

# Booking.com

CASE STUDY

#### **Business**

- Established in 1996 in Amsterdam,
- Booking.com has grown from a small Dutch start-up to one of the largest travel e-commerce companies in the world.
- Part of Booking Holdings Inc. (NASDAQ: BKNG),
- employs more than 17,000 employees
- in 198 offices
- in 70 countries worldwide.
- Mission: "to empower people to experience the world"

Source:https://www.booking.com/content/about.en-gb.html



## **Information System/Information Technology**

- Booking.com invests in digital technology that helps take the friction out of travel.
- Booking.com connects
  - travellers
  - with the world's largest selection of incredible places to stay, including everything from apartments, vacation homes, and family-run B&Bs to 5-star luxury resorts, tree houses and even igloos.

Source: https://www.booking.com/content/about.en-gb.html



## **Information System/Information Technology**

- The Booking.com website and mobile apps are available:
  - in over 40 languages,
  - offer 28 463,239 total reported listings,
  - cover 144 431 destinations
  - in 229 countries and territories worldwide.
  - more than 1 550 000 room nights are reserved the platform (each day).
  - customers can reach Booking.com 24/7 for assistance and support
  - Support in 40 languages, any time of the day or night.

Source: https://www.booking.com/content/about.en-gb.html

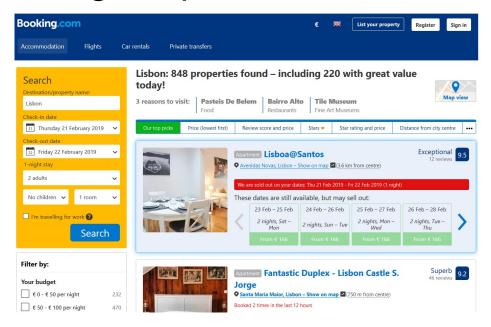


#### **Information System/Information Technology**

- Service is free for users.
- The providers authorized to offer their booking products or services and whose deals are displayed on the "www.booking.com"
- Booking.com receives a commission from the provider after that the guest has stayed at the provider's accommodation or benefited from the service or product.
- All property information displayed on the "www.booking.com" website is based on information given by providers
- properties in the relevant region or city are sorted by default or, for convenience purposes, by filters located at the top of the results page, which you can use to see matching results only.
- Source: https://www.booking.com/content/how\_we\_work.en-gb.html

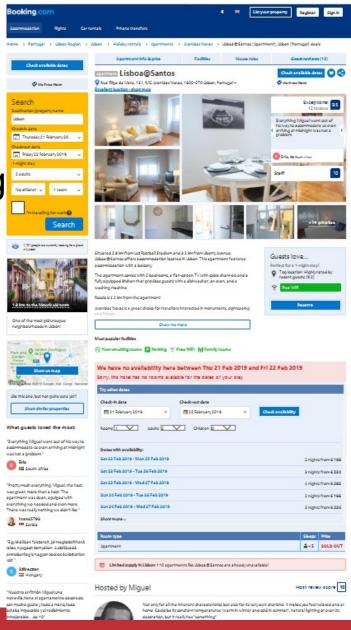


- Search for the property
- Sorting according to specific criteria



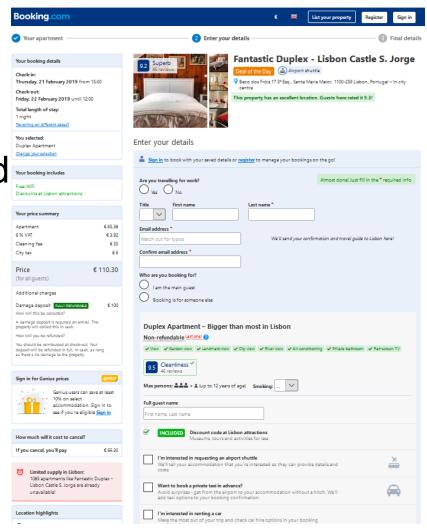


 List information about specific property, including feedback from customers





- Possibility of book and pay
- Users may be registered



# Booking and Artificial Intelligence

https://youtu.be/vonnRCIJXxk



#### **Exercise**

Inspired in the case of Booking, present an business concept and information systems

- Business
- Information Systems
- Users
- Requirements: functional and non-functional
- Artificial Intelligence (bots, prediction, advise...)

https://youtu.be/xW95yb6J1eU

