

DESIGN GUIDE

Hotel Website Messaging

Making the Right First Impression



The importance of the visual experience

We all judge a book by its cover — and websites are no exception.

Your hotel website is the [starting point of the guest journey](#), so it's essential to deliver a flawless on-brand booking experience.

Beyond ensuring your content is on point, the right visuals and design choices help capture attention and [guide visitors smoothly through the booking funnel](#). Striking the right balance between functionality and aesthetic appeal not only enhances the user experience but also lays the foundation for a [strong direct channel strategy](#).

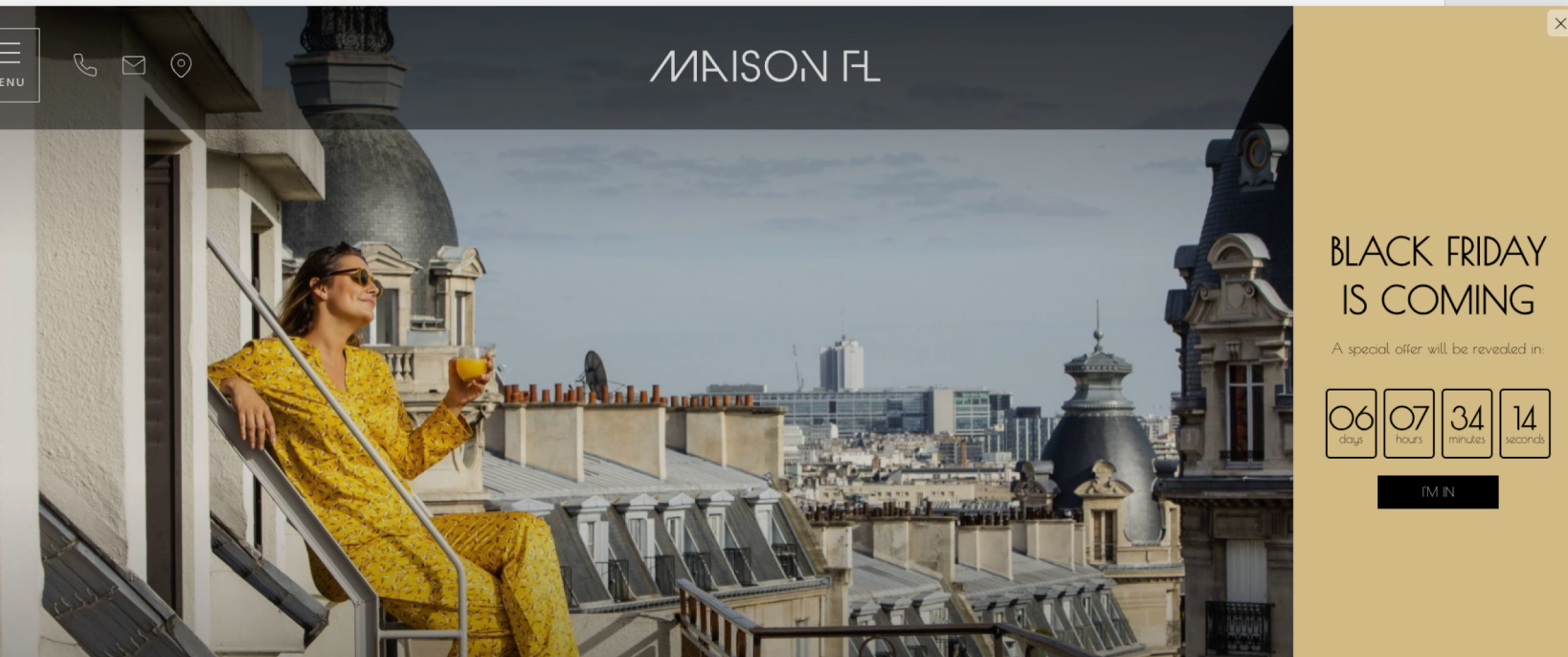
Let's explore some practical guidelines to optimize your marketing message designs and create a superior website experience that [maximizes conversions](#).



