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Regional Manager
BNL, Baltics, Nordics,
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Denmark, Sweden,
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Faroe Islands

Booking.com

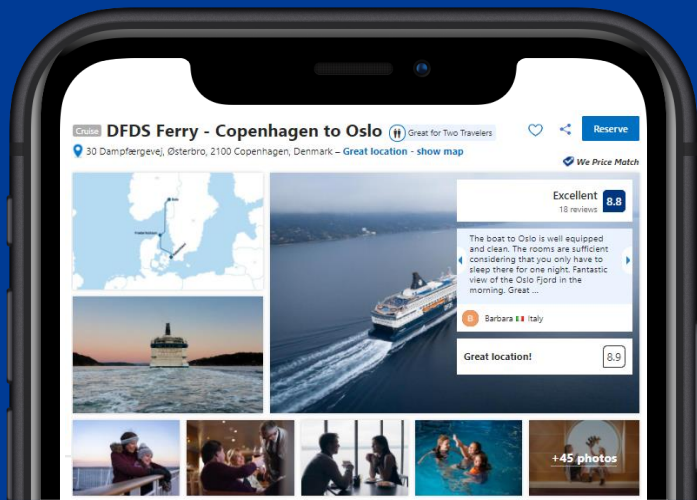
Ferry Shipping Summit 2021

Christin Schmidt & Christina Jacobsen
| September 22nd 2021

Agenda

1. Booking.com Connected Trip
1. Who are we / BBN Region
1. The Booking.com Cruise Journey
1. Next Steps

Questions & Connect



1. Booking.com Connected Trip



24 years ago



To help leisure and business travelers, whatever their budget, easily discover, book and enjoy the world's best places to stay"

BOOKINGS.NL Welcome

'Goedemorgen',

This is the site to book your hotel in The Netherlands. Through BOOKINGS.NL, you have direct and easy access to a range of Dutch hotels, complete with up-to-date availability information.

Select an (available) hotel and fill in a booking form. After processing you will receive a confirmation of your booking by E-mail.



Start hotel search



Booking form



Map of The Netherlands



Touristic links



Information for hotels



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Send us a message

Current time in The Netherlands is 06:04. 'Goedemorgen' means good morning.

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10:03

Current time in The Netherlands

BOOKINGS NL

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This is the site to book your hotel in **The Netherlands**. Through BOOKINGS.NL, you have direct and easy access to a range of hotels, complete with up-to-date availability information.

[Country Map](#)

Here you will find brochures of the hotels, room rates, hotel packages, special offers and last minutes, including real-time booking facilities for all hotels.

