

Market Trends in Baltics and additional opportunities.

Booking.com

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100M
monthly active
app users

290M+
verified guest
reviews and
24/7
customer service
in **45**
languages and
dialects

Since 2010,
Booking.com has
welcomed

4.5B+
guest arrivals

28M
total reported
listings
worldwide

7M
options in homes,
apartments and
other unique places
to stay

140 offices in **70** countries over
5,000 employees in Amsterdam

171,000
destinations around the world

30
different types of
places to stay,
including homes,
apartments, B&Bs,
hostels, farm stays,
bungalows, even
boats, igloos and
treehouses

Car hire available in **150+**
countries and pre-booked taxis in
over **600** cities across **130+**
countries

B.

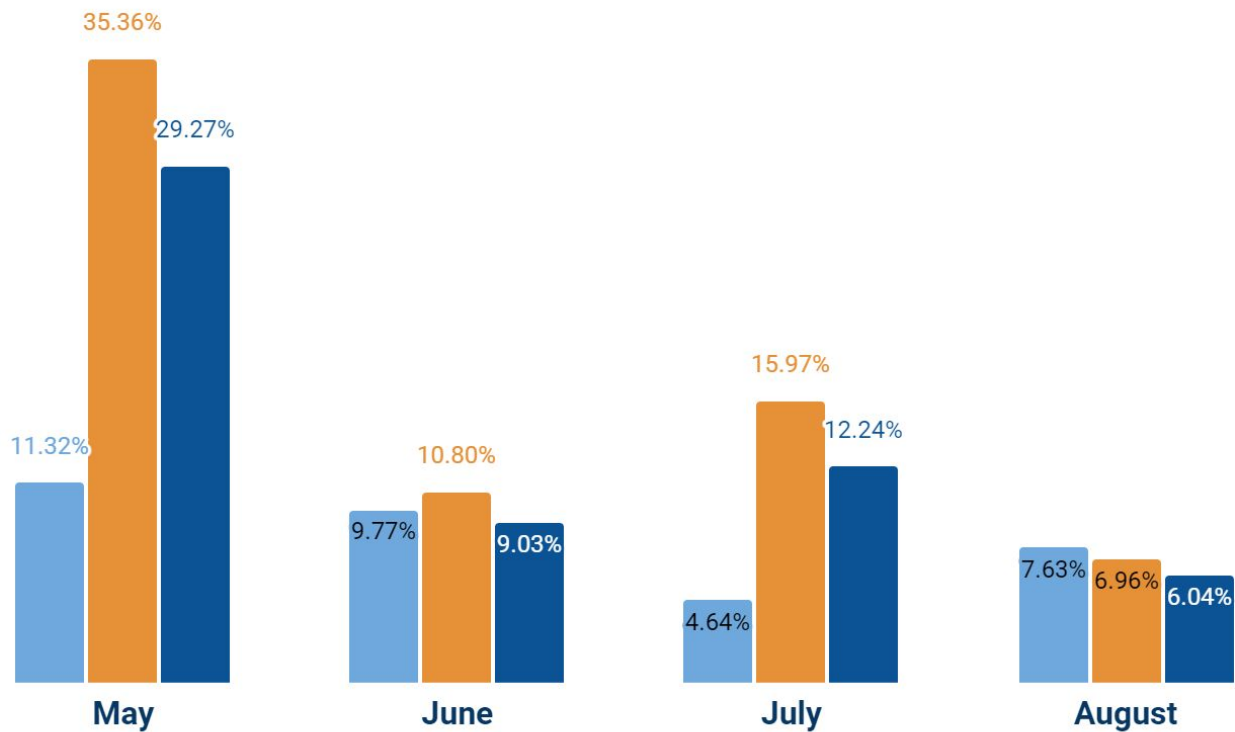
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Market Trends

Market situation in Baltics in 2023 (May-July)