01. Design basics

Core principles of visual design to ensure clarity and brand consistency

Ensure the color scheme matches your brand identity



Coherence

Every brand has its distinct values and identity. A core element that makes any brand recognizable is its color scheme. Keep this in mind when creating marketing messages on your hotel website. Ensure that all the graphical elements come together harmoniously to support your brand identity.

Choose text color carefully

Readability

One of the most important things when choosing colors is contrast, especially when it comes to text.

When creating your online marketing messages, choose contrasting colors to improve readability and deliver a clear message.



**NOW YOU
SEE ME**



NOW YOU
DON'T

Find the right balance with fonts



I like the spot light

and I totally support you

I am here to explain to people why you
two work so well together.



I'm so strong

but I am more elegant

*Just do what I want and
I don't care*

Limit your fonts

When choosing the font of your messages, ensure these match the personality of your brand and that they work well together. It's worth taking the time to try out different combinations.

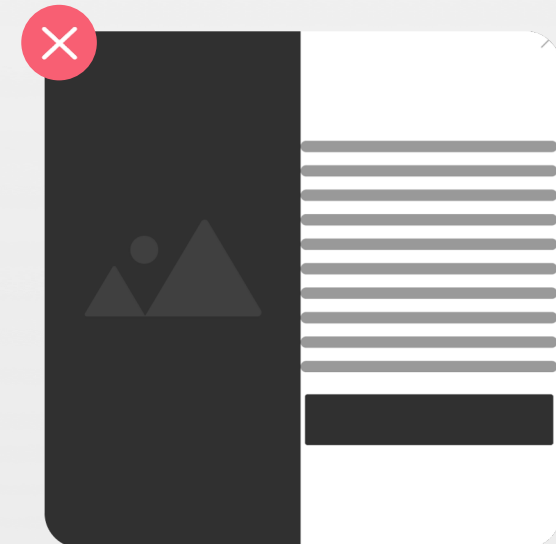
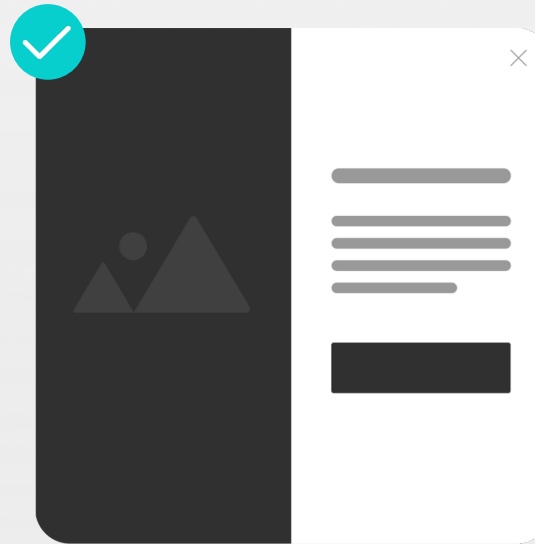
It's best to choose a maximum of 3 fonts, using different variations (bold, italics etc.) rather than using multiple fonts. This way, your design will look more professional and appealing.

White space is your friend

A clean design

Think about furnishing a room. You don't usually fill every part of available space with furniture and objects. If you do, the room starts to look cluttered, and no longer feels pleasant.

The same applies to design. If you have too many elements on a banner, the message will not be clear for users and will most likely be ignored. Keep it simple!



Images speak louder than words



Avoid the cliché

With the ever-growing influence of social media, the standards for visuals have reached new heights. It's important to choose images that look more natural, and use different and more interesting angles as opposed to the staged, cliché ones we've all seen.

Staging your own photoshoots is the ideal option, but not always possible. Luckily, THN's platform provides you with an extensive image gallery of a wide variety of options for you to choose from.

Achieve good size hierarchy

Size matters

The scaling of objects matters when you want to emphasize certain things or help navigate the viewer's eyes. Making some elements of the content bigger helps to focus attention on the most important things you want the user to see first.

Hierarchy can be applied to all design elements (photos, graphs etc.) - not just text. Color also helps with hierarchy, and is a good way to draw attention to a specific element such as a CTA.