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Start hotel search

Language

Select language ▾

Region

Europe ▾

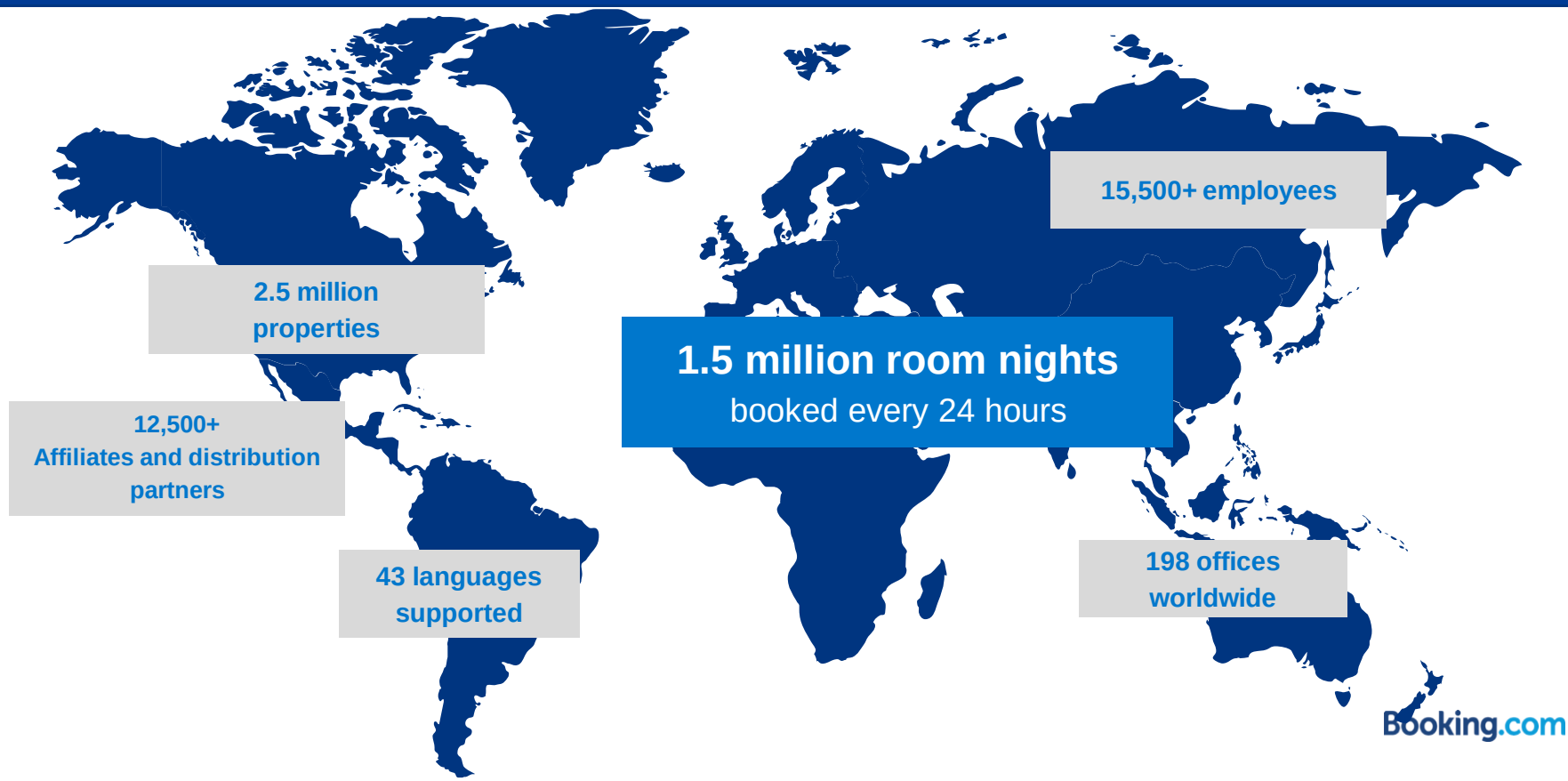
Country

The Netherlands ▾



Booking.com

Welcome to the world's largest online travel community



Our approach to innovation:

Fail Quickly

Learn Fast



A person wearing a bright yellow jacket and a red backpack is standing in a snowy environment. A white mug with the text "THE Adventure BEGINS" and a mountain graphic is hanging from the backpack. The background is a soft-focus snowy landscape.

