TOPIC : IMPROVING THE NORTH STAR METRIC OF BOOKING.COM
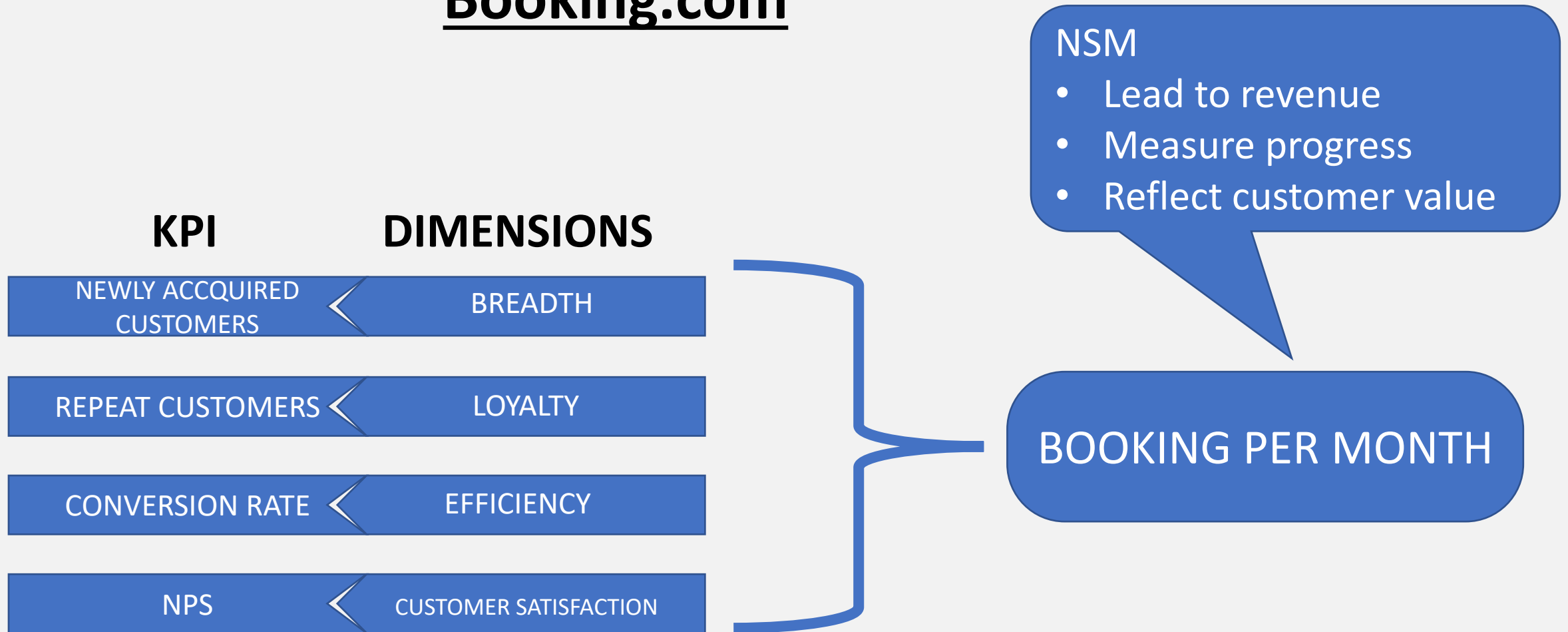
Understanding the role :

Position: You've joined as the Head of Product at Booking.com.

Focus: the Androidapp of Booking.com

-BY: VIVEK PARLEY

USER PERSONA

SOLO TRAVELERS

Khush

- loves spontaneous travel
- seeks a single app for all his booking needs, from cabs and flights to hotels.

Pain point :

- uncertainty about destinations and costs
- wishes to utilize past bookings for future business trips and stays.

GROUP TRAVELERS

Neha

- "Kabira" of her group adores planning and embarking on adventures with her close pals.
- hunts for budget-friendly options.

Pain Point :

- lacking a seamless travel experience.
- struggles with locating hotel and relying on them.

## COUPLE TRAVELERS

Haya and Het

- Eager to explore numerous destinations together.
- Prioritize privacy and safety above all else.

Pain Point :

- maintaining independence during their travels and avoiding the need for a chauffeur.
- aspire to journey without the burden of excessive baggage.

MARKET RESEARCH

- OTAs, including major players like Booking.com, Expedia, and Trip.com, along with approximately 400 smaller companies, have rapidly gained a significant share of the global travel market.
- OTAs collectively hold around 40% of the total global travel market, which includes hotels, airlines, packaged tours, rail, and cruises.