LOOK AT ME

and then look at me
and finally look at me



LOOK AT ME
NO, ME
HEY, I'M HERE
OVER HERE
COME ON



**If everything yells for your viewer's
attention, nothing is heard.**

Aaron Walter, "Design for Emotion"



02.

Personalization in action

Turning design principles into practice with THN's platform

Find the ideal mix of website message formats

Let's take a moment to look at the design formats available through The Hotels Network platform, each one fully customizable to reflect your brand identity.

The visual impact of your website messages is crucial in capturing visitor attention. Choosing the right combination of formats ensures they blend seamlessly with your site's overall aesthetic while guiding guests through the booking journey.

Build from scratch

Start from template



Note

Nudge users towards a direct booking with in-web notifications.



Exit

Persuade abandoning visitors to stay on your website.



Layer

Create a personal and engaging user experience.



Inliner

Seduce users with subtle messages displayed as native content.



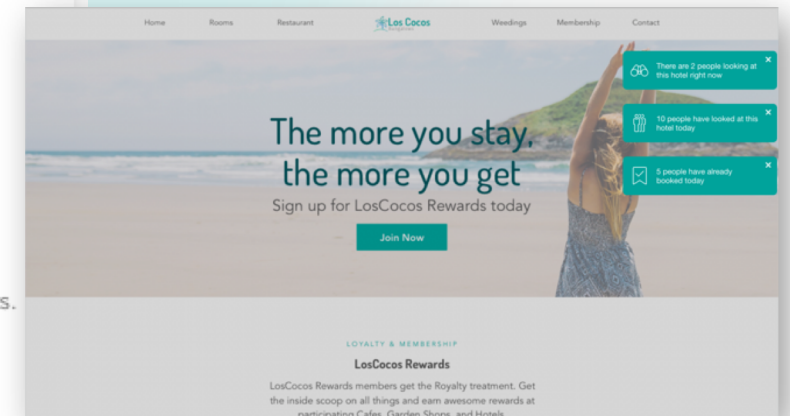
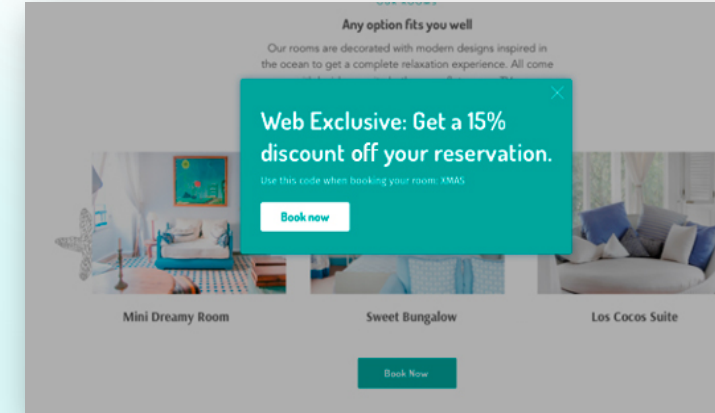
Experiment

Test which messages optimize web performance using multivariate or A/B tests.



Swap

Swap already-existing content in your website to speak directly to each audience.



Swap your existing website content for every visitor

Personalization isn't just about adding new messages on your site. With **Swaps**, you can take personalization further by automatically replacing existing website content and images based on specific targeting rules.

The result: each visitor sees content tailored to what they're looking for, creating a more relevant and engaging experience.



Couples

Hotels Offers  [Login](#)

Your Perfect Romantic Getaway

Enjoy quality time in a luxurious, intimate setting. From relaxing by the pool to intimate dinners under the stars, our hotel offers everything you need for a memorable getaway.

[Location](#) [Check in](#) [Check out](#) [Rooms for](#) [Search](#)

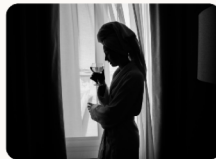
Top offers



Explore All Our Offers

Discover more exclusive deals, from private dining to wine tasting experiences.