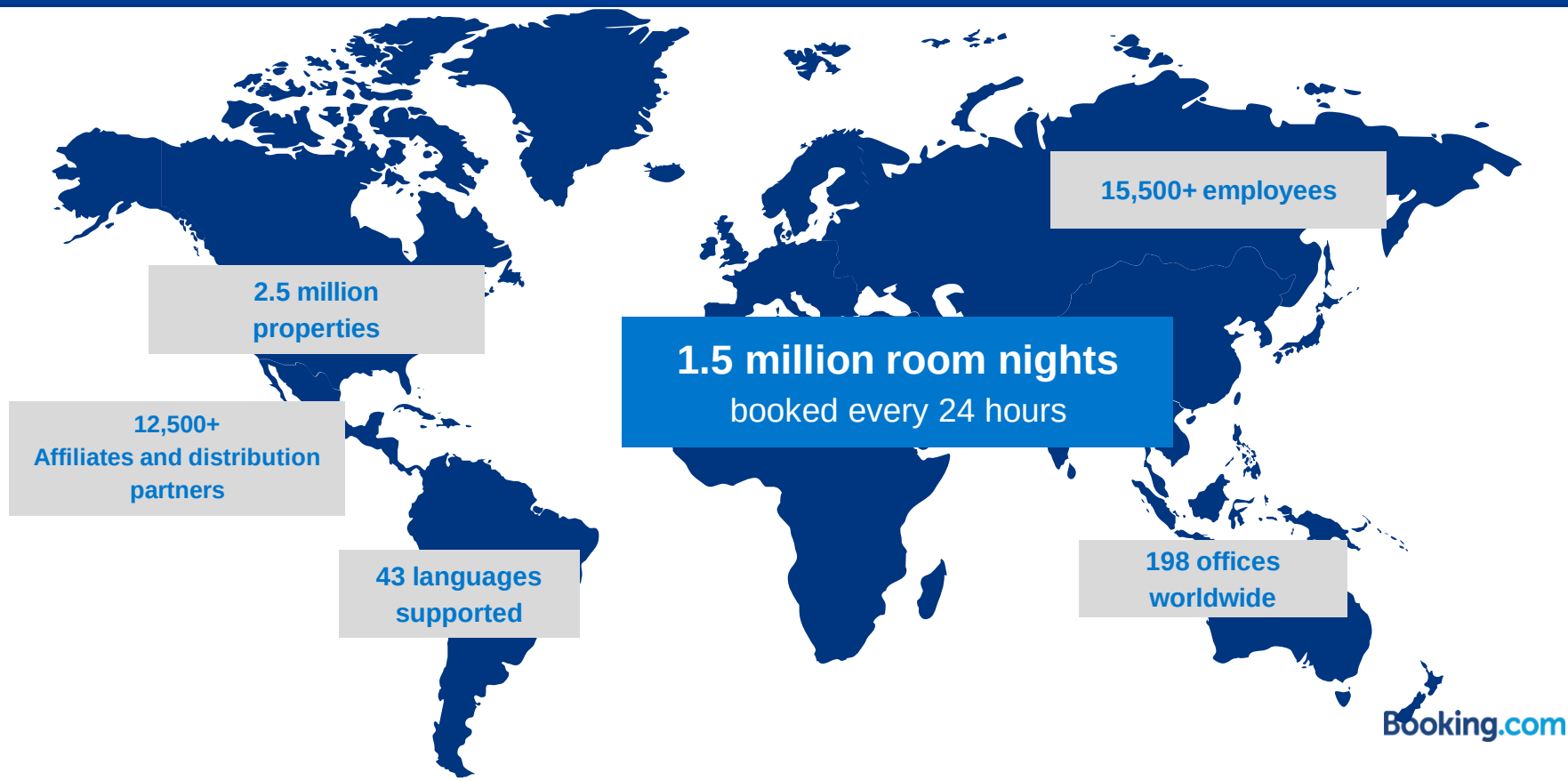
Our Mission

Make it easier for
everyone to
experience the
world.

