1. Overview

The objective of this project is to develop a feature that enables hotels to be listed on Booking.com through an automated or semi-automated process. This feature will allow hotel owners to add and manage their property listings, upload property details, images, pricing, and other relevant information required by Booking.com to attract potential guests.

2. Objectives

- Provide hotel owners with an intuitive interface to list their hotels on Booking.com.
- Ensure seamless integration between the hotel's property management system (PMS) and Booking.com.
- Enable hotel owners to update their information in real-time.
- Provide users with the ability to manage bookings, pricing, and availability directly from the platform.
- Compliance with Booking.com's listing requirements and policies.

3. Key Features

3.1. Hotel Registration and Onboarding

- **User Sign-up/Login**:
  - Hotel owners should be able to sign up using their email, social accounts (e.g., Google), or existing Booking.com accounts.
  - Upon login, a guided onboarding flow will assist new users in listing their properties.
- **Verification**:
  - Email or phone number verification to ensure legitimate property listings.

3.2. Property Information Submission

- **Basic Property Details**:
  - Hotel name, address (with geolocation), phone number, and website.
- **Hotel Category**:
  - Star rating, property type (hotel, resort, hostel, etc.), and guest capacity.
- **Room Types and Features**:
  - Different room types (standard, deluxe, suite) with detailed descriptions.
  - Room amenities (Wi-Fi, TV, mini-bar, etc.) and features.
- **Pricing and Availability**:
  - Dynamic pricing options (seasonal, promotional, etc.).
  - Calendar view to manage room availability.
- **Policies**:
  - Check-in/check-out times, cancellation policies, deposit requirements, and other property-specific terms.

3.3. Photo and Media Upload

- **Image Upload**:
  - Allow hotel owners to upload high-resolution photos (minimum size and quality requirements).
  - Categorized by room type, hotel facilities, and common areas.
- **360-Degree Virtual Tour** (Optional):
  - Option to upload or link to a virtual tour of the property.
- **Video Upload**:

- o Short videos showcasing property highlights.

3.4. Integration with Property Management Systems (PMS)

- **Real-Time Synchronization**:
  - o Integration with popular PMS platforms to pull availability, pricing, and booking data.
- **Two-Way Communication**:
  - o Syncing between Booking.com and the hotel's PMS to reflect real-time updates on bookings, cancellations, and changes.

3.5. Booking and Payment Management

- **Booking Dashboard**:
  - o A simple dashboard to view, manage, and track all bookings made through Booking.com.
  - o Notifications for new bookings, cancellations, or changes.
- **Payment Integration**:
  - o Integration with payment gateways for secure payment processing.
  - o Handling different payment methods (credit cards, e-wallets, etc.).
- **Invoice Generation**:
  - o Automated invoice generation for each booking.

3.6. Analytics and Reporting

- **Dashboard**:
  - o Hotel performance metrics (occupancy rate, revenue, user reviews, etc.).
- **Competitor Insights**:
  - o Optional feature to compare hotel performance against competitors in the area.
- **Booking and Cancellation Trends**:
  - o Visualization of booking trends over time, cancellation rates, and seasonal demand.

3.7. Reviews and Ratings Management

- **Customer Reviews**:
  - o Ability for guests to leave reviews.
  - o Option for hotel owners to respond to reviews.
- **Rating Summary**:
  - o Display average guest ratings (e.g., cleanliness, comfort, location, etc.).

3.8. Compliance and Legal

- **Adherence to Booking.com Policies**:
  - o Ensure hotel listings comply with Booking.com's content guidelines, legal policies, and terms of service.
- **Tax Compliance**:
  - o Provide tools for hotel owners to manage local tax compliance based on location.

4. User Stories

4.1. Hotel Owner User Stories:

- **As a hotel owner**, I want to sign up on the platform and list my hotel on Booking.com with all relevant details so that I can attract potential guests.
- **As a hotel owner**, I want to update room pricing and availability in real-time so that I can avoid overbooking or underpricing during peak times.

- **As a hotel owner**, I want to receive notifications for new bookings or cancellations so that I can manage my property efficiently.
- **As a hotel owner**, I want to view analytics and reports so that I can track my property's performance and make informed business decisions.

4.2. Guest User Stories:

- **As a guest**, I want to view accurate and detailed information about the hotel on Booking.com so that I can make informed booking decisions.
- **As a guest**, I want to see images and reviews of the hotel to evaluate its quality before booking.

5. Non-Functional Requirements

5.1. Security

- Secure authentication using industry-standard methods (OAuth, JWT, etc.).
- All data in transit and at rest must be encrypted (SSL/TLS).

5.2. Scalability

- The system must handle multiple simultaneous hotel registrations and updates without performance degradation.

5.3. Performance

- Listings should load within 2 seconds, and the system should handle high traffic during peak times.

5.4. Usability

- The user interface should be intuitive and easy to navigate for non-technical users, such as hotel owners with limited experience in using software platforms.

5.5. Compliance with Local Laws

- Ensure that the platform complies with all local laws for each hotel's jurisdiction, including data protection regulations (e.g., GDPR).

6. Dependencies

- Integration with third-party Property Management Systems (PMS).
- Payment gateway integration.
- Booking.com API for managing listings and bookings.

7. Risks and Assumptions

- **Risks**:
  - Potential legal issues with local property regulations.
  - Data synchronization errors between the hotel's PMS and Booking.com.
  - Payment gateway failures leading to booking issues.
- **Assumptions**:
  - The hotel owners have basic knowledge of online property management systems.
  - Hotel owners will follow Booking.com guidelines for uploading content and managing their listings.

8. Success Metrics

- Number of hotels successfully listed through the platform.

- User satisfaction based on hotel owner feedback.
- Increase in hotel bookings through Booking.com due to streamlined listing.
- Reduction in booking discrepancies or overbookings.

9. Timeline

- **Phase 1**: Requirements gathering and initial design (2 weeks)
- **Phase 2**: Development of the hotel listing interface (4 weeks)
- **Phase 3**: PMS integration and real-time updates (3 weeks)
- **Phase 4**: Testing and bug fixing (2 weeks)
- **Phase 5**: Launch and post-launch support (2 weeks)

10. Stakeholders

- **Hotel Owners**: Primary users responsible for listing their properties.
- **Booking.com**: API provider and partner for listing synchronization.
- **Development Team**: Responsible for building and maintaining the platform.
- **QA Team**: Ensures that the platform functions correctly across all supported browsers and devices.

11. Conclusion

This PRD outlines the features, functionality, and requirements for a hotel listing feature that will enable hotel owners to efficiently manage their listings on Booking.com. By offering an easy-to-use interface and real-time integration with PMS, this solution aims to streamline the hotel listing process, improving both the hotel owner's and guest's experience on the platform.