WooCommerce Bookings

For a business that sells time, the booking experience is part of the purchase. WooCommerce Bookings lets partners explore how appointments, rentals, classes, and reservations fit into an existing WooCommerce store, from choosing an available slot to checking out.

At a glance

What it is: A paid extension for selling bookable time or date slots inside a WooCommerce store.

Who it serves: Service businesses, coaches, tour operators, rental businesses, and venues.

Price: US$249 for one year or US$398.40 for the currently discounted two-year option. Updates, support, and a 30-day money-back guarantee are included. Check the product page for current pricing.

Shared resources: Staff, rooms, and equipment can have their own availability and capacity across bookable products.

Getting started

Send readers to WooCommerce Bookings. The store owner buys the extension and installs it on their WooCommerce store.

The current release requires WordPress 7.0 or later, WooCommerce 11.1 or later, and PHP 7.4 or later. A working WP Cron is also needed. Check the current release requirements before purchase.

The product page offers a demo option. Use the available demo for an initial look; a full setup or integration demonstration requires access to a suitably configured store.

Core talking points

Shape the schedule

Offer fixed slots or let customers choose a duration. Set availability at store, product, and resource level, add buffers, and control participant limits. Customer-time-zone display is useful for online services.

Match pricing to the service

Combine a base booking charge with a duration-based cost. Person types allow different rates for adults and children, while availability and pricing rules support different times, groups, and booking lengths.

Manage the calendar

Require confirmation before requesting payment, send booking emails and reminders, and add bookings manually. The calendar can be filtered, and Google Calendar integration keeps bookings visible alongside the owner's other commitments.

Move booking records

Built-in CSV import and export support bulk creation, updates, and reporting. Review the import results and warnings when transferring records between stores.

Choose additions for the job

WooCommerce Deposits supports partial upfront payments. Product Add-Ons adds optional extras. Bookings Availability surfaces open slots on pages and posts. These extensions are separate purchases. The free Accommodation Bookings add-on supports overnight stays.

Keep recurring payments separate from recurring events

Woo's product page describes using WooCommerce Subscriptions for recurring payments on appointment-based offerings. It is a separate paid extension. Do not describe that as automatic scheduling of repeat events: Bookings itself is not designed for recurring events. For one-off event tickets, Woo points readers toward Box Office.

Content angles

WRITTEN COMPARISONS

Bookings inside the store. Compare the customer journey, resource availability, total extension cost, and boundaries around event tickets and repeating schedules. Distinguish a recurring payment from a booking that automatically repeats.

REVIEWS AND EXPLAINERS

Match the setup to the business. Explain how a salon, rental business, or class provider would use resources, participant limits, confirmations, and reminders. Treat lower no-show rates as a goal, not a promised result.

VIDEO AND STREAMING

Follow a booking from selection to checkout. Use the available product demo to explore the customer view. With a configured test store, show how changing a resource or participant count affects availability. Clearly identify features requiring extra extensions.

Naming and brand usage

Use **WooCommerce Bookings**. It is an extension for WooCommerce stores. Use official Automattic brand assets and keep the names of separate extensions distinct.

Resources and links

WooCommerce Bookings · Bookings guide · Integrations · CSV import and export

Questions about a product or content idea? Contact affiliates@automattic.com.