[View All Offers](#)



Relax and Rejuvenate

Indulge in our luxurious spa treatments, including massages, hot tubs, and private wellness experiences.

[Book Your Spa Experience](#)



A Stay with Unforgettable Views

Enjoy our luxury suites featuring private terraces, oversized bathtubs, and panoramic views of breathtaking landscapes —perfect for unwinding together after a day of adventures.

[Know more](#)

Enjoy our services!

Make the most of your stay with exclusive services included in all bookings.

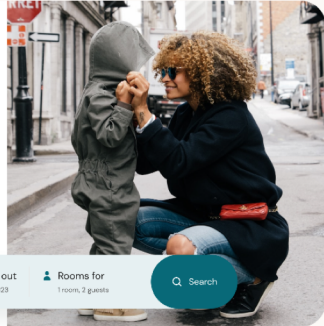
Families

 [Login](#)

Your Home Away from Home This Winter

Enjoy a cozy winter getaway with activities, comfort, and plenty of space.

[Location](#) [Check in](#) [Check out](#) [Rooms for](#) [Search](#)



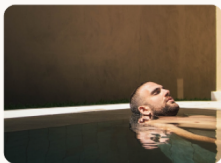
Top offers



Family Package Deals

Enjoy special discounts on family stays

[View All Offers](#)



Relax and Rejuvenate

Unwind with a relaxing spa treatment

[Book Your Spa Experience](#)



Spacious Family Suite with a Private Balcony

Enjoy the comfort and luxury of our family suites, featuring separate living areas, cozy fireplace and stunning views—perfect for family relaxation after a day of activities.

[Know more](#)

Enjoy our services!

Make the most of your stay with exclusive services included in all bookings.

  [See more](#)

Targeting rules to make messages relevant for users

Use intelligent behavioral triggers to show users personalized messages at critical points in the online booking process to create urgency, decrease the risk of bounce, and encourage engagement.



Timing

Date range, Days of the week, Time of day, Time zone



Search

Stay dates, Stay days of the week, Days until check-in, Length of stay, Specific Value / Sold out / Not sold out



Travel Party

Number of adults, Number of children, Number of rooms



Visitor Profile

Geo-location | Traffic source | Device



Visitor Behavior

New / returning visitor, Registered / non-registered visitor, Website interactions on previous visits



Data Variables

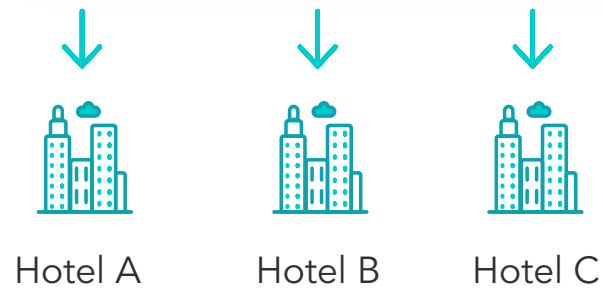
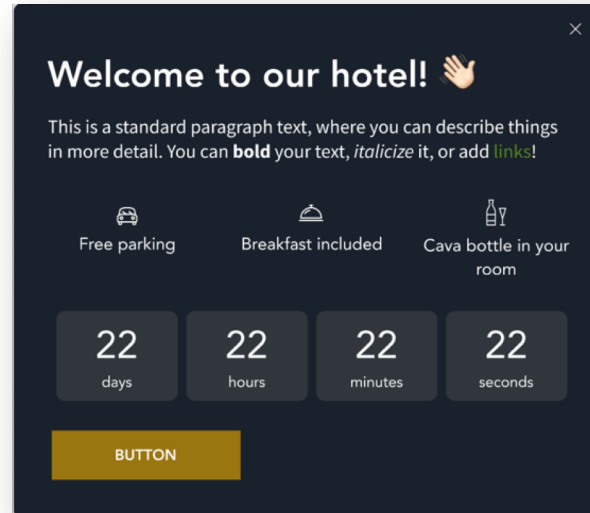
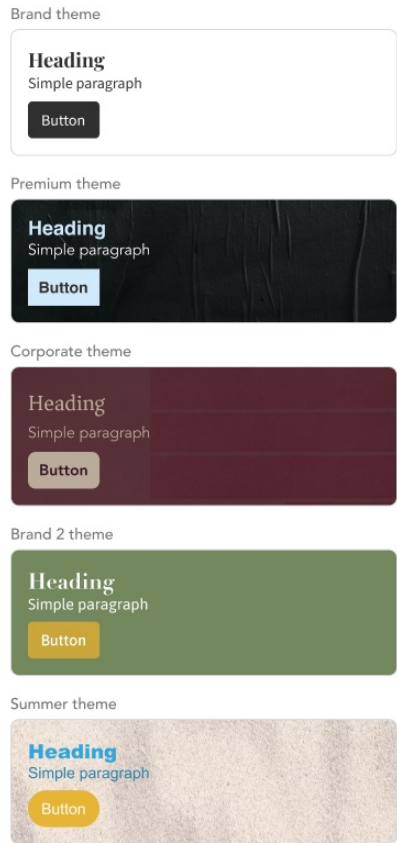
URL variables, Campaign UTMs, Data layer variables, CRM targeting



