

App Store complaint report

Booking.com: Hotels & Travel · Booking.com · current version 70.8

Generated 2026-10-23 from the 300 most recent public App Store reviews across 3 storefronts (2026-08-29 to 2026-10-22).

Metric	Value
Reviews analysed	300 (295 classified by AI)
Average stars (these reviews)	3.21
Reviews with a complaint	86 (29%)
Storefronts	CA 100, US 100, GB 100
All-time App Store rating (US)	4.85 from 2,203,584 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Pricing / subscription	62	2.2	70.4 (15), 70.7 (11), 70.6 (9)
Bugs	26	2.3	70.7 (5), 70.6 (4), 70.3 (3)
Feature requests	13	2.2	70.6 (3), 70.4 (3), 70.3 (1)
UX / design	8	2.2	70.3 (2), 70.4 (2), 70.7 (1)
Performance	5	2.3	70.6 (2), 70.7 (1), 70.5 (1)
Crashes / freezes	4	2.9	64.9 (2), 70.7 (1), 70.5 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
70.7	47	3.4	32%
70.6	57	3.4	23%
70.5.1	21	3.1	29%
70.5	20	3.7	20%
70.4	46	2.8	37%
70.3	28	3.0	29%
70.2	14	3.2	21%
70.1	11	3.2	27%

Representative quotes

Pricing / subscription

“Incompetent customer service – Booking.com has become a joke recently. I have used them for years and stayed in many places without issues. Recently, I experienced my first issue with a property where I needed help which involved numerous talks with customer s” (1★, v69.5, CA, 2026-09-07)

“Wouldn’t recommend to anyone – Customer service is abysmal, they take hours to respond to anything sometimes days and are totally useless. Tried booking over 5 different places just for half of the listings to be “inactive” and the others telling me they wan” (4★, v70.7, GB, 2026-10-21)

Bugs

“Aware of misleading – Do NOT trust Booking.com when searching for hotels in major cities! Twice during my trip, their system glitched and assigned bookings to entirely wrong towns hours away

(e.g., Pescara & Campobasso instead of Rome). To make matters wor” (1★, v70.2, CA, 2026-10-04)

“Botched bookings – I travel a lot for work, booking hundreds of hotel stays per year. Booking.com has a few quirks like a pay-the-hotel-now type feature that works only about half the time. They also don’t always honor refunds. The latest experience I had was ” (1★, v70.4, CA, 2026-10-10)

Feature requests

“Compromised and no way to contact them – Why am I getting WhatsApp messages from scammers that have details about my hotel booking? Either booking.com is compromised or they are selling customer data to shady third parties. Either one is awful. The developer r” (1★, v69.6, CA, 2026-09-11)

“Vett your listings please – Last night we booked the Regency Inn and Suites in Cornwall ON. My heart sank as we turned into the driveway and potholed parking lot. A further disappointment (understatement) was walking into the motel office, which could be a dou” (4★, v70.6, CA, 2026-10-17)

UX / design

“Worst – The worst website. As a host booking.com is the worst I’ve ever encountered. Website is like a haze maze tunnel. Getting support is like hammering a wall. CS is comparable to a bot, they cannot help because they do not know anything. They will confused” (1★, v70.3, GB, 2026-10-07)

“Terrible Service – Very disappointing customer service experience. My parents booked a hotel through Booking.com specifically to attend the AC/DC concert in Toronto. A severe and unexpected storm caused significant damage to the stadium and the concert was ca” (1★, v70.3, CA, 2026-10-05)

Performance

“Unresponsive, Harassment – Quite slow in responding to queries and listings of properties where property staff is quite rude and harassing. Not recommending for any bookings. AirBnB is better.” (1★, v69.6, CA, 2026-09-11)

“Terrible customer service – Their chat services are incredibly slow with agents serving a dozen people at the same time. What a waste of time, completely ineffective.” (1★, v70.6, US, 2026-10-18)

Crashes / freezes

“App literally crashes constantly – The all just crashes and exits when I try to click on my profile, my bookings, my saved lists, etc. it’s crazy!” (1★, v70.5, US, 2026-10-14)

“iPhone X – Stopped working on iPhone X” (1★, v64.9, GB, 2026-10-04)

The 10 most important fixes

1. Answer support requests [Bugs · 77 reviews · avg severity 2.3/3 · versions 70.7, 70.4]

Add an in-app contact option and reply to these App Store reviews; Apple lets developers respond publicly.

“Terrible Customer Support and No Help When You Need It Most – □ 1/5 Absolutely terrible customer support. It is unbelievably difficult to contact Booking.com when something goes wrong. There is no proper way to speak to someone directly, ” (1★, GB)

2. Make trials and renewals transparent [Pricing / subscription · 21 reviews · avg severity 2.2/3 · versions 70.7, 70.6]

Show the renewal date and price before the trial ends; link to cancellation. Surprise charges drive 1-star reviews and refunds.

“Terrible experience due to Booking.com’s predictive text! – Earlier in the day I had searched apartments in Funchal however, the flights didn’t work so later I looked for apartments in Faro. Unbeknown to me, the search switched back to Func” (1★, GB)

3. Improve content quality [Feature requests · 13 reviews · avg severity 2.2/3 · versions 70.6, 70.7]

Review the content areas users name; add a "report a problem" button on content.

“Beware of Scams – The do not verify their properties. They do not have AI tools in place to cross check listings on other websites to confirm property availability or the accuracy of the pricing they list on their site. They allow direct pa” (1★, US)

4. Justify or adjust the price [Pricing / subscription · 11 reviews · avg severity 2.0/3 · versions 70.6, 70.0]

Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

“Worst place ever – Warning to future travelers: do not book this property. The listing is severely misleading, and as multiple recent guest reviews confirm, this is an ongoing pattern. First, the

actual physical location of the property is " (1★, GB)

5. Stop data / progress loss [Bugs · 6 reviews · avg severity 2.2/3 · versions 69.7, 70.5.1]

Reproduce sync and restore paths; add server-side backup and a visible "restore" option.

"new update atrocious. information lost. records deleted. – terrible update! it wiped out all my records, my correspondence with properties for my upcoming bookings, wiped out all the records of my countless booking transactions and revie" (1★, CA)

6. Fix notifications [Bugs · 6 reviews · avg severity 2.0/3 · versions 70.7, 70.4]

Check notification delivery and let users control frequency in settings.

"Old Notification icons lingering – Please remove old notification icons from past bookings. It shows an unread msg, but the message won't load and it's attached to an old booking. Update: I've updated the app, resigned in and the same issue" (2★, US)

7. Soften the redesign backlash [UX / design · 5 reviews · avg severity 2.5/3 · versions 70.5.1, 70.7]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

"Very, very sad – The app is no longer working on my phone. Its newer version is not supported, and the oldest version is out of service it seems. It automatically redirects me to a web-site, where I also can't make the booking, cause someh" (2★, CA)

8. Fix login / account access [Bugs · 2 reviews · avg severity 2.6/3 · versions 69.9, 70.2]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

"Horrible customer service – The ai bot can't understand the words, can't verify, the emails go unanswered. The customer service is pathetic and awful. Never ever thinking of using this app again" (1★, CA)

Method: the most recent public App Store reviews across up to 6 storefronts, collected via a third-party Apify scraper, plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.