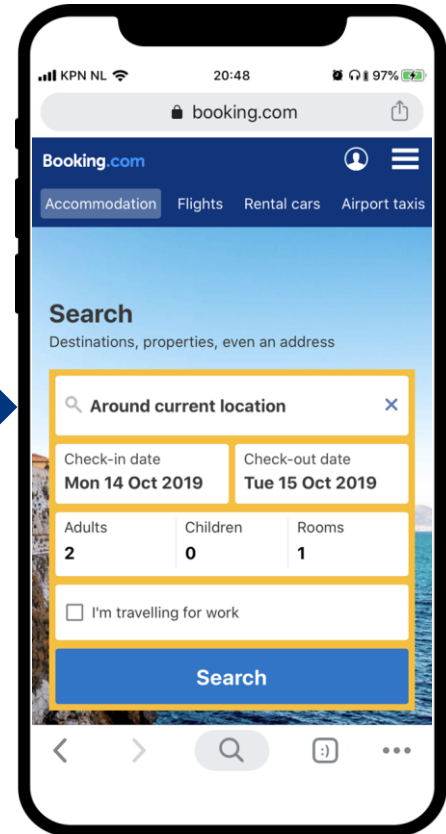
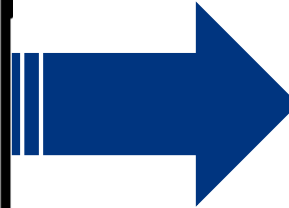
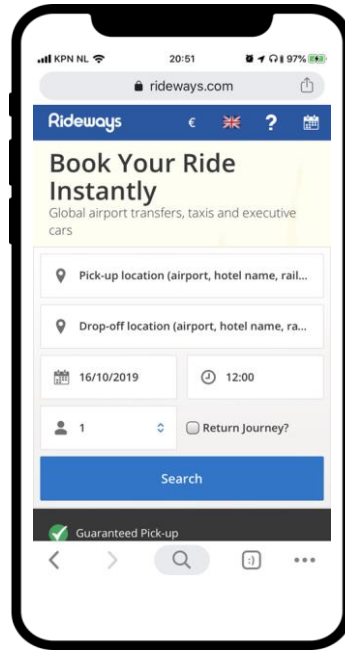
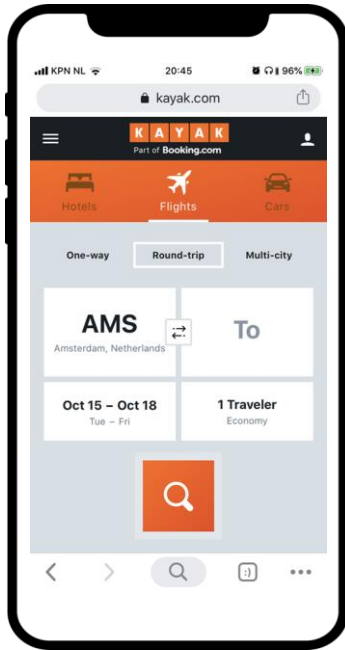
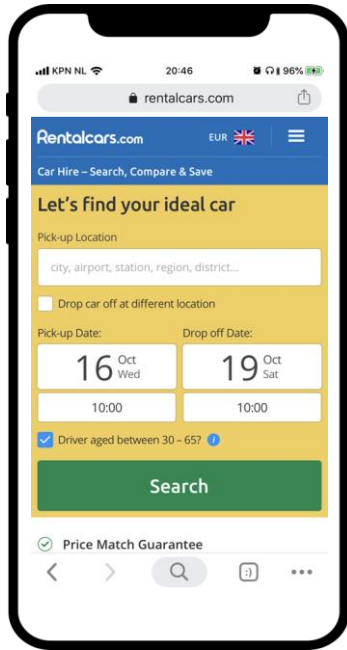
The widest **choice**
The best **value**
The **easiest, simplest**
experience
From a **trustworthy**
brand

Booking.com

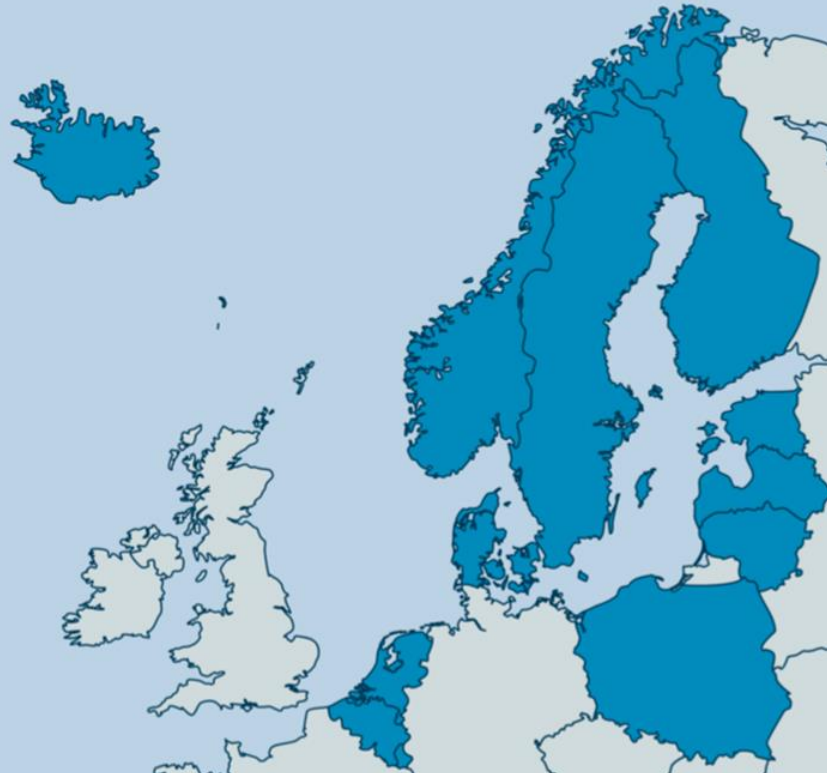
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Building the connected trip



