## **Hotel Booking Business Model**

Customer support and cybersecurity

"The hotel booking app focuses on strategic partnerships, innovative technology, and providing a seamless, user-first experience."

fees

features for

users

## **Key Activities Value Proposition Customer Relationships Key Partners Customer Segments** • For tenants (users/customers): • Hotel chains and property • Platform development and • Dedicated technical support • Travelers and business Easy search and booking for • Transparent reviews and ratings professionals maintenance owners • Smooth and reliable user • Companies and organizations rooms • Booking and payment • Travel agencies and tour • Property owners and hotels Reliable reviews before experience management operators booking • Marketing and customer • Payment service providers Transparent information Personaliz acquisition about prices and services ed • Customer support and • For property owners: Loyalty communic problem resolution Increased room occupancy programs ation Flexible management for bookings and prices Secure and instant payment Channels **Key Resources** system • Technical development team • Website and mobile app Flexible **Car rental** Free Insurance • Data analysis and marketing tools • Social media platforms booking companies companies cancellatio • Strong database for bookings • Referral programs and partnerships with hotels and customers **Email** • Secure electronic payment marketing system **Cost Structure Revenue Streams** Cloud • Platform development and maintenance **Operational** • Commissions on every booking Service Premium infrastructu costs Marketing and customer acquisition • Subscription fees for premium hotels

• Paid ads within the platform

• Cancellation fees

re costs