



crews

Where you belong

TRAINING

Booking

LEARNING OBJECTIVES

- Understand how the Booking.com platform works and its impact on hotel distribution
- Optimise the visibility and performance of an establishment on Booking
- Master the management of bookings, pricing and availability
- Improve profitability through the platform's tools and strategies

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Hospitality, tourism and online distribution professionals

PREREQUISITES

Fundamentals of luxury

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,690 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to Booking.com
 - Overview of the platform and its role in tourism distribution
 - How the OTA operates and commission model
 - Advantages and limitations for establishments
- Creating and optimising a property listing
 - Setting up the property and rooms
 - Optimising content: photos, descriptions, amenities
 - Translations and consistency of information
- Managing availability and pricing
 - Calendar, allotments and restrictions
 - Pricing strategies and yield management
 - Promotional offers and packages
- Managing bookings
 - Booking tracking and customer communication
 - Cancellation policies, no-shows and modifications
 - Billing and administrative management
- Performance and visibility
 - Booking algorithm and ranking factors
 - Conversion rate, price competitiveness, availability
 - Genius, Preferred Partner programmes and boosted visibility
- E-reputation and customer experience
 - Managing customer reviews
 - Improving satisfaction and quality score
 - Strategies to generate positive reviews
- Practical workshop
 - Audit of an existing Booking listing
 - Optimising content and pricing
 - Strategic recommendations

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to efficiently manage their presence on Booking.com, optimise their visibility, improve booking rates and maximise revenue.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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