BENELUX & BALTIC SEA REGION



3. The Booking.com Cruise Journey

Houseboats

Great for Two Travelers
 Airport Shuttle

Reserve your boat stay

CHOOLAYIL BUIDING, AVALOOKUNNU P O AVALOOKUNNU P O, 688006 Alleppey, India –

Show map

We Price Match

Recent photo

nine hours Shinjuku-North 📍🇯🇵 Great for Two Travelers

169-0273 Tokyo Prefecture, Shinjuku-ku, Hayashino Cho 1-4-15 , Japan ~
Great location (8.8) • show map • 3 km from center



Excellent
3,840 reviews
8.7

The receptionists have good English and are very friendly. The shared lounge is great and you can see the night city view of Tokyo. Shower room is great! It's super ...

🗨️ Chat! 📞 Reservations

Great location! **8.8**

Sealona Center Apartments

 Carrer de Girona 17, 2-1, Eixample, 08010 Barcelona, Spain – [Excellent location \(9.6\)](#) – [show map](#) – 700 m from center










Reserve   

Worried?   

Sealona Center Apartments

 Carrer de Girona 17, 2-1, Eixample, 08010 Barcelona, Spain – [Excellent location \(9.6\)](#) – [show map](#) – 700 m from center










Reserve   

Worried?   

Reserve   

Worried?   

Nubia Luxury Camp Erg Chegaga

Great for Two Travelers Airport Shuttle

Centre M'hamid El Ghizlane, 45400 El Gouera, Morocco – Excellent location (10) – [show map](#)

Reserve your luxury tent stay

We Price Match

Exceptional

6 reviews **9.7**

The experience was truly worth the splurge. The tent was spotless, linen high quality, shower hot and good pressure and the service was friendly and ...

Rick, Canada

Staff

10

Winterfell

14 chemin des Mex, 1854 Leysin, Switzerland – [Excellent location \(9.4\) – show map](#)

We Price Match

Wonderful
 33 reviews
9.4

Well equipped kitchen, a lot of space, comfortable beds, great view on the village and mountains.

Anonymous, Switzerland

Staff **9.8**

+45 photos

Example: Ferry Operators on Booking.com



DFDS

2 nights cruises & one way tour

Oslo -> Copenhagen, Copenhagen -> Oslo

Amsterdam -> Newcastle, Newcastle -> Amsterdam

Frederikshavn -> Oslo, Oslo -> Frederikshavn

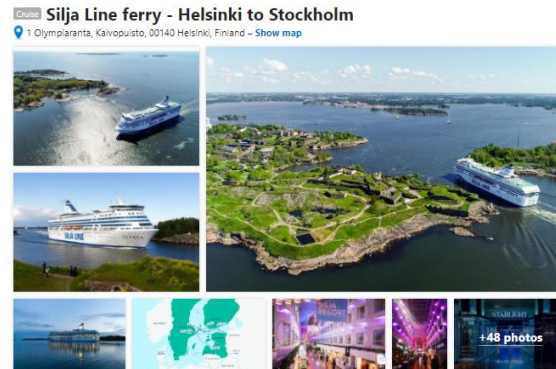


Viking Line

23 H cruise & one way tour

Turku -> Stockholm, Stockholm -> Turku

Helsinki -> Tallinn, Tallinn -> Helsinki



Tallink/Silja Line

One way tour

Helsinki -> Stockholm, Stockholm -> Helsinki

Recipe for success

Pictures, description & reviews

Customized by content/language team.