MARKET DISTRIBUTION

Others 14%
Booking.com 7%
Expedia 9%
Tripadvisor 40%
Airbnb 30%
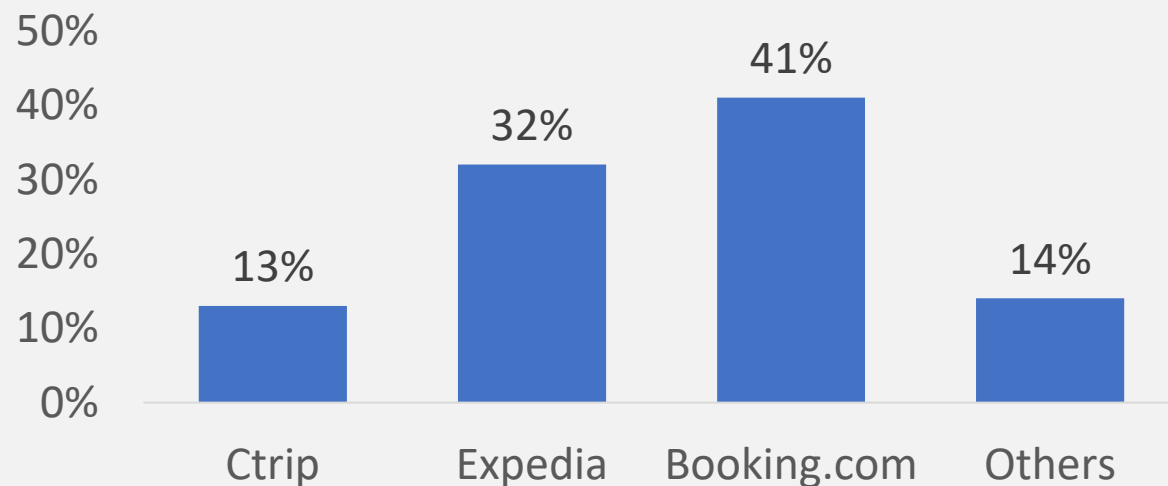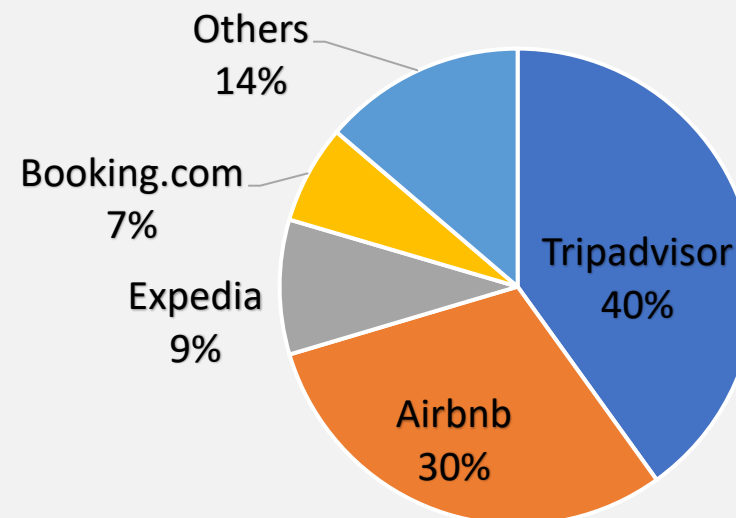
- In the United States, the OTA market is dominated by two major players, Expedia and Booking Holdings, which together represent 92% of the OTA market share.
- Booking.com emerges as the leading player in the European OTA market, holding a substantial 67.7% share in 2019, according to Statista.
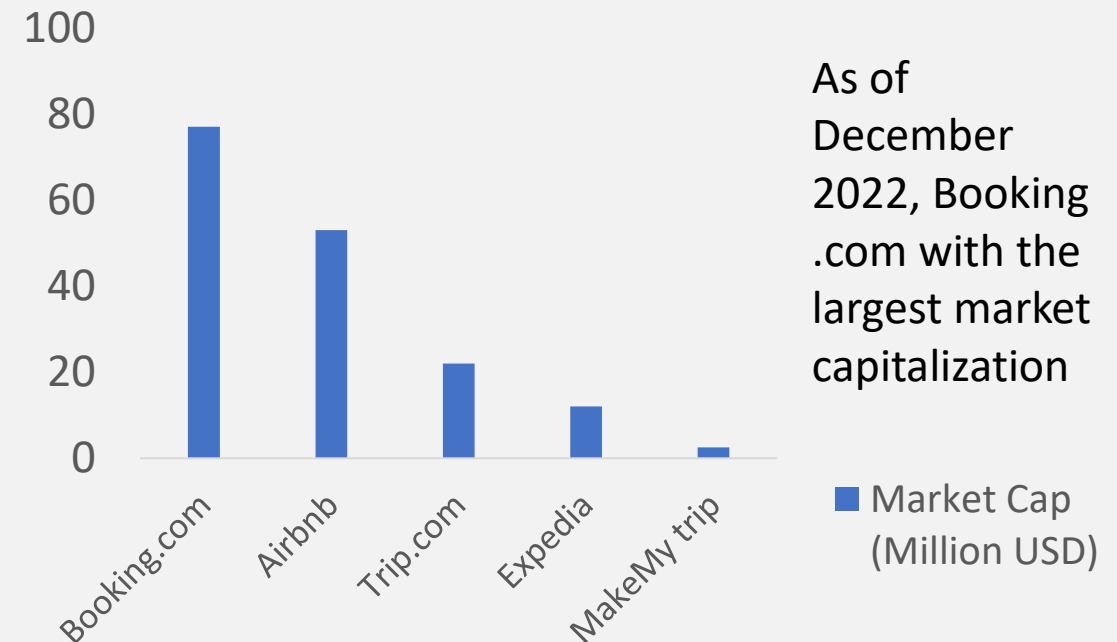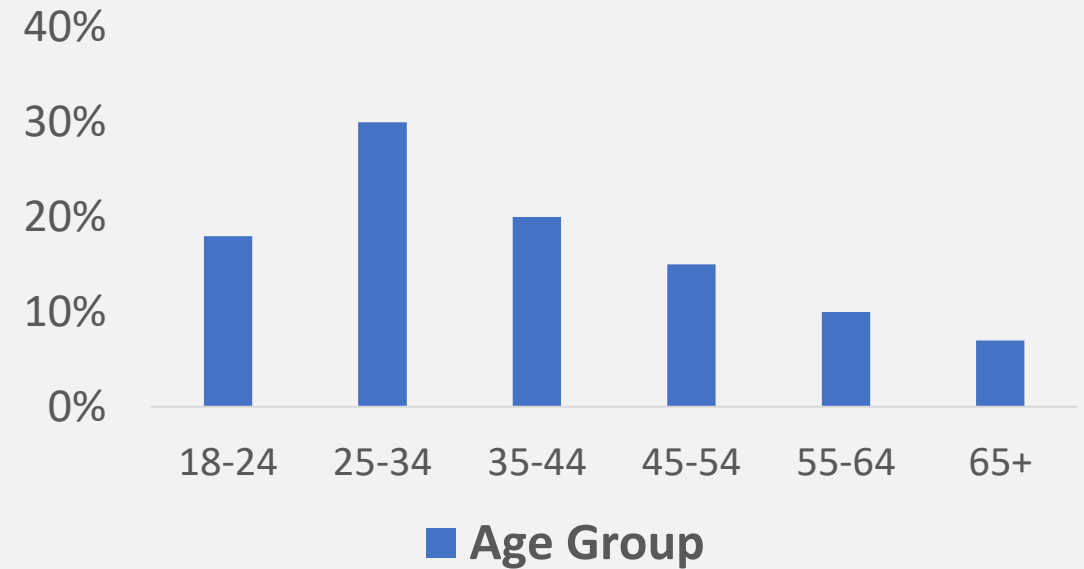

