

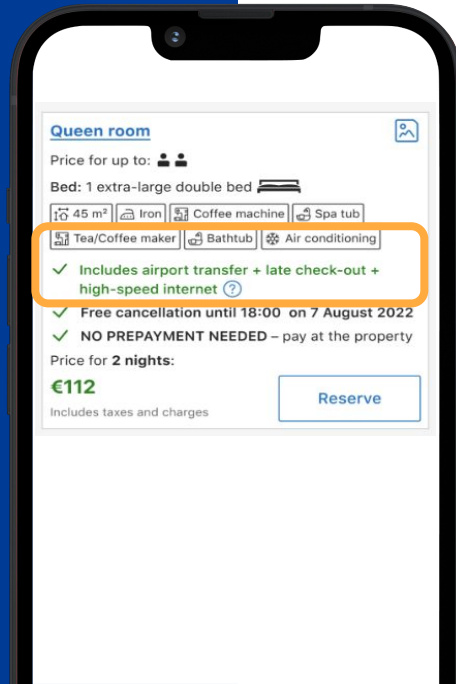
Value adds solutions

February 2024

Booking.com



Value adds solutions



Value adds solutions allow your properties to add and manage products and services outside of their core accommodation offering to be sold on the Booking.com platform via your interface. Value adds can include:



Food and beverages



Parking



Early check-in



Pet services

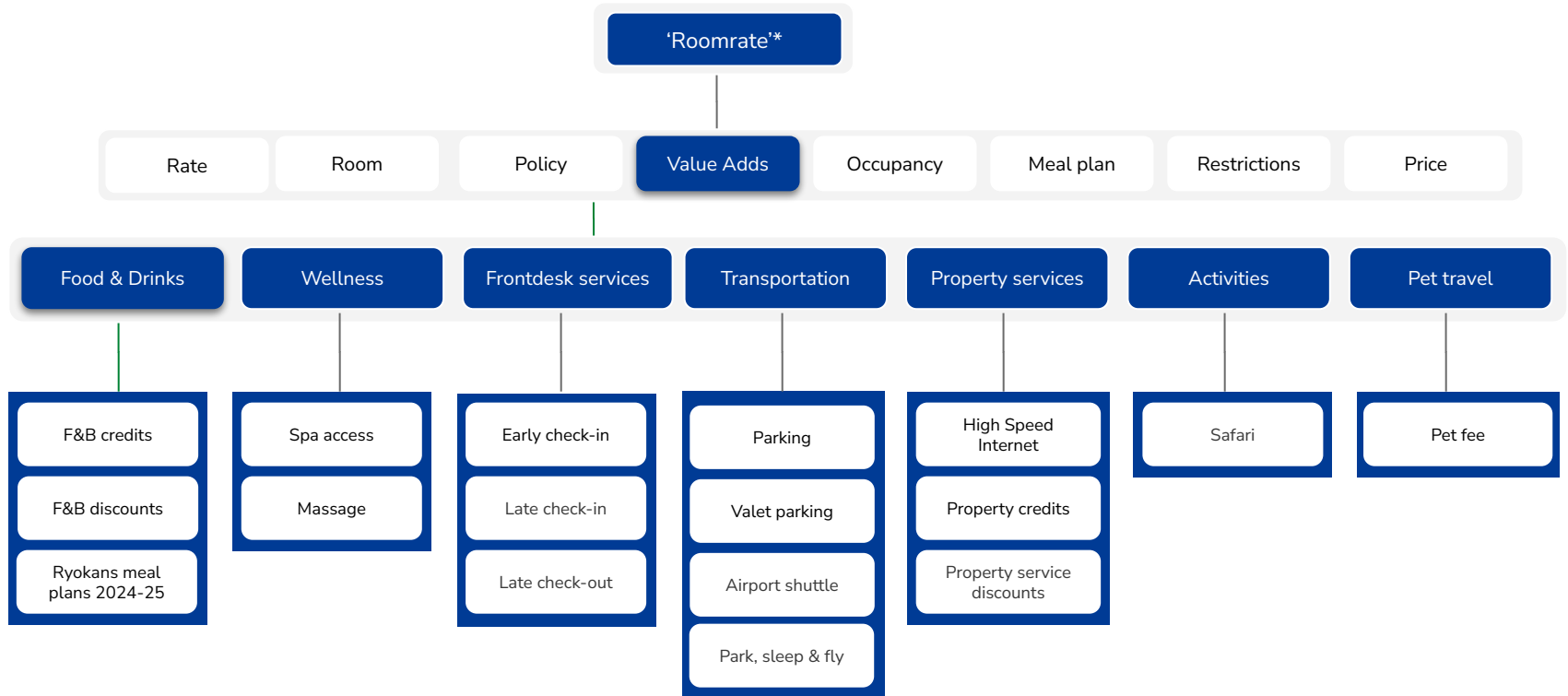


And many others

Value adds may also be referred to as:

ancillaries, in-stay services, addons, guest services and extra services.