Connectivity / XML Solution

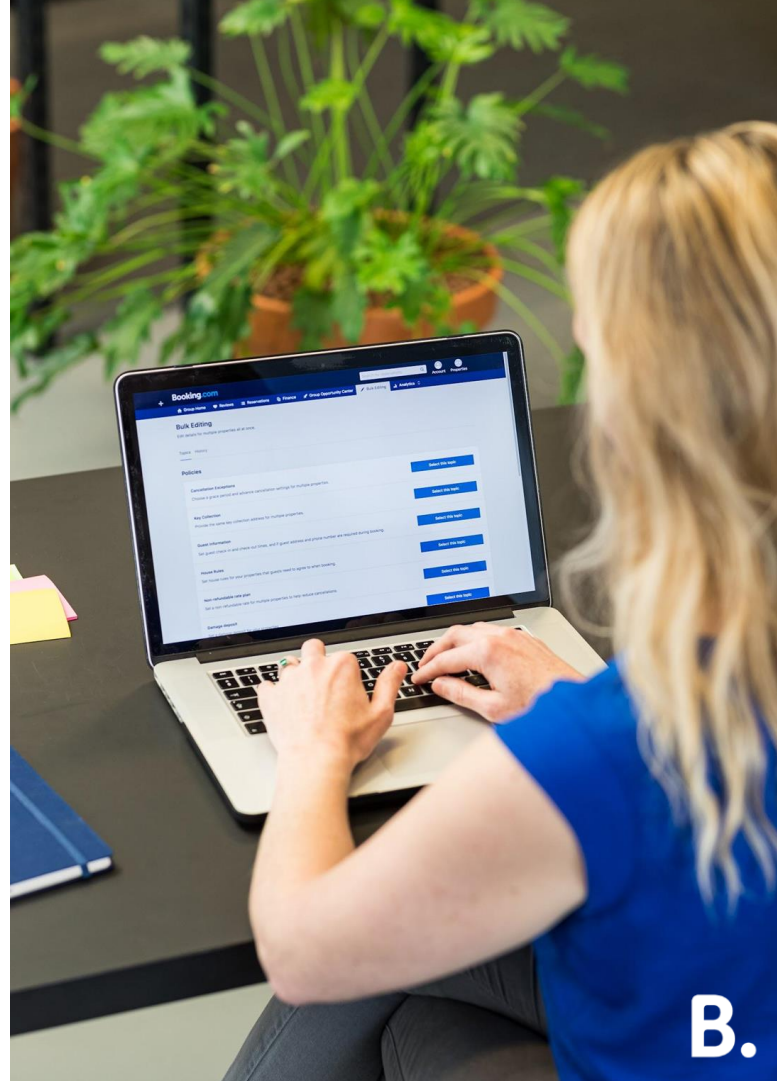
Ferry Gateway.

Support team for optimization

Local Account Managers & Account Executives.

How ferries helps travellers on Booking.com

- City Hopper Travel
- Saving cost hotel/flight
- Transportation
- Cruise Experience
- Sustainable



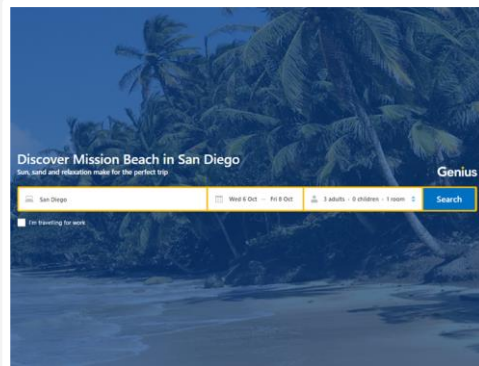
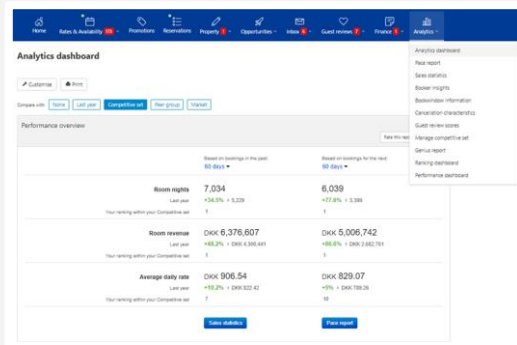
4. Next Steps

Ferry Operators on Booking.com -> Next Steps

Revenue Strategy

Visibility

Sustainability



Questions & Connect

Connect with us at the event or via email / LinkedIn.



See you around



christin.schmidt@booking.com

christina.jacobsen@booking.com



[Christina Jacobsen](#)

Thank you

Booking.com