



Booking.com Connectivity

Connectivity Partner Programme 2020 **Extension**

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What's in store for Q1 2021?

We are extending the 2020 Connectivity Partner Programme until the end of Q1 2021, to give you additional time to work your way to the Premier tier for the 2021 Connectivity Partner Programme, which will start on 1 April.

From 1 January until 15 March, you'll have the opportunity to **earn up to 700 programme points** across strategic initiatives running in three of our Partner Programme pillars:

- Business Value
- Property Performance
- Products & Quality

All Connectivity partners are automatically enrolled in the 2020 programme extension, so you don't need to worry about opting in. After 15 March, we will spend the last two weeks of the month assessing your performance and closing the 2020 Partner Programme. Your final tier for the 2020 programme will be communicated to you during the first week of April.

Keep up to date with your progression

The Partner Programme tab in the Partner Portal will be under maintenance during Q1 2021, while we prepare for the 2021 Partner Programme launch in April. To help keep you informed on your performance during this period we'll share updates on our scaled channels and your Partner Business Managers are always available to guide you on your progression.

The pillars

1. Business Value

While vaccination programmes roll out in the first few months of 2021, we want to make sure that properties are prepared when guest demand rises again. With the Business Value pillar, we will focus on helping closed properties become open and bookable again, so they don't miss out on potential bookings.

Earn 150 points by making more of your properties open and bookable

You can earn up to 150 programme points by growing the number of open and bookable (OB) properties on our platform by March 15, 2021. To make this easier, we've set an OB target that's tailored to each of our Connectivity partners and their unique circumstances, taking into account how the destinations where their properties are located were impacted by COVID-19. To find out what your personalised OB target is, reach out to your Partner Business Manager or [our support team](#).

To make it easier to find properties that are closed due to lack of availability, you can simply look at which are eligible to implement the 'Auto-closed due to availability' product. If you have the Opportunities API, your properties can find this directly in your system. You can also find the list of eligible properties in the Partner Portal under the 'Opportunities' tab.

If you meet your personalised OB target you will be automatically granted programme points. [Find more information](#) about how to help your properties to become open and bookable.

Earn 50 points by sharing your marketing efforts with us

We're curious about the marketing initiatives you're planning or already have in place, and we'd love to acknowledge the efforts you're making to engage properties and help them reopen. [Let us know which of these initiatives](#) you are running and earn up to 50 programme points.

Scaled Channel	Points	Description
Email campaign	15	<p>We've prepared an email you can send out to your properties to encourage and support them through recovery. If you're interested in this, reach out to your Partner Business Manager or our support team.</p> <p>Consider combining an email with a call. Our research shows that this increases the impact of your message – it's also a great way to show empathy and connect on a personal level.</p>

Blog article	15	Sharing informative updates on your blog can be a good way to engage properties and encourage them to reopen and add availability. This format gives you an opportunity to dive deeper into specific topics.
Pop-up in system	25	Create a pop-up in your system that redirects your properties to load availability and become open bookable.
Banner in system	25	Show targeted messages to properties that are closed due to lack of availability, inviting them to add dates again as soon as they're ready.
Webinar	50	Organise a webinar to advise properties around how to become open bookable again

Earn 100 points by completing all four lessons in the Supply Course

If you want to work on building your knowledge around supply, you can take advantage of the Education deal focused on the [Supply Course](#). If at least half of your team completes all four lessons, you will earn 100 programme points.

2. Property Performance

We've selected a handful of strategic opportunities which will help your properties set up their pricing fundamentals, rank higher in our search results and, ultimately, capture demand.