Value adds are currently categorized in **seven sub-segments** . Segmentation is based on products, services and purpose of travel as well as regional supply.



* 'Roomrate' is a combination of room type and rate plan and is also referred to in some context as the 'product'.

Value adds solutions for Connectivity

Value adds solutions are part of **Performance solutions** within the Connectivity Portfolio of Solutions.

To fully support creation and management of value adds, we created three solutions for Connectivity:

01

Bundled value adds feature

This feature is part of our Room and Rate Plan Management APIs ([OTA_HotelProductNotif](#)) and enables properties to create, edit and delete value add bundles. These bundles consist of value adds that can either be attached to existing or new 'roomrates'* (combination of room type and rate plan). These bundle offerings can be booked by travellers on Booking.com.

02

Reservations value adds feature

This feature is part of our Reservations API and enables properties to receive updates with detailed information on any value add bundles being booked. This feature is particularly important as it also enables your connected properties that have created value adds directly in the Booking.com extranet to receive these updates when those value adds are booked in your platform.

03

Value adds catalogue API

This standalone API enables you and your properties to pull a refreshed list of the value adds offered on our platform. This ensures that your properties are able to continually create new and attractive bundles as we regularly expand our value adds offering.

* 'Roomrate' is a combination of room type and rate plan and is also referred to in some context as the 'product'

Key features

Most important actions which can be performed using new Value adds solutions.

Bundled value adds feature

(part of Room and Rate Plan Management APIs)



Attaching value adds to an existing 'roomrate'



Updating a value add



Removing all value adds

Value adds catalogue API

(Standalone API)



Retrieving value adds from the catalogue

Reservations value adds feature

(part of Reservations API; available via both xml and OTA endpoints)



Pulling reservation value adds information

Why is it an opportunity?

Based on property or market trends, we believe this is an opportunity because:



On Booking.com, six out of ten online travellers booked two or more extras in the past 12 months.*

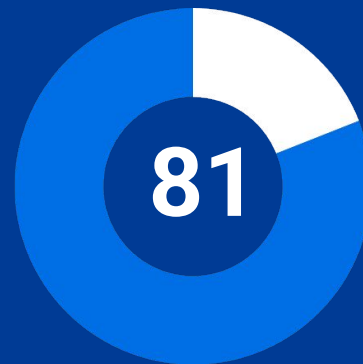


The participating properties generate 11% higher ADR** for value add bookings than their non value add bookings.***

* Source: Booking.com data through August 2023.

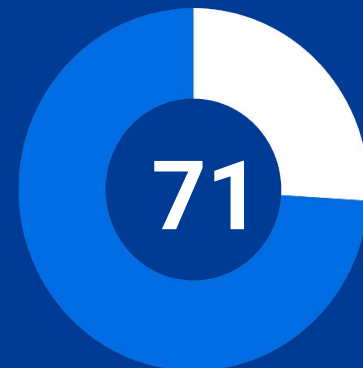
** Average daily rate – the average revenue a property earns per night for each room that has been booked.

*** Source: Booking.com reservations data from July 2023 to July 2024.



Accommodation trends

81% of hoteliers expect a big service model shift by 2025 and 49% of them strongly agree that special amenities and upgrades are critical to their revenue strategy.*



Traveller trends

71% of travellers consider booking a package consisting of accommodation and extra services in the next 12 months.**

* Source: [Booking.com Travel Predictions 2024](#)

** Source: [Report](#) - Hospitality Net & Oracle Hospitality 2023

How value adds help travellers



Strong traveller need

Travellers often need additional products and services to complete their stay, which they may otherwise have to book separate to the stay (e.g. parking).



Convenience

It's convenient to book everything at once and travellers enjoy the possibility of getting more for their money.



Stay enhancement

Travellers get to enjoy more products and services during their stay, which enhances the whole travel experience.

Key benefits for your properties

01

Enhance guest offerings with value adds

Value adds give properties the opportunity to **enrich their guest offerings** by allowing them to purchase additional products or services – like parking, transportation or spa treatments – when booking their stay. These added **benefits are seamlessly integrated** into properties' existing or new rate plans, making it easy for guests to recognise the enhanced value.