Ctrip	13%
Expedia	32%
Booking.com	41%
Others	14%

REVENUE DISTRIBUTION

Booking.com's revenue streams
1.Commissions and Booking Fees: This is the largest revenue stream for Booking.com, amounting to $6.6 billion in 2021, representing 60% of their total revenue. They act as a travel agency, charging commissions and booking fees on reservations made through their platform with other travel companies.
2.Merchant Fees: Booking.com sometimes acts as the merchant in a travel transaction. In 2021, merchant fees amounted to $3.6 billion of the company's revenue. They retain a percentage of the transaction when customers purchase travel packages through their platform.
3.Advertising and Referral Fees: Booking.com earns revenue from advertising and referral fees. In 2021, they earned $599 million from these sources. They operate various travel sites where travel companies can advertise their services or provide referral fees for facilitating travel reservations.

% of audience in age group

Age Group: 18-24, 25-34, 35-44, 45-54, 55-64, 65+

As of December 2022, Booking .com with the largest market capitalization

Market Cap (Million USD): Booking.com, Airbnb, Trip.com, Expedia, MakeMy trip

COMPETITOR ANALYSIS

	TOTAL VISIT	BOUNCE RATE	AVG. VISIT DURATION	CUSTOMER REVIEW
Booking	565.2M	32.89%	00:08:50	4.4/5
Tripadvisor	162.4M	58.24%	00:02:58	4.6/5
Airbnb	100.9M	33.36%	00:08:00	4.3/5
agoda	87.3M	32.86%	00:06:17	4.5/5
my	45.3M	42.67%	00:05:01	4.5/5

US Market share

% Popularity in the US

What this feature is providing?
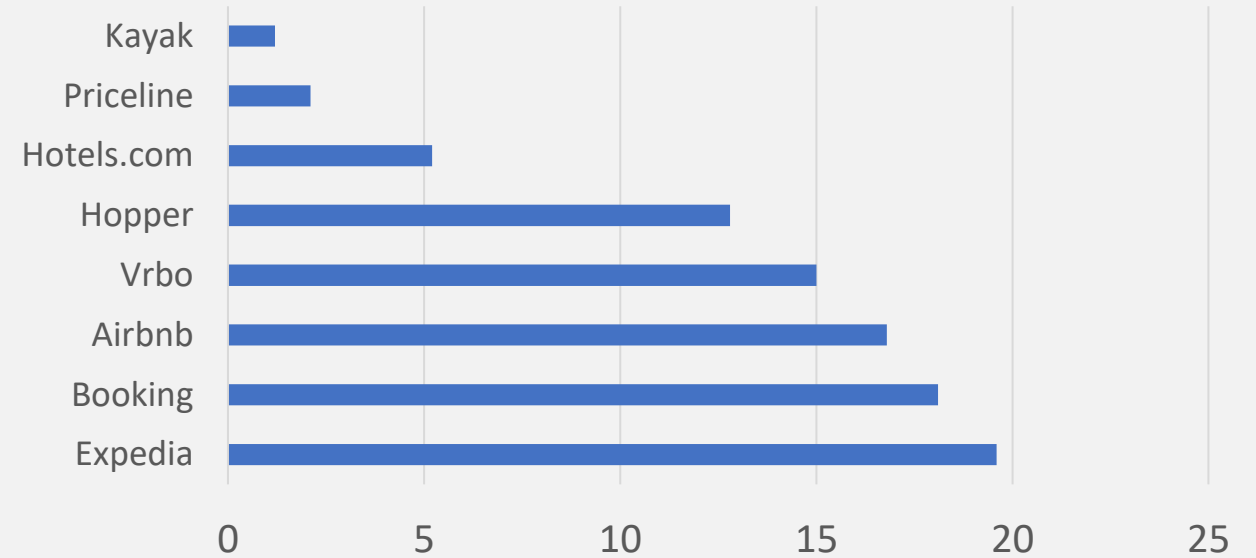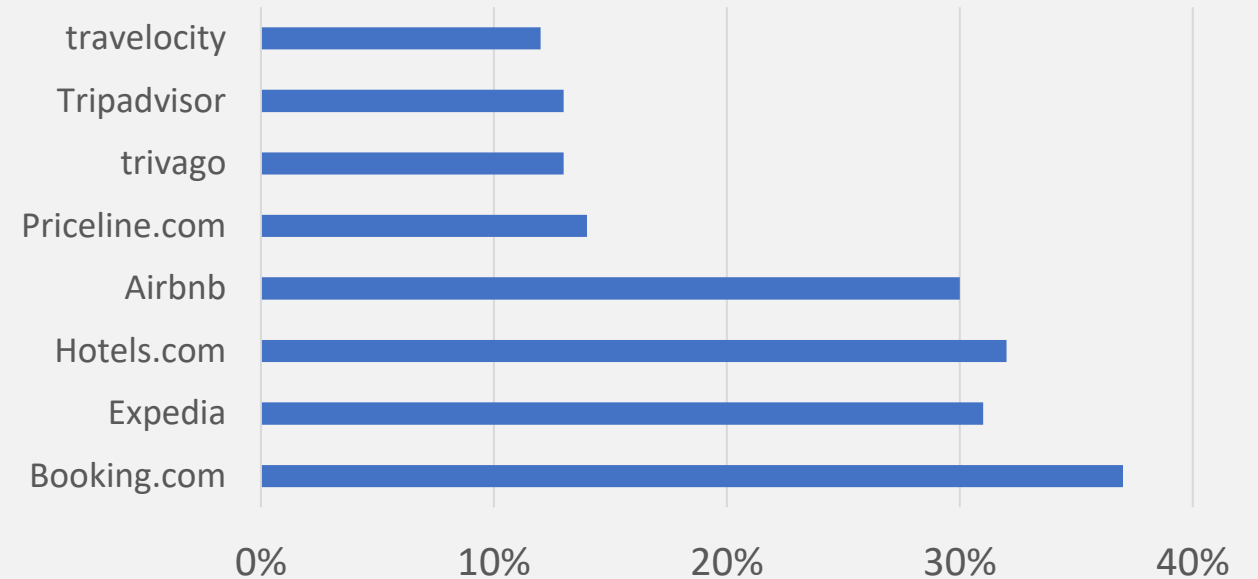
1. Tailored travel plans
2. Dynamic recommendations
3. Seamless booking
4. Unforgettable experience

