

Booking.com's Mobile Bookings Grow 160% in 2013

From \$3 billion in 2012 to \$8 billion in 2013

AMSTERDAM – February 21, 2014 – [Booking.com](http://www.booking.com), the world's number one accommodation site, continues to see strong growth in mobile bookings. The total transaction value of mobile accommodation bookings more than doubled from over \$3 billion in 2012 to over \$8 billion in 2013. Looking back at the 2011 figure where Booking.com saw \$1 billion in mobile bookings, it is clear that mobile accommodation booking continues to grow rapidly year on year.

"Booking.com has more than 425,000 accommodations across 25 different accommodation types, bookable via all devices, which is more than any other accommodation site. The seamless booking experience across Booking.com's mobile and desktop devices combined with the quality of our highly rated apps, has driven customers increased usage of their mobile devices," says Booking.com CMO, Paul Hennessy. "We're seeing a shift in consumer behaviour from simply booking last minute accommodations on mobile devices to planning, researching, booking and utilizing post booking functionality on our mobile platforms. That's why we recognize the importance of delivering a world class, end to end experience that works well for both immediate and longer term bookings."

The online mobile hotel and accommodation bookings referred to above were made through the Booking.com family of hotel booking apps including native apps for [iOS](#) and [Android](#), and through Booking.com's mobile websites. More information about Booking.com's apps can be found [here](#).

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About Booking.com

[Booking.com](http://www.booking.com) is the world leader in booking hotel and other accommodations online. It guarantees the best prices for any type of property – from small independents to five-star luxury. Guests can access the Booking.com website anytime, anywhere from their desktops, mobile phones and tablet devices, and they don't pay booking fees – ever. The Booking.com website is available in 41 languages, offers more than 425,000 hotels and accommodations in 195 countries, features over 25 million reviews written by guests after their stay, and attracts online visitors from both leisure and business markets around the globe. With over 17 years of experience and a team of over 6,500 dedicated employees in 115+ offices worldwide, Booking.com operates its own in-house customer service team, which is available 24/7 to assist guests in their native languages and ensure an exceptional customer experience.

Established in 1996, Booking.com B.V. owns and operates Booking.com™, and is part of The Priceline Group (NASDAQ: PCLN). Follow us on [Twitter](#), [Google+](#) and [Pinterest](#), like us on [Facebook](#), or learn more at <http://www.booking.com>.



Media contacts:

Booking.com

Paul Hennessy

Tel. +31 20 715 8476

mediarelations@booking.com

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