02

Boost properties' ADR with higher-value bookings

Offering value added rate plans alongside standard ones can **significantly increase your properties' ADR**. Our data shows when both options are presented, on average, **40% of total room nights** are booked with value added rate plans. Accommodation partners who received these bookings have seen up to an **11% ADR boost**, as the additional benefits are factored into the overall pricing.

03

Elevate the guest experience

Value adds enable properties to create **offers that resonate** with their guests' needs, **enhancing the value** of the booking, improving guest satisfaction and **driving increased revenue**.

Key benefits for you

01

Enable your properties to perform better

Offering this solution is a way of **enabling new revenue streams** within the evolving hospitality landscape, and **supporting future revenue growth**.

02

Empower your properties to showcase their special

offering

Value added rate plans enable properties to create unique offers as needed in order to **attract more guests**. This also helps them to make any **unsold inventory more attractive**, thereby boosting bookings via your platform.

03

Enhance your offering

You can increase your properties' **operational effectiveness** by enabling them to create and manage value adds directly through your platform. This comprehensive solution to a growing demand in the travel market **strengthens your own competitiveness**.

What did Connectivity partners say?



The Value Adds feature empowers properties to create compelling packages without needing to provide additional discounts. Through this API, users can seamlessly manage and incorporate value-added services into their room rates via the STAAH channel manager.

Staah



It was a fast implementation and took us less than a week to implement because we had our Room and Rate Plan interface ready. Our primary motivation was to enable properties to perform better and earn more.

e4jConnect



We have integrated the “Pets” endpoint from Booking.com’s new Value adds endpoints. The ability to charge a fee for pets enables our hosts to maintain their margins despite increasing cleaning fees.

Secra

How value adds solutions work

Step 1

Property always gets an updated list of available Booking.com value adds directly on your platform (enabled by **Value adds catalogue API**).

Step 2

Property adds one or more specific value adds and attaches it to the 'roomrate' in your platform (enabled by **Bundled value adds feature**).

Step 3

Via Connectivity, your properties' value adds supply gets displayed on Booking.com public webpage (enabled by **Bundled value adds feature**).

Step 4

Properties get reservations directly in your platform for 'roomrates' which include value adds (enabled by **Reservations value adds feature**).



How value adds appear to travellers

01

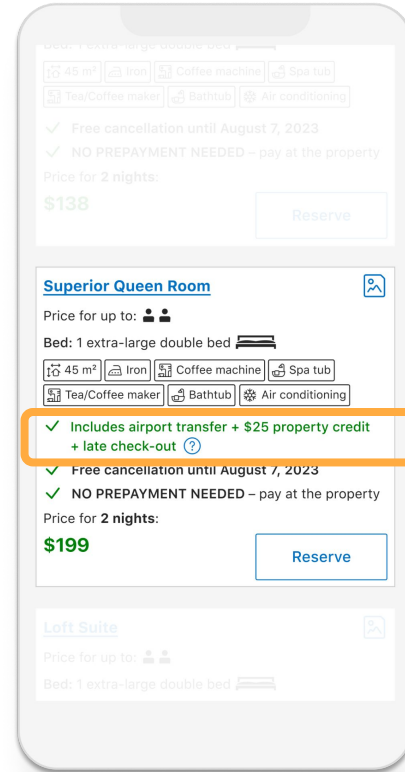
Traveller sees the value adds included in the rate plan on the room card.

02

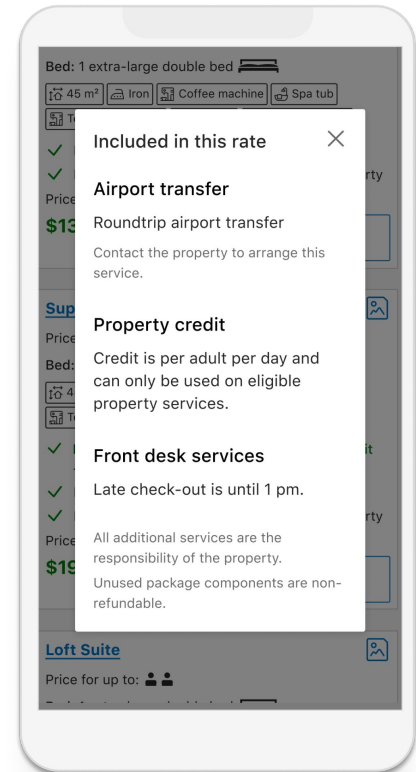
A popup gives them an overview of the T&Cs.

03

Travellers can also filter for value adds during search to see available value added rates.