Reason for building feature.
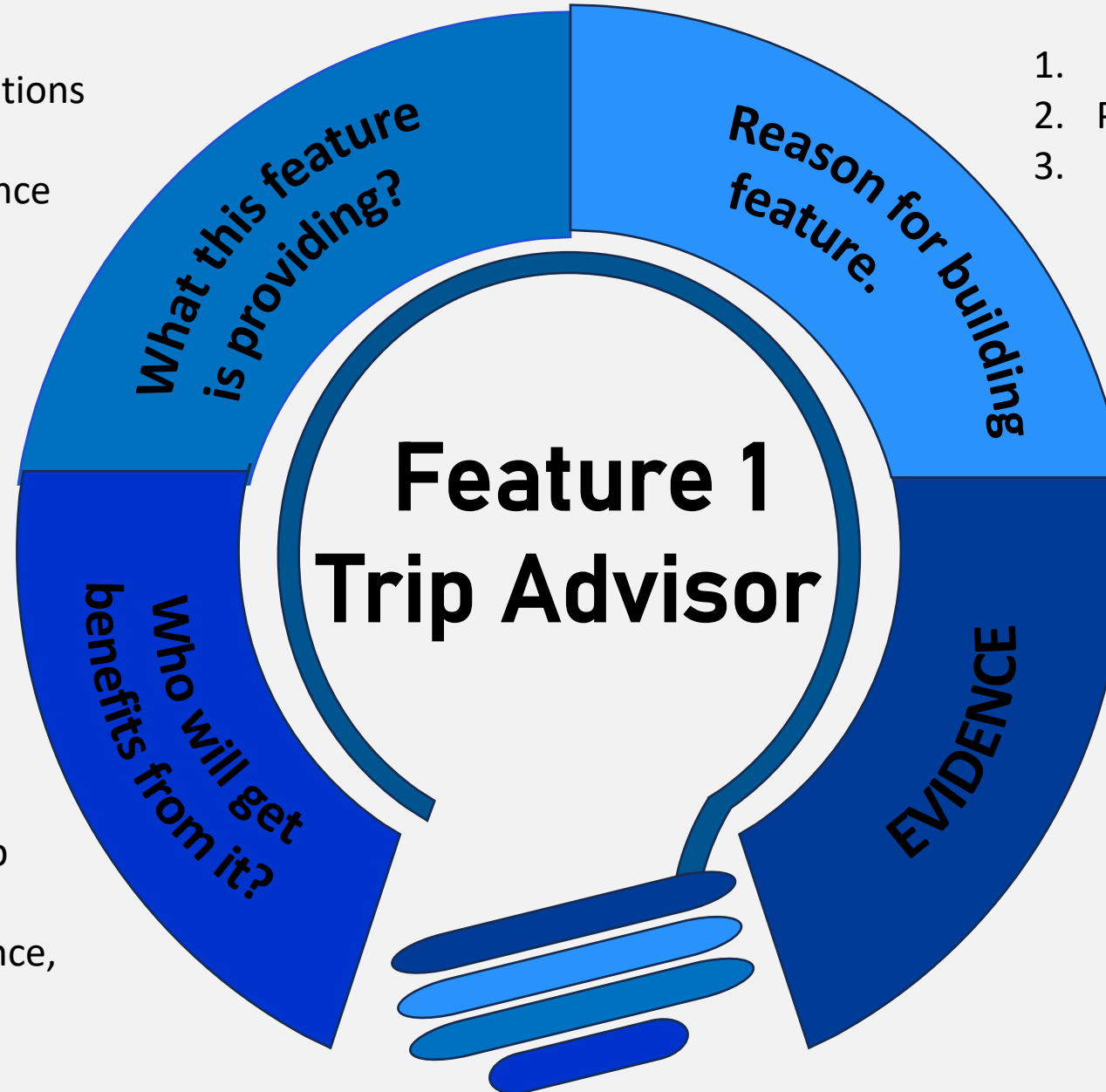
1. Seamless itinerary creation
2. Personalized recommendations
3. Streamlined travel management

Feature 1 Trip Advisor

Who will get benefits from it?

1. Trip Planner: Stress-free travel.
2. Ideal for both planners & spontaneous travelers.
3. Seamlessly transforms app into valuable tool.
4. Appeals to broader audience, enhancing enjoyment.

EVIDENCE

1. User focus fuels Travel Planner success.
2. Seamless implementation is vital.
3. Strong marketing enhances visibility.