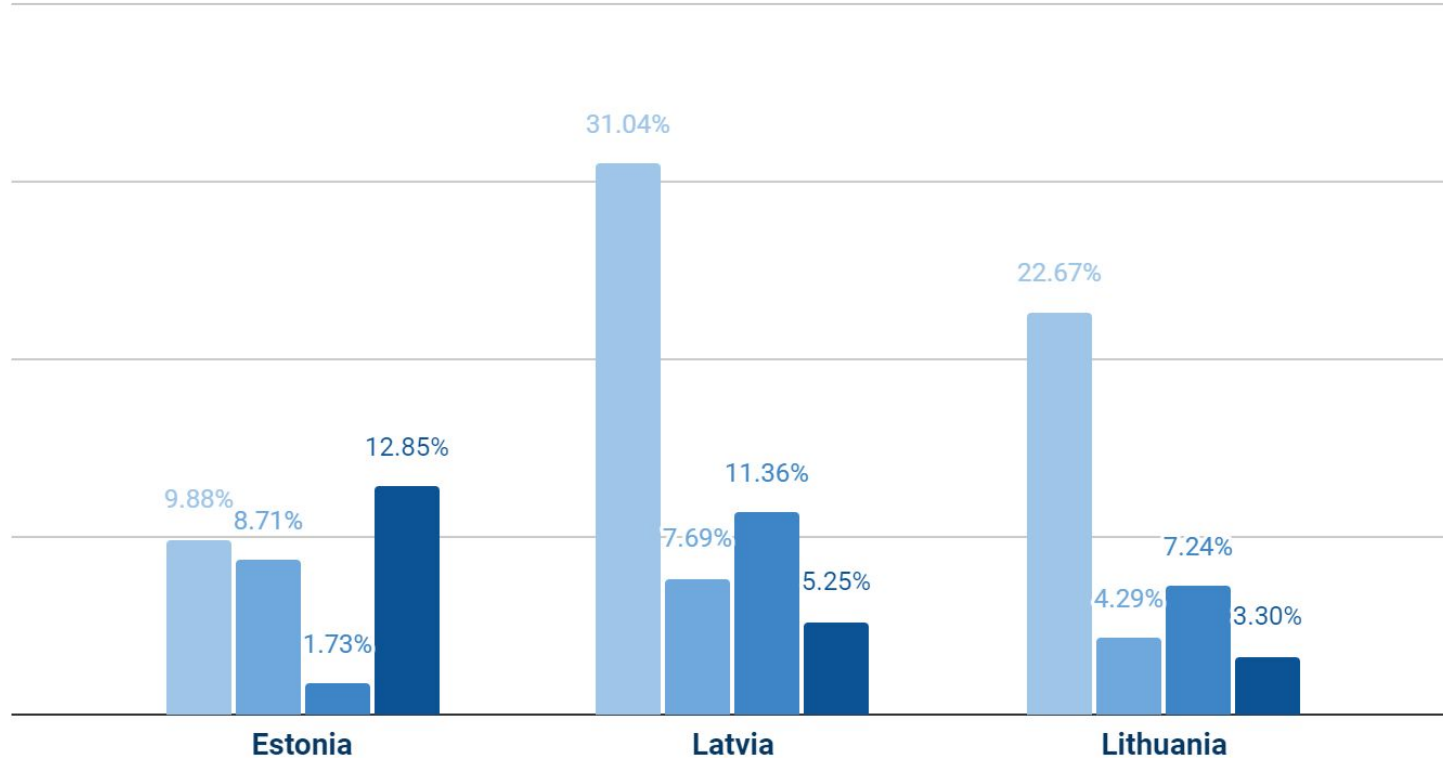
Roomnights Growth vs 2022

■ Estonia ■ Latvia ■ Lithuania

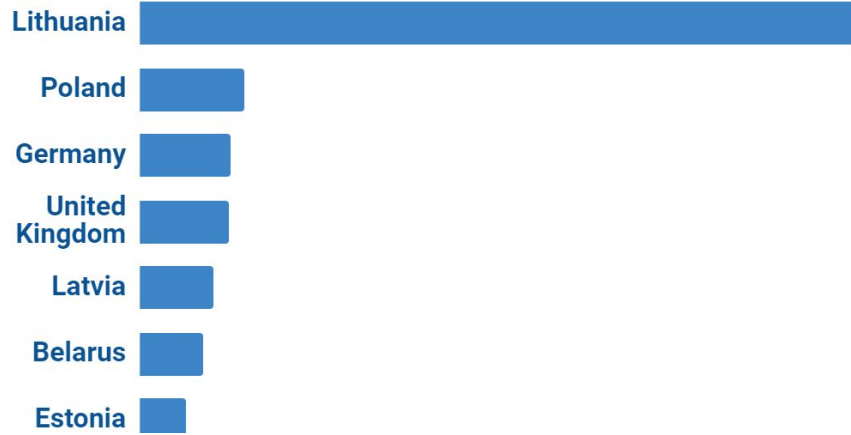


ADR Growth vs 2022

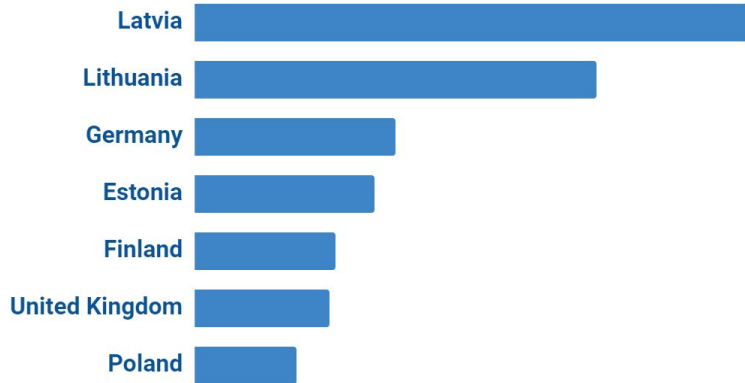
■ May ■ June ■ July ■ August



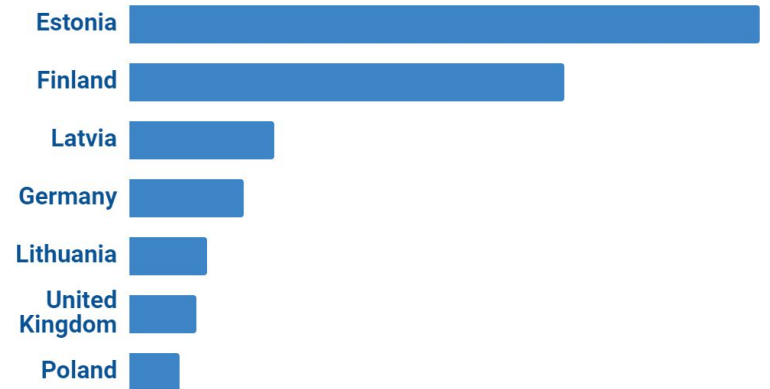
Lithuania. Booker Countries



Latvia. Booker Countries



Estonia. Booker Countries



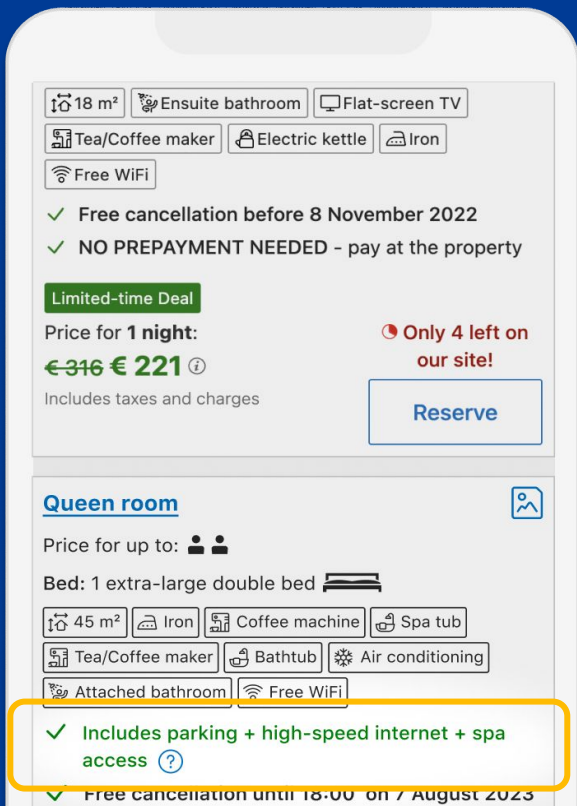
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Value adds

**Stand out by offering
more value to travellers
and increasing your ADR**

Value adds

Offer guests extra services such as parking, spa access, property credits, or other value adds.



Value adds is a new extranet feature that enables you to set up a rate plan consisting of room rate + value add(s) on Booking.com.

Partners and guests have told us that they're looking for more **flexibility to sell or purchase value adds** as part of their journey, either packaged or separately from the room rates. Value adds are the **first step** to provide that flexibility.

How value adds help travellers



Convenience

Guests are looking for the ease of booking extra services and paying for them, right at the time of reservation.