01



02

How could value adds look in your platform?

Value adds ?

Bundle name
Enter a bundle name

Value add
Late check-out

Hour
Select a time

Value add
Bottle of wine

Value add
Pets allowed

Amount
Select an amount

Value add
Select a value add

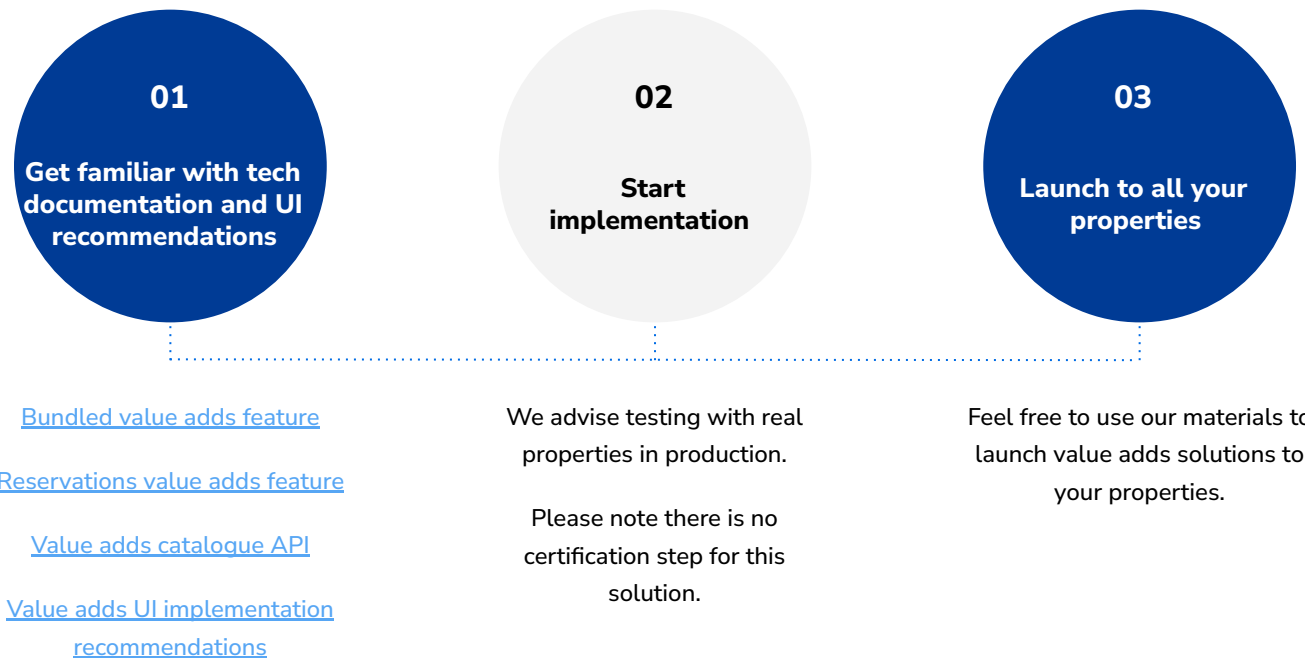
+ Add another value add

Annotations:

- Bundle name is a required field but will not be shown to guests on our end
- The secondary field will need to update based on the value add selected
- Keep in mind that not all value adds have a secondary field
- A simple trash icon for allowing users to remove each value add. Remove the last one returns the UI to the empty state.
- When a value add hasn't been selected we don't know what secondary field it has, so we leave it blank for now
- Up to a maximum of 5 value adds can be added per roomrate. At 5 simply remove the "add" button

Check out more: [UI implementation recommendations](#)

Getting started with the new value adds solutions



Key takeaways

01

Boost properties' **average daily rate** (ADR) with higher-value bookings

02

Empower your properties to create value add bundles and **elevate guest experience**

03

Improve your **competitiveness** in the market



Your questions, answered

How many value adds can be attached to one 'roomrate' (combination of room types and rate plans)?

You can attach a maximum of five value adds to a 'roomrate'. The only exception is the pet value add which cannot be combined with any other value adds.

Is it possible for properties to add their own, customised value adds?

For now, properties can only add value adds from a predetermined list provided by Booking.com. As of October 2024, we offer 20+ value adds in seven sub-segments.

Is it possible for the price of a single value add to be shown on the Booking.com platform?

Not currently. For now, the price of each individual value add is incorporated into the rate as a bundle. Only the final price of the room (including value add) is displayed on the Booking.com platform.

**Unlock new revenue streams for
your properties**

Booking.com

Thank you

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