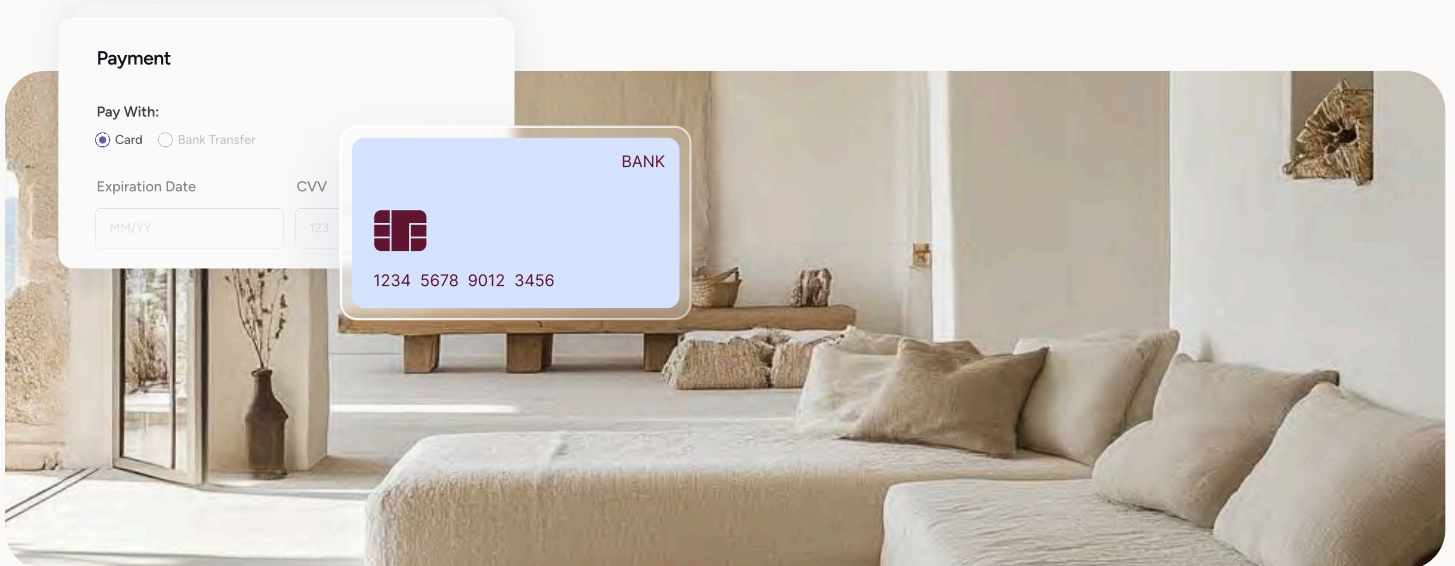
Take control of your finances and cash flow with Payments by Booking.com.

02

Payments by Booking.com expands your guest reach while boosting security and reducing risk and workload.

03

Use Payments by Booking.com to secure your bookings and grow your revenue.



Offer at least two rate plans

[This strategy](#) can lead to more bookings, less cancellations, and higher revenue. Properties with two base rate plans and at least one customization see the most success. Don't miss the opportunity and [create](#) your new net plans in Guesty.



Flexible

Let guests cancel for free and they'll boost your bookings and revenue



Non-refundable

Reduce cancellations by attracting guests who are sure of their dates