Booking.com

Blue: Content/Titles
Orange/Yellow: Promotion/Visibility
Green: Information
Red: Urgent/Important

Blue: Content/Titles
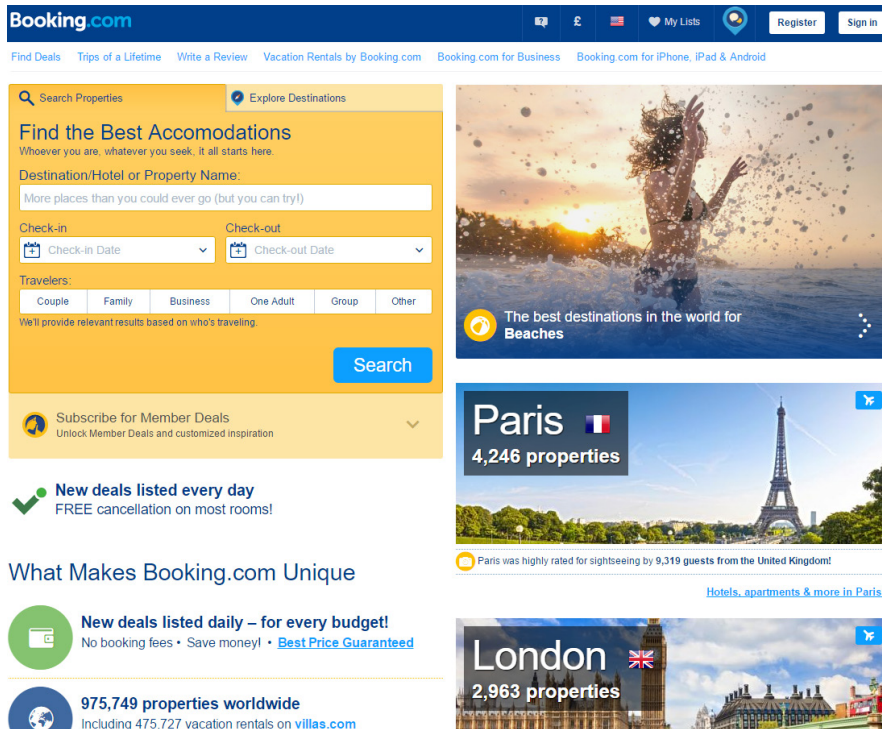**Orange/Yellow:** Visibility/ Urgent/Important
Green: Information/Promotion

Renamed «Advanced options» and not by default.
For experienced user to fill the form in a row.

Keep the name and set by default
For new users and old people.
Making fill we are going to live an adventure.
The form filling become gradual through other pages.

Too much elements.
Not Full Width.
Not responsive.
Not symetrical.
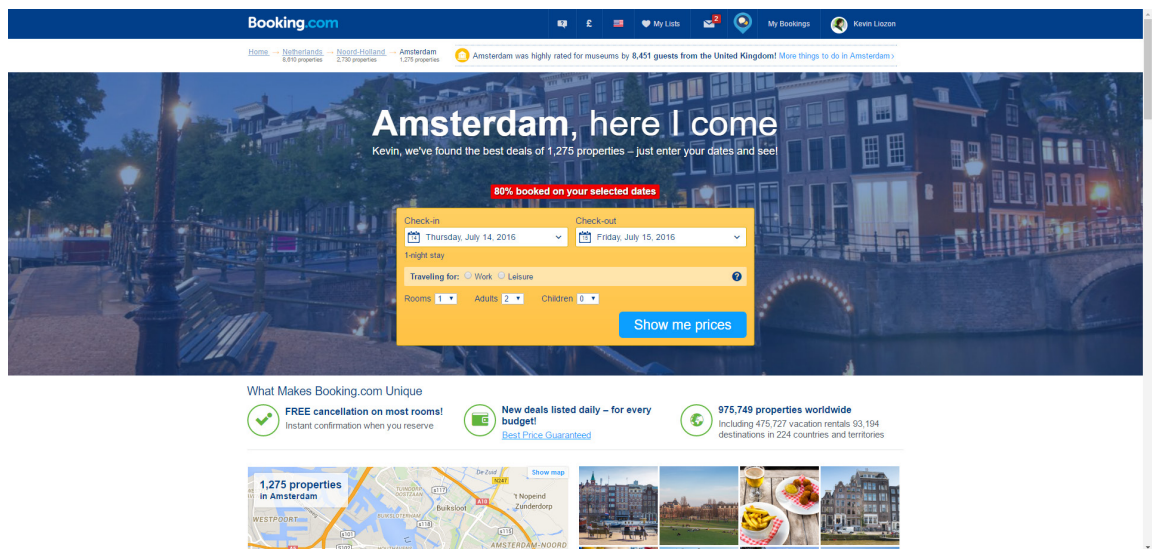
The homepage should use the same pattern as the city pages but responsive, symetrical and with less information.

Booking.com should be simpler in my opinion.

A «concurrent» like Airbnb could be more attractive to people not used to travel because it plays on their emotions and the uncertainty of adventure.
They make you feel it is easy to go elsewhere.

We can make the same comparison between the respective websites of Ryanair and Easyjet.
Also Ryanair bring some Gamification concept thanks to the rewarding system.