Booking.com for Events

Why Events?

Every day thousands of events happen around the world, from tiny family events all the way to huge conferences with thousands of attendees. These are often away from home and require attendees to book a hotel in an unknown city.

What kinds of events can we target?

Anything! Family and school reunions, weddings, birthdays, anniversaries, stag parties, hen parties, group vacations, tech camps, conferences, music concerts, festivals, conventions

What can we offer?

A safe, secure environment for event organisers to recommend the best hotels for their attendees with a minimum amount of work backed by the world's largest accommodation booking provider.

What's in it for us?

- **Bookings** - the organisers create the events and market them to their attendees
- **Data** - we learn about events around the world, and can use that data to inform our business (demand requirements, PPC, front-end recommendations)
- **Trust & Loyalty**. If a customer comes to us, recommended by a trusted source, they are also more likely to trust us. If they have a good experience they may return and become a loyal customer!

What's in it for us?

- **Marketing** - more customers/traffic means more email subscribers, more retargeting, more brand recognition, more inbound links, more social media interactions etc.
- **Other Opportunities?** - large scale partnerships may present themselves - we could become the official accommodation partner of a huge event like the olympics or your sister's wedding!

Demo