Dynamic Rules

Price disparity detected, Market demand

Brand themes to guarantee consistency



Speed up execution with shared assets

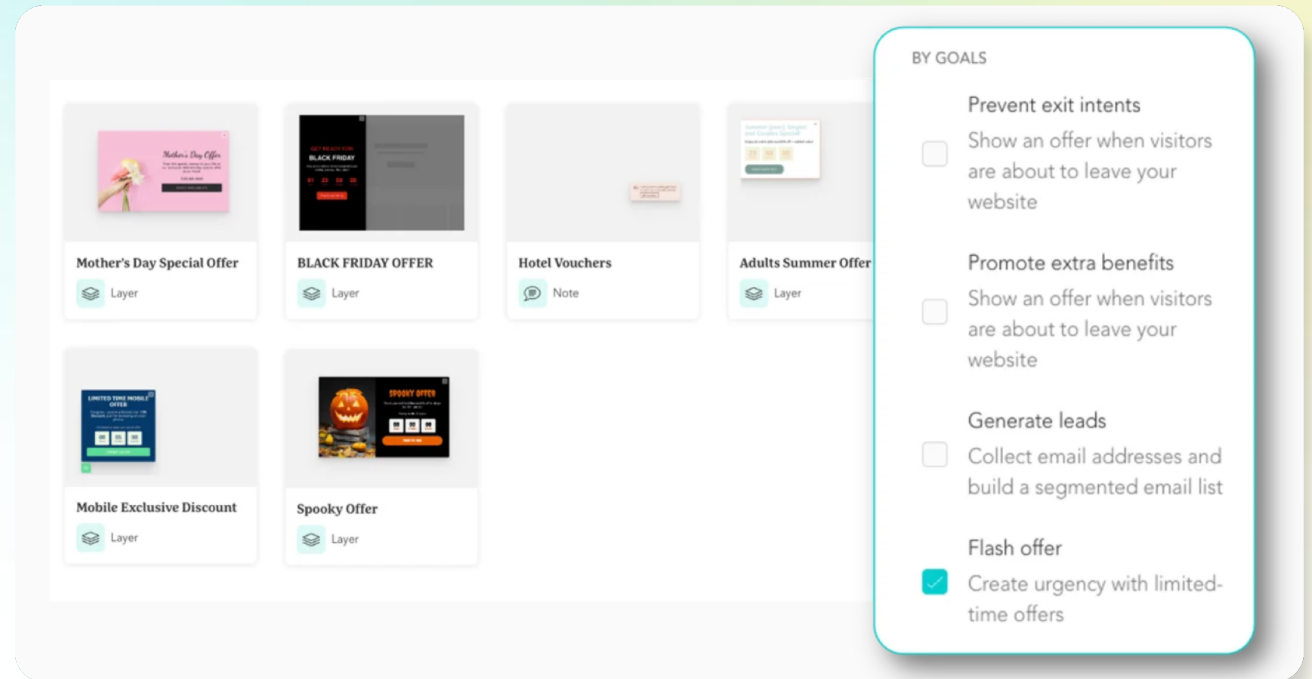
Create and manage your own brand themes and assets to ensure a consistent look and feel across properties. Empower teams to move fast while staying on brand.