1. TRIP ADVISOR
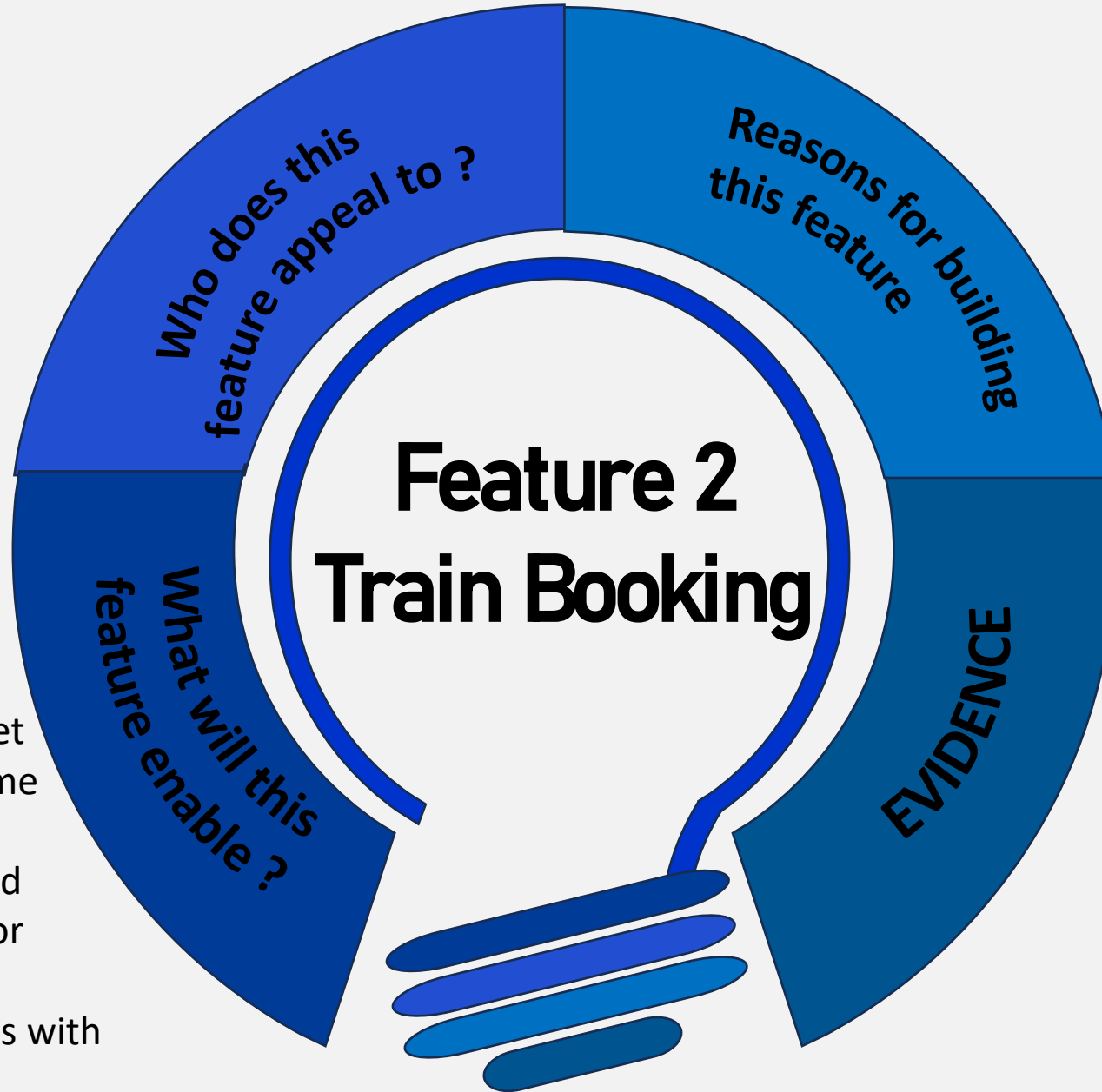## "Discover Your Perfect Journey"

In addition to offering pre-planned trips and versatile filters, the Booking.com app's trip planner provides users with a comprehensive and user-centric travel experience. The customizable searches allow users to refine their preferences based on various factors such as hotel ratings, preferred modes of transportation, budgetary considerations, and the nature of the trip, whether it's a solo adventure, a couple's getaway, or a group excursion. In essence, the Booking.com app's commitment to convenience and personalization extends beyond the basic functionalities of trip planning. It embraces a user-centric approach, ensuring that each traveler can tailor their journey according to their unique preferences, creating a travel experience that is not only streamlined but also deeply personalized and satisfying.
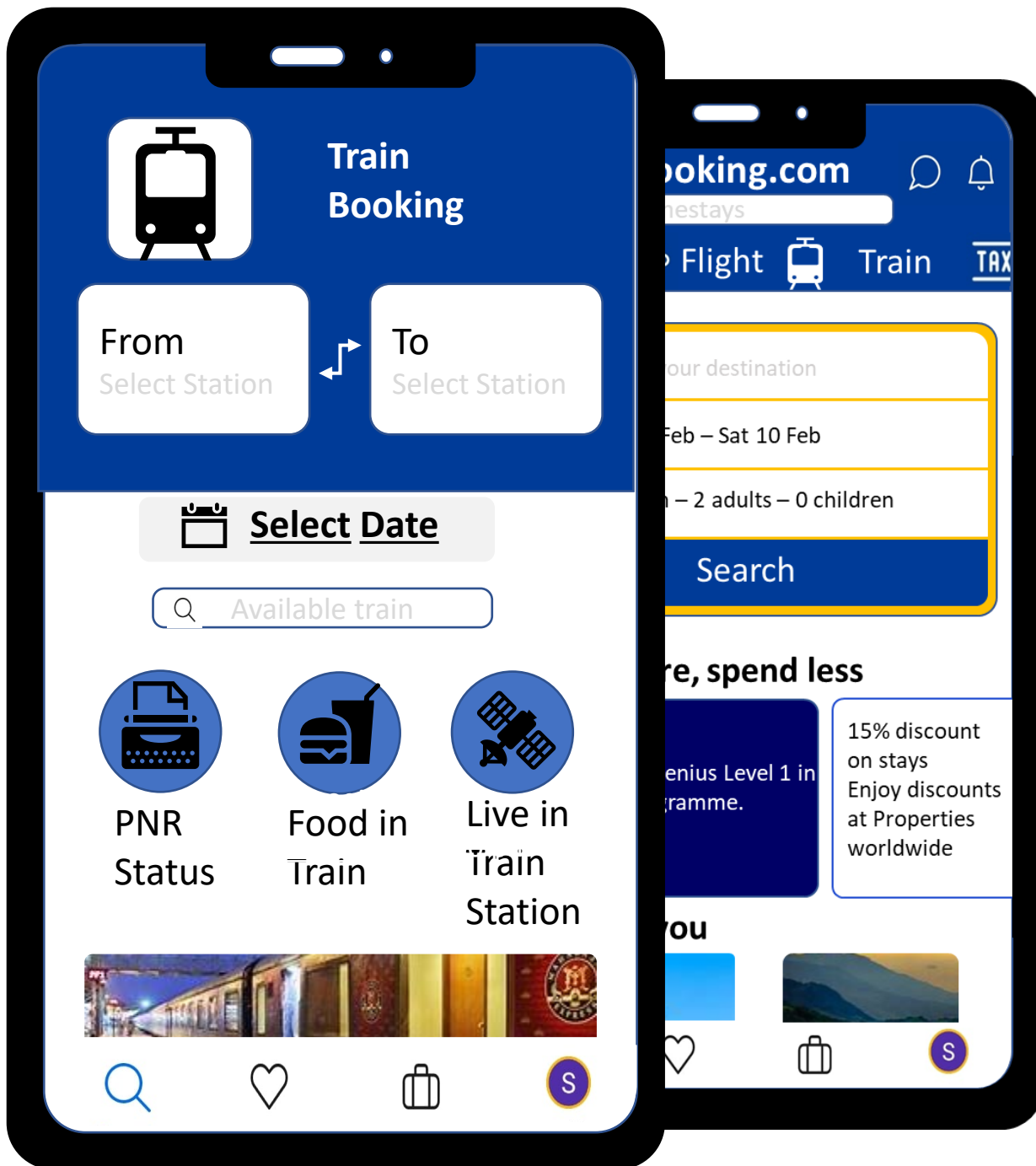
Feature 2 Train Booking

