



LISBON
SCHOOL OF
ECONOMICS &
MANAGEMENT

UNIVERSIDADE DE LISBOA

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

The screenshot displays the Booking.com interface for a search in Lisbon. The search criteria include: Destination: Lisbon; Check-in date: Thursday 21 February 2019; Check-out date: Friday 22 February 2019; 1-night stay; 2 adults; No children; 1 room. The search results show 848 properties found, including 220 with great value today. The top results are sorted by 'Our top picks'.

Search criteria:
 Destination/property name: Lisbon
 Check-in date: Thursday 21 February 2019
 Check-out date: Friday 22 February 2019
 1-night stay
 2 adults
 No children | 1 room
 I'm travelling for work

Search results:
 Lisbon: 848 properties found – including 220 with great value today!
 3 reasons to visit: Pasteis De Belem (Food), Bairro Alto (Restaurants), Tile Museum (Fine Art Museums)
 Sorting: Our top picks | Price (lowest first) | Review score and price | Stars | Star rating and price | Distance from city centre

Property 1: Lisboa@Santos
 Apartment | Exceptional 9.5 (12 reviews)
 Avenidas Novas, Lisbon – Show on map (8.6 km from centre)
 We are sold out on your dates: Thu 21 Feb 2019 – Fri 22 Feb 2019 (1 night)
 These dates are still available, but may sell out:
 23 Feb – 25 Feb: 2 nights, Sat – Mon, From € 166
 24 Feb – 26 Feb: 2 nights, Sun – Tue, From € 166
 25 Feb – 27 Feb: 2 nights, Mon – Wed, From € 166
 26 Feb – 28 Feb: 2 nights, Tue – Thu, From € 166

Property 2: Fantastic Duplex - Lisbon Castle S. Jorge
 Apartment | Superb 9.2 (46 reviews)
 Santa Maria Maior, Lisbon – Show on map (750 m from centre)
 Booked 2 times in the last 12 hours

Filter by:
 Your budget
 € 0 - € 50 per night (232)
 € 50 - € 100 per night (470)

- List information about specific property, including feedback from customers

The screenshot shows the Booking.com interface for the property 'Lisboa@Santos'. The search filters on the left indicate a stay in Lisbon from Thursday, February 21, 2019, to Friday, February 22, 2019, for 2 adults in 1 room. The property is located at Rua Rijo de Mata, 121, N.C. in the Santos neighborhood of Lisbon. The page features several photos of the apartment, including the living area, dining table, and bedrooms. A red banner at the bottom of the main content area states: 'We have no availability here between Thu 21 Feb 2019 and Fri 22 Feb 2019. Sorry, this hotel has no rooms available for the dates of your stay.' Below this, a table shows the booking calendar with dates and prices for various stay durations. The table is as follows:

Date Range	Number of Nights	Price
Sat 23 Feb 2019 - Mon 25 Feb 2019	2 nights	€ 166
Sat 23 Feb 2019 - Tue 26 Feb 2019	3 nights	€ 236
Sat 23 Feb 2019 - Wed 27 Feb 2019	4 nights	€ 282
Sun 24 Feb 2019 - Tue 26 Feb 2019	2 nights	€ 166
Sun 24 Feb 2019 - Wed 27 Feb 2019	3 nights	€ 236

The page also includes a 'What guests loved the most' section with reviews from various countries, a 'Most popular facilities' section listing amenities like non-smoking rooms, parking, free WiFi, and family rooms, and a 'Hosted by Miguel' section with a profile picture and a note about the property's location and amenities.

- Possibility of book and pay
- Users may be registered

Booking.com

€ [List your property](#) [Register](#) [Sign in](#)

1 Your apartment 2 Enter your details 3 Final details

Your booking details

Check-in:
Thursday, 21 February 2019 from 15:00

Check-out:
Friday, 22 February 2019 until 12:00

Total length of stay:
1 night

[Traveling on different dates?](#)

You selected:
Duplex Apartment
[Change your selection](#)

Your booking includes

Free WiFi
[Discounts at Lisbon attractions](#)

Your price summary

Apartment	€ 65.38
6 % VAT	€ 3.92
Cleaning fee	€ 35
City tax	€ 6
Price	€ 110.30
(for all guests)	

Additional charges

Damage deposit **FULLY REFUNDABLE** € 100

How will this be collected?
A damage deposit is required on arrival. The property will collect this in cash.
How will you be refunded?
You should be reimbursed at check-out. Your deposit will be refunded in full, in cash, as long as there's no damage to the property.

Sign in for Genius prices [genius](#)

Genius users can save at least 10% on select accommodation. Sign in to see if you're eligible [Sign in](#)

How much will it cost to cancel?

If you cancel, you'll pay € 69.30

Limited supply in Lisbon:
106 apartments like Fantastic Duplex - Lisbon Castle S. Jorge are already unavailable!

Location highlights

Fantastic Duplex - Lisbon Castle S. Jorge

Deal of the Day Airport shuttle

Beco dos Fróis 17 3º Esq., Santa Maria Maior, 1100-259 Lisbon, Portugal – In city centre

This property has an excellent location. Guests have rated it 9.3!

Enter your details

[Sign in](#) to book with your saved details or [register](#) to manage your bookings on the go!

Are you travelling for work?
 Yes No Almost done! Just fill in the * required info

Title First name Last name *

Email address * We'll send you your confirmation and travel guide to Lisbon here!

Confirm email address *

Who are you booking for?
 I am the main guest
 Booking is for someone else

Duplex Apartment – Bigger than most in Lisbon

Non-refundable [Let one!](#)

View Garden view Landmark view City view River view Air conditioning Private bathroom Ray-screen TV

9.5 Cleanliness
45 reviews

Max persons: + 4 (up to 12 years of age) Smoking:

Full guest name

INCLUDED Discount code at Lisbon attractions
Museums, tours and activities for less

I'm interested in requesting an airport shuttle
We'll tell your accommodation that you're interested so they can provide details and costs.

Want to book a private taxi in advance?
Avoid surprises - get from the airport to your accommodation without a hitch. We'll add taxi options to your booking confirmation.

I'm interested in renting a car
Make the most out of your trip and check car hire options in your booking

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>