Templates to unlock creativity and save time

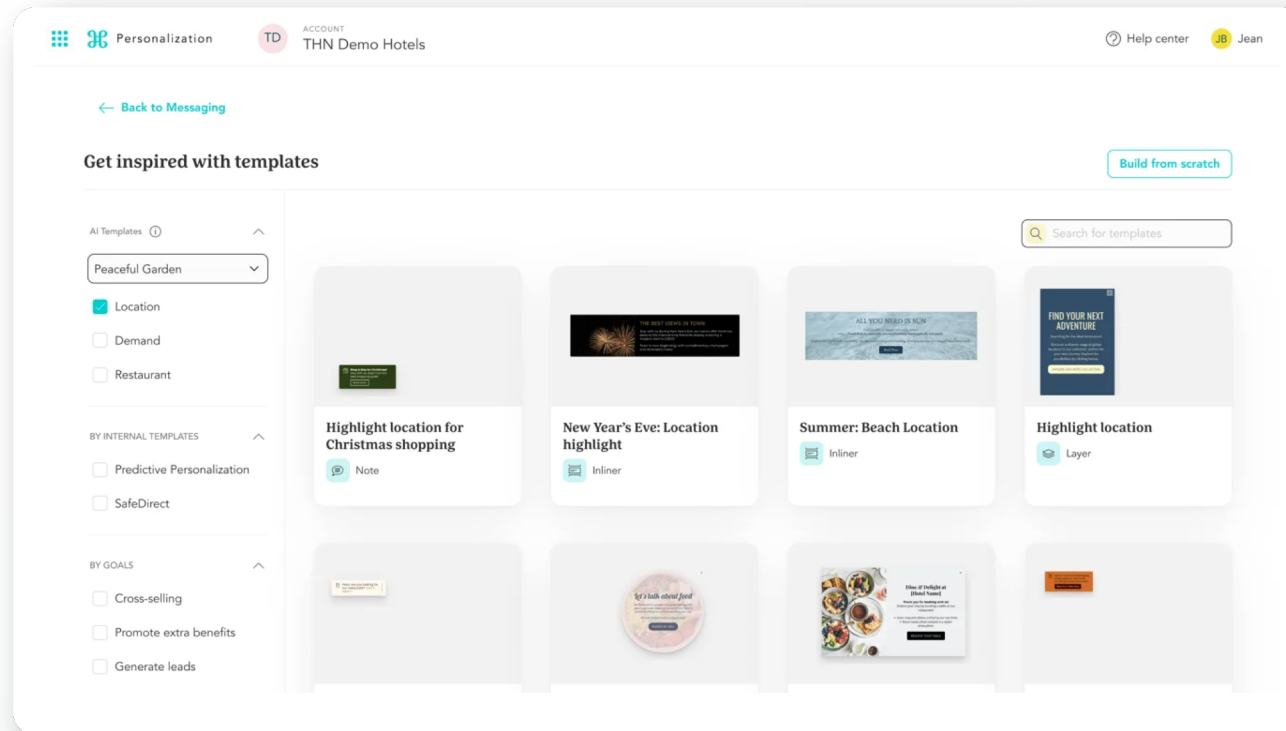
Create fast. Stay on brand.

Explore our extensive library of templates designed for specific goals, message types, or calendar dates.

With no coding required, you can easily adapt any template so your messages perfectly reflect your brand, every time. You can also set up brand-approved templates to ensure consistency across your team.



Take it to the next level with AI Templates



Your shortcut to impactful messages

Creating engaging messages for your hotel's website shouldn't be difficult. With our AI-powered content recommendation system, you get ready-to-use, customized templates tailored to each property — making it easy to launch powerful campaigns in just a few clicks.



03.