Opportunity	Description	Impact	Where can a property implement the opportunity?
Genius	The Genius programme gives properties access to Booking.com's most loyal and reliable guests.	<ul style="list-style-type: none"> • Increase properties' visibility • Boost bookings 	<ul style="list-style-type: none"> • Opportunities API • In the extranet in the 'Opportunity Centre' under the 'Genius' tab • Bulk upload in the Group extranet for MPPs
Payments	Booking.com handles payments on a property's behalf and guarantees payouts according to the cancellation policy. It's also easier for guests to use a variety of payment methods.	<ul style="list-style-type: none"> • Reduce operational workload • Gain access to more potential bookers by offering alternative payment methods 	<ul style="list-style-type: none"> • Opportunities API • In the extranet, in the Finance tab, under Payments by Booking.com
Mobile rates	Helps a property capture demand from customers searching on their mobile device.	<ul style="list-style-type: none"> • Increase properties' visibility • Boost mobile bookings 	<ul style="list-style-type: none"> • Promotions API • Opportunities API • In the extranet, in the 'Promotions' tab, under 'Add Promotions' • Bulk upload in the Group extranet for MPPs
Early booker rates	Helps a property capture demand from customers that book far ahead of time	<ul style="list-style-type: none"> • Increase properties' visibility • Boost advanced bookings • Improves long term revenue 	<ul style="list-style-type: none"> • Room & Rate Management API • In the extranet, in the 'Rates & Availability' tab, under 'Rate Plans'
Flexible rates	Properties can add a Flexible Rate with free cancellation from 0 to 6 days before arrival.	<ul style="list-style-type: none"> • Increase properties' visibility • Boost bookings 	<ul style="list-style-type: none"> • Room & Rate Management API • In the extranet, in the 'Rates & Availability' tab • Bulk upload in the Group extranet for MPPs

Non-refundable rates	Properties can offer guests a non-refundable rate where guests pay a slightly lower price in exchange for a commitment to the booking. If they then cancel or modify the booking, or if they don't show up, they still pay the full price.	<ul style="list-style-type: none"> • Decrease cancellations • Improve long term revenue 	<ul style="list-style-type: none"> • Room & Rate Management API • In the extranet, in the 'Rates & Availability' tab, under 'Add non-refundable rate' • Bulk upload in the Group extranet for MPPs
Child rates	Attracting the family segment to a property, usually booking at a higher rate and staying longer.	<ul style="list-style-type: none"> • Increase occupancy • Improve long term revenue 	<ul style="list-style-type: none"> • Content API • In the extranet, in the 'Property' tab, under the 'Policies' tab, in the 'Child policies and rates' section

We know from research that sharing these opportunities via scaled channels leads to higher implementation ratios. You can unlock **up to 200 programme points** by promoting these opportunities. We provide copy for these strategic opportunities that you can use across your scaled channels; just request the email copy package from your Partner Business Manager or our support team. You will need to share the campaign details with us [via this form](#).

Channel used	Points
Social media post	10
Blog article	15
Email campaign	15
Pop-up in system	25
Banner in system	25
Webinar	50

Useful sources to get you started with Property Performance

Take a look at [our lesson on pricing foundations](#) to find out how to help your properties set up their rates for success. In addition, read the [Opportunities Playbook](#) to get an overview of key opportunities, the benefits and where properties can implement them. You can highlight these via the Opportunities API or the Promotions API, to create extra exposure and increase implementations.

3. Products & Quality

We are conscious of the impact of COVID-19 on your development plans and roadmap this year. That's why we want to give you additional time to implement priority products. We believe our carefully selected products will improve your system's user experience and offer properties the right functionalities to set themselves up for success for 2021.

For each feature implementation or API adoption, you can earn a specific amount of points with a total of **up to 200 programme points available**.

Product	Points	Description
Room & Rate Plan Management API	100	Essential room and rate plan management functions.
Pricing models	50	Maximise performance through derived, occupancy-based pricing (OBP) or Length of Stay (LoS).
Payment Clarity Package	50	Tags in the Reservations API giving visibility on important Virtual Credit Card information.
Promotions API (6 features)	30 (per feature)	Create, update and view performance of promotions on your interface.
Vacation Rentals Essentials (4 features)	30 (per feature)	Selection of features to cater to the needs of Vacation Rentals.

Reach out to your Partner Business Manager or our support team for guidance on how to adopt these APIs or start reading [our product documentation](#).

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