

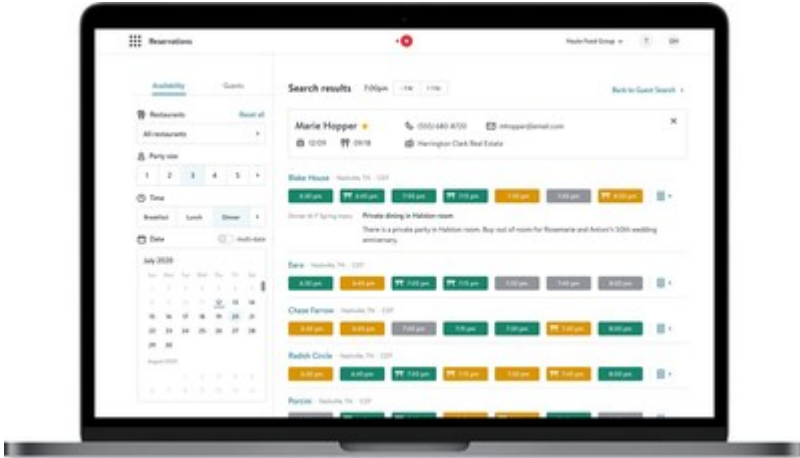


OpenTable Pilots Centralized Reservations for Hospitality Groups on GuestCenter

October 17, 2018

Suite of new GuestCenter features for hospitality groups rolls out nationally; Group reservations shows real-time availability across portfolio of locations in one view

SAN FRANCISCO, Oct. 17, 2018 /PRNewswire/ -- [OpenTable](#), the world's leading provider of online restaurant reservations and part of Booking Holdings, Inc. (NASDAQ: BKNG), today unveiled the pilot of a new centralized reservation feature for restaurant groups within its flagship product, GuestCenter. This new reservation view is the first in a suite of features designed to streamline operations through group-level tools for planning, management, and business intelligence; all in one dedicated group platform.



"We've listened to our restaurant partners, observed a growing need to centralize operations, and understand the increasing pressures of managing the bottom-line in today's food and beverage industry. Elevating levels of hospitality while increasing operational efficiencies is our shared goal, and we are pleased to announce that operators can now do this with greater ease within GuestCenter," said Jon Morin, Senior Director of Product Management at OpenTable. "With a central platform to manage and monitor reservations and new group-level metrics and features, the feasibility of moving to a centralized operating model just got easier for all groups."

This GuestCenter group platform works for a wide-range of hospitality groups, from sister-restaurants and multi-unit brands, to nationwide restaurant chains, hotels and resorts. The new features provide these groups with a top-down view of their overall operation, a way to manage user access at the group level, and view and book availability across all restaurants.

"The ability to manage our restaurant operations all in one place within GuestCenter at both the restaurant level and group level is essential for us to understand our operation at any given time," said Giselle Constante, East Coast Reservations Manager, Nobu. "The intuitive layout of the centralized reservations feature allows us to cross-sell between restaurants and very quickly see what availability they have, which is really helpful for us to run more efficiently."

This collection of features will allow operators to seamlessly flow between group and restaurant-level views, book and cross-sell availability across all restaurant locations, easily manage guest profiles and reservations, control user access to both restaurant and group features, and run group-level reports on more than 50 distinct data points.

Barbara Lynch Collective, Boka Restaurant Group, The Broadmoor, Farmers Restaurant Group and Nobu Restaurants are just a few of the groups already using these new features.

Restaurant groups can find out more about GuestCenter and the centralized reservations feature by visiting [here](#).

About OpenTable

OpenTable, part of Booking Holdings, Inc. (NASDAQ: BKNG), is the world's leading provider of online restaurant reservations, seating more than 26 million diners per month via online reservations across more than 47,000 restaurants. The OpenTable network connects restaurants and diners, helping diners discover and book the perfect table and helping restaurants deliver personalized hospitality to keep guests coming back. The OpenTable service enables diners to see which restaurants have available tables, select a restaurant based on verified diner reviews, menus, and other helpful information, and easily book a reservation. In addition to the company's website and mobile apps, OpenTable powers online reservations for nearly 600 partners, including many of the Internet's most popular global and local brands. For restaurants, the OpenTable hospitality solutions enable them to manage their reservation book, streamline their operations, and enhance their service levels. Since its inception in 1998, OpenTable has seated over 1.6 billion diners via online reservations around the world. OpenTable is headquartered in San Francisco and has bookable restaurants in more than 20 countries, including Australia, Canada, Germany, Ireland, Japan, Mexico, the Netherlands, Spain, United Kingdom and the United States. Restaurants are available for reservations in Dutch, English, French, German, Italian, Japanese, and Spanish languages.



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