Messaging optimization

Usability and conversion tactics to guide guests seamlessly from first click to booking

Include simple icons to grab attention

Icons

No matter how important words are, they sometimes need a visual aid to support them.

Get your visitors to notice your messages by including a simple and clear icon. Icons help your content to jump off the page and ensure users quickly get the main point.

When creating **Smart Notes** within the THN platform, you can choose from more than 80 icons to complement your message.



We're just steps away from Arizona's best parks... explore them on one of our golf carts!



Special Summer Offer! [Check for more info](#)



86 people have looked at this hotel today

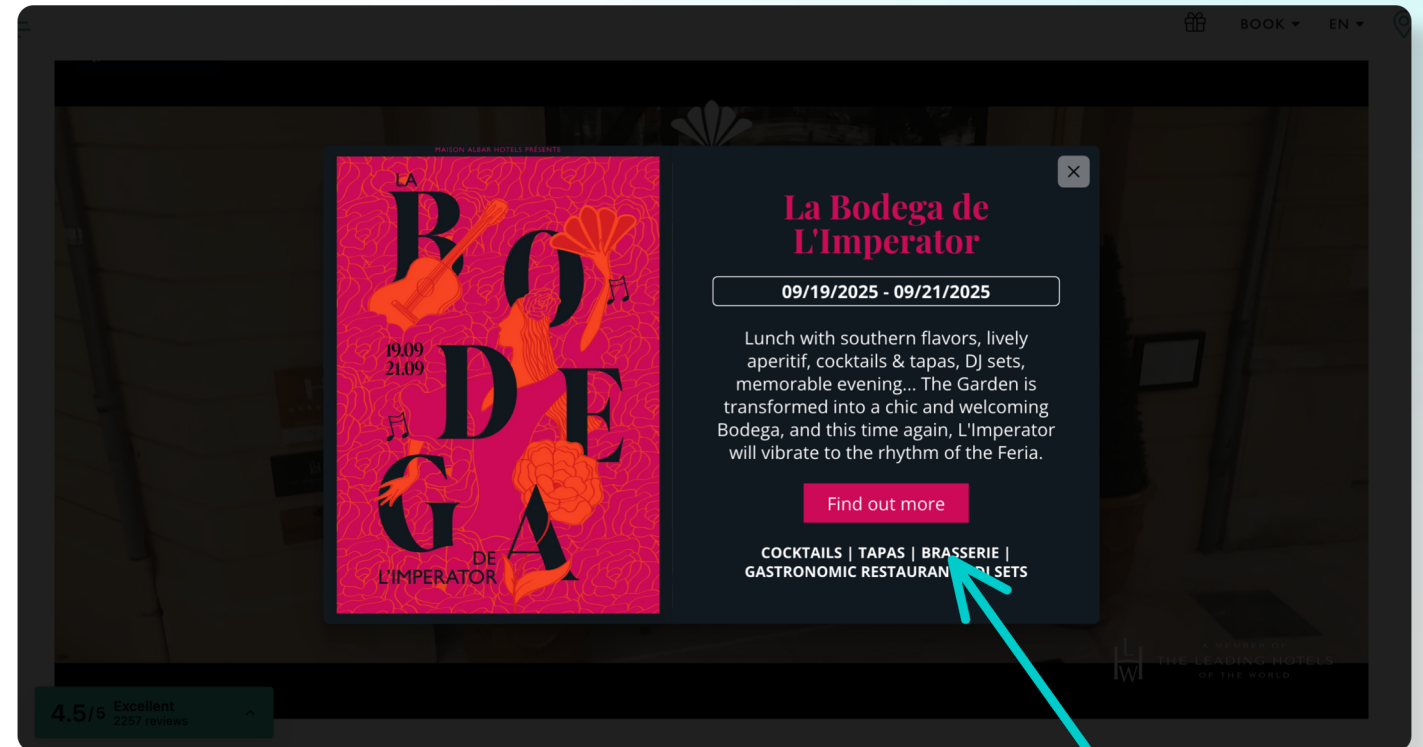
Make your call to action stand out

A clear call to action (CTA)