Enhancing the experience

Booking extra services will enhance the traveller's experience, whilst giving peace of mind before the trip.

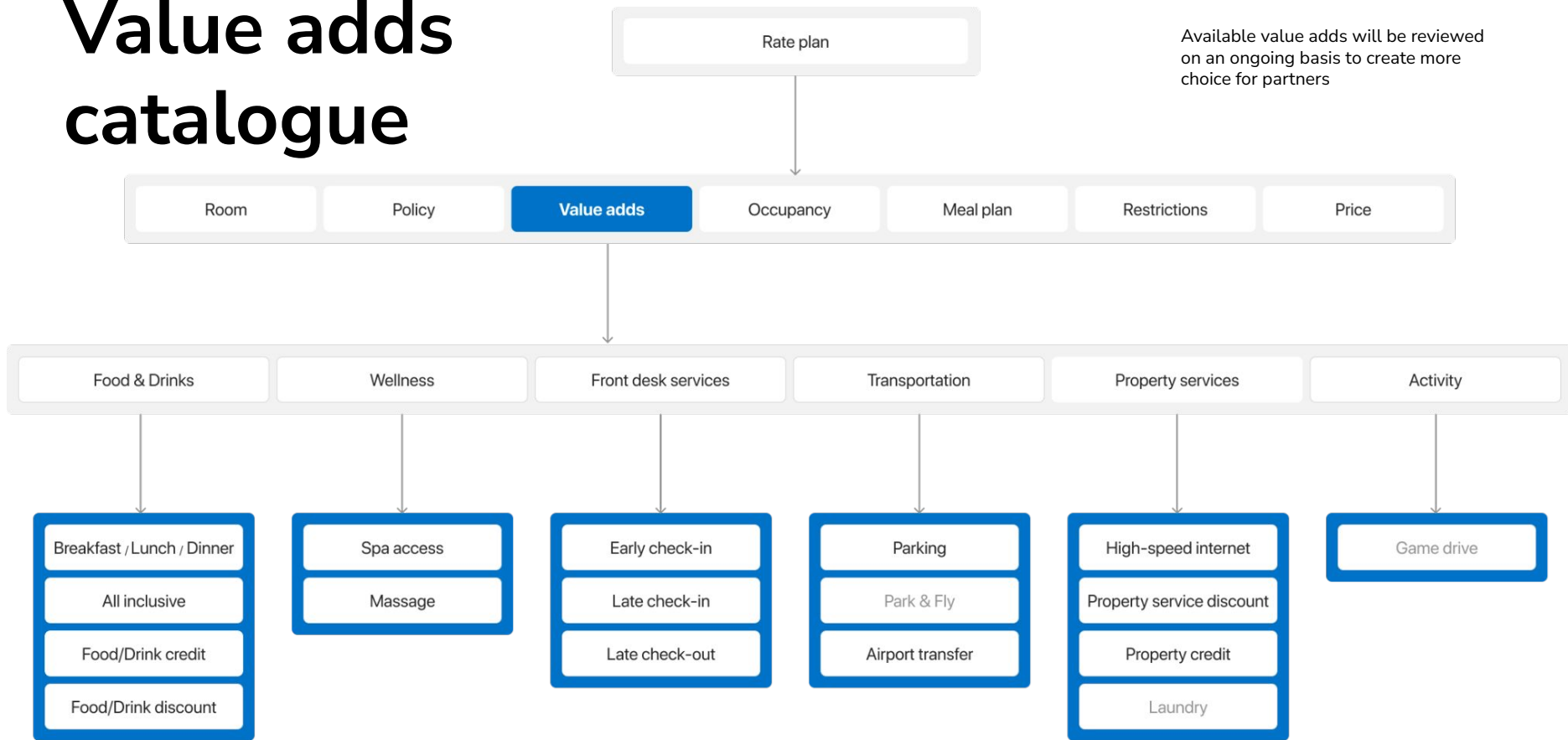


Value for money

Extras that are packaged together with the cost of your accommodation easily increase the value for guests.

Value adds catalogue

Available value adds will be reviewed on an ongoing basis to create more choice for partners



Why is it an opportunity?

- Promote your property and services without offering additional discounts
- Guests are interested to include extras like meals, spa, parking or late check-out at the time of booking
- Packaged rates that include value adds are popular with high-value travellers



71% of travellers

consider booking a package consisting of accommodation and extra services in the next 12 months

Thank you

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