Who does this feature appeal to?
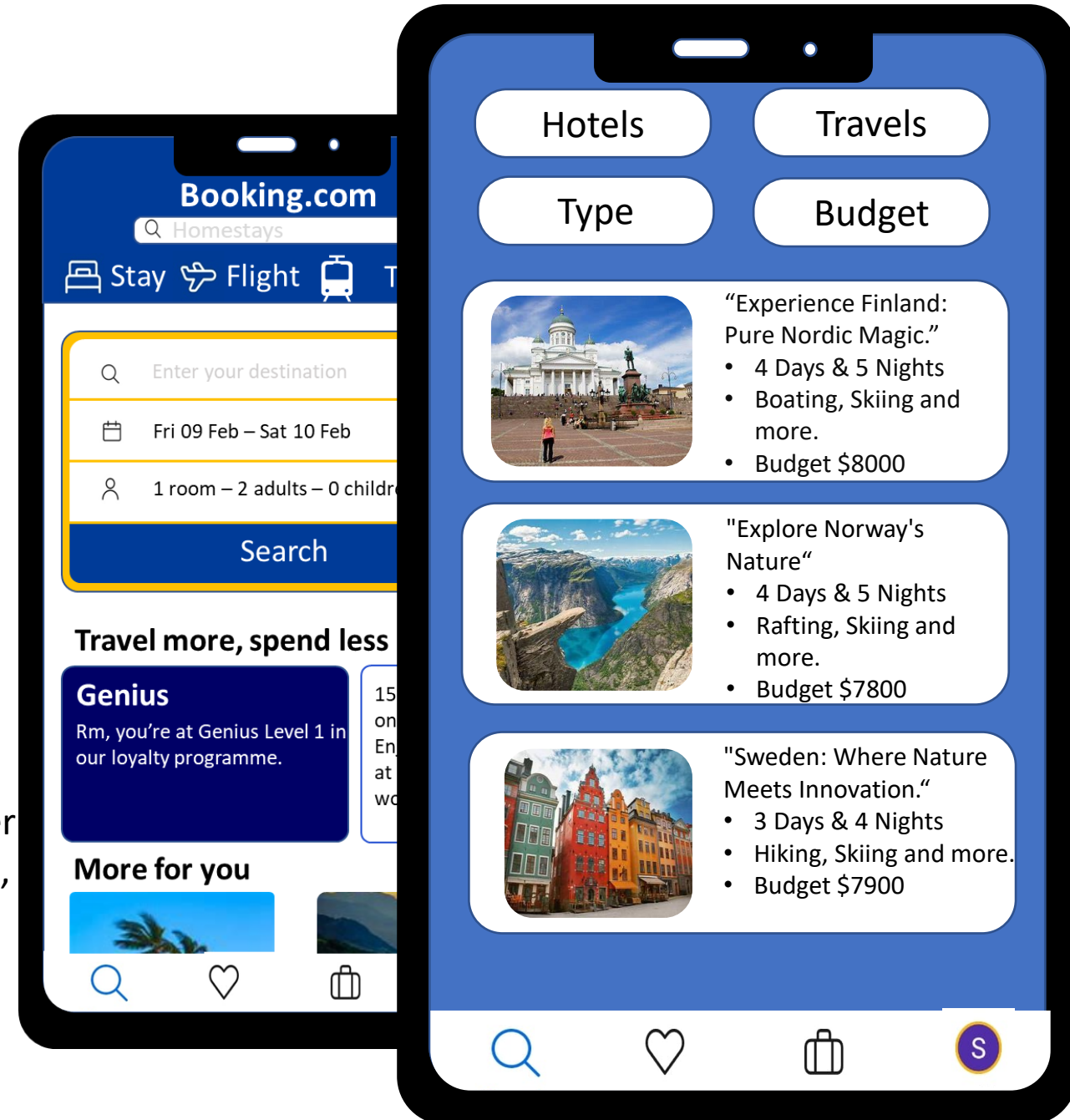
Leisure Travelers: Easily book train tickets for vacations.Business Travelers: Quickly reserve trains during frequent trips.Tourists: Conveniently book and manage train tickets in one app.Families: Efficiently coordinate train bookings within our app.

Reasons for building this feature

All-in-One Platform:Integrate train bookings for comprehensive travel solutions.Effortless Management:Simplify travel plans by seamlessly organizing flights and trains.Distinctive Edge: Align with rising trends in sustainable and cost-effective train travel.

What will this feature enable?

Effortless Booking: Simplify ticket search and reservation. Real-Time Updates: Get immediate seat availability updates. Personalized Seats: Choose preferred seats for added comfort. Comprehensive Itinerary: Manage train bookings with detailed trip info.

EVIDENCE

Market Demand: High demand for train travel among the target audience.Competitor Success: Competitors have integrated train booking services effectively.User Interest: Positive feedback shows interest in a train booking option within the app

2. FEATURING TRAIN
" Trailblazing Tracks"

The train booking feature in the travel booking app allows users to effortlessly plan and book train journeys directly within the application.The train booking feature streamlines the process of planning and booking train travel for users. Within the app, users can search for train routes, view schedules, check seat availability, and compare ticket prices across different classes and carriers. Once they've selected their desired journey, users can proceed to secure their tickets seamlessly through the app's integrated booking system. Additionally, the feature may provide users with real-time updates on train status, platform information, and any disruptions, ensuring a smooth and hassle-free travel experience. With this convenient functionality, users can easily plan their train journeys alongside other travel arrangements, all within a single, user-friendly platform.

Users:Booking App Providers:Overall Digital Ecosystem:
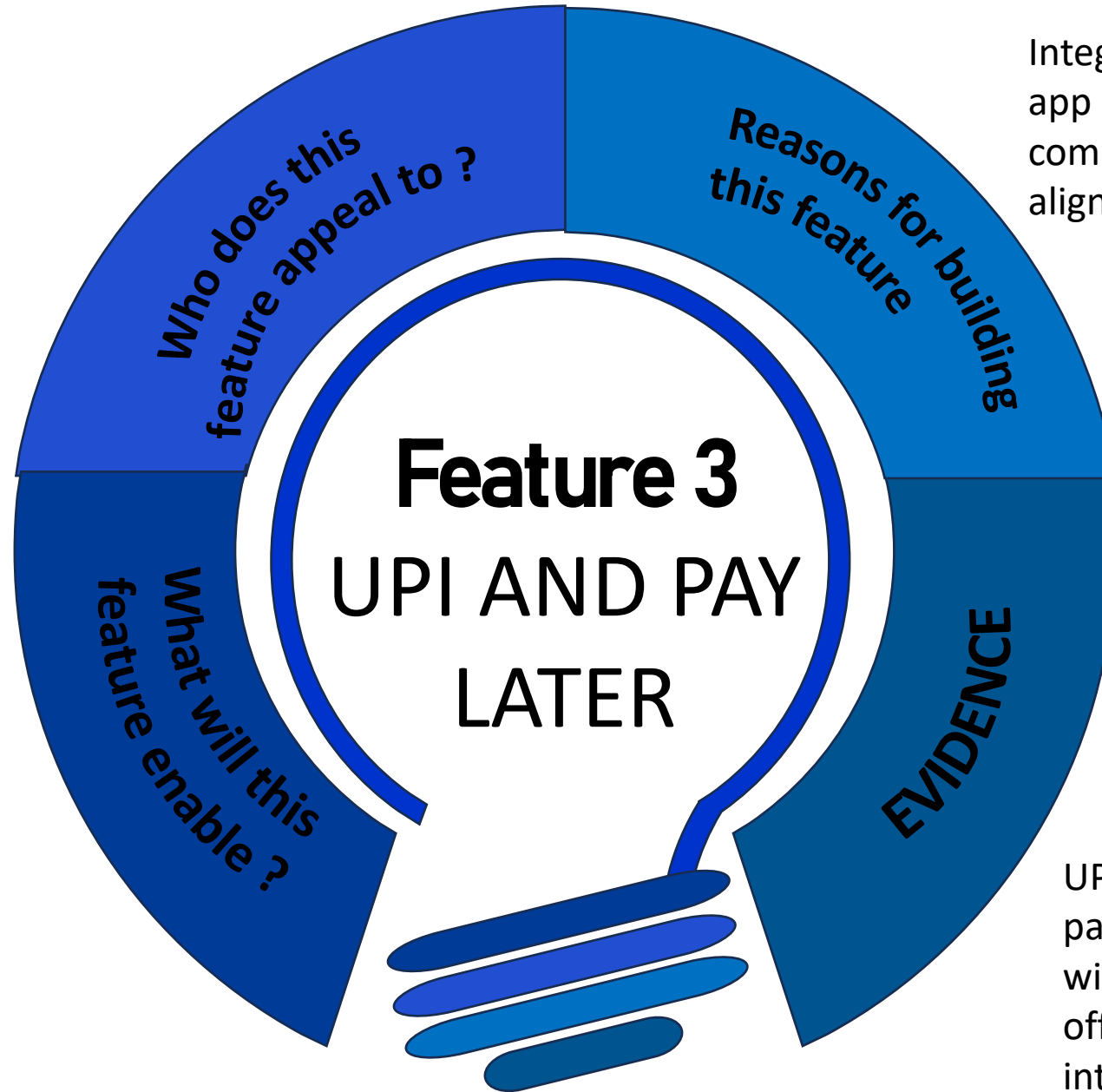
Integrating UPI in the booking app ensures user convenience, competitiveness, and alignment with market trends.

Who does this feature appeal to ?

Reasons for building this feature

Feature 3
UPI AND PAY LATER

EVIDENCE

What will this feature enable ?

UPI's strengths include simplicity, wide acceptance, real-time transactions, strong security, interoperability, government support, and versatile usage, making it a highly efficient digital payment system.

UPI's success for booking app payments is evident in its widespread adoption in India, offering simplicity, security, and interoperability.

3. UPI AND PAY LATER
"Seamless Travel, Effortless Payments"

Widespread Adoption: UPI is extensively used in India, boasting millions of users and transactions daily. By integrating UPI, your app gains access to this large user base, facilitating seamless transactions for Indian customers.Convenience and Speed: UPI offers a hassle-free payment experience, allowing users to initiate transactions directly from their bank accounts using a mobile app. With quick processing times, users can swiftly complete bookings without delays.

Enhanced Security: UPI transactions require robust authentication measures, such as PIN or biometric verification, bolstering security and reducing the risk of fraudulent activities. Users feel more confident making payments through your app, fostering trust and loyalty.Improved Conversion Rates: Offering UPI as a payment option streamlines the checkout process, leading to higher conversion rates. By providing a preferred and familiar payment method, you reduce friction in the booking process, encouraging users to complete transactions more effectively.

Hotel name
La Divnic
6th Street, Sky
Check in time : 12:00 pm

$200 X 5 nights	$1000
Service fee	$100
Taxes	$80
Total	$1180
	More info

Mode of Payment ⌄

UPI	EMI
Net Banking	GPAY
Card	Wallet
Pay - Later	

Apply Coupon Code -

$210 Due
Convenience fee added

SECONDARY MATRIX

customer activation:
Special discounts drive customer activation by incentivizing purchases, reducing risk, creating urgency, building loyalty, encouraging word-of-mouth marketing, facilitating data collection, and providing a competitive advantage.

customer interaction:
Tour guides provide personalized recommendations, easy scheduling, and integrated travel plans. Safety insights and real-time assistance ensure a secure and worry-free travel experience.

customer retention:
Booking app's search bar boosts retention with efficient, personalized navigation, quick access to options, satisfaction, exploration, and insights for improvement.
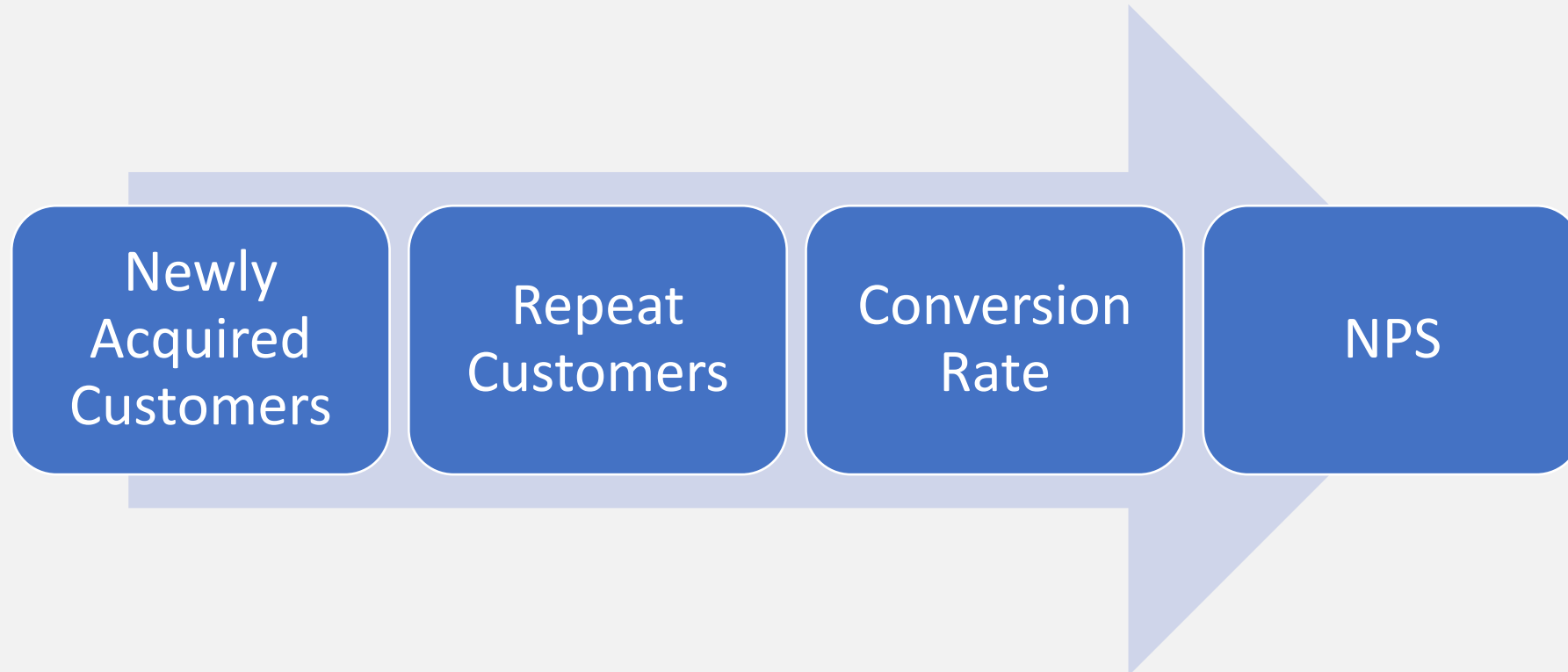
customer acquisition:
Refer and earn programs use existing customer relationships to acquire new customers through incentivized referrals, lowering costs, boosting conversion rates, and encouraging loyalty and positive word-of-mouth.

TESTING IF FEATURE IS SUCCESSFUL OR NOT

KPI

- Quantifiable Measurement : KPIs are numerical metrics, providing a clear and quantifiable measure of performance, making it easy to track and analyze.
- Strategic Alignment : KPIs are aligned with the strategic goals of the organization, ensuring that the metrics measured directly contribute to overall success.
- Actionable Insights for Improvement : KPIs not only measure performance but also provide actionable insights, guiding strategic decisions and actions for continuous improvement.

| Newly Acquired Customers | Repeat Customers | Conversion Rate | NPS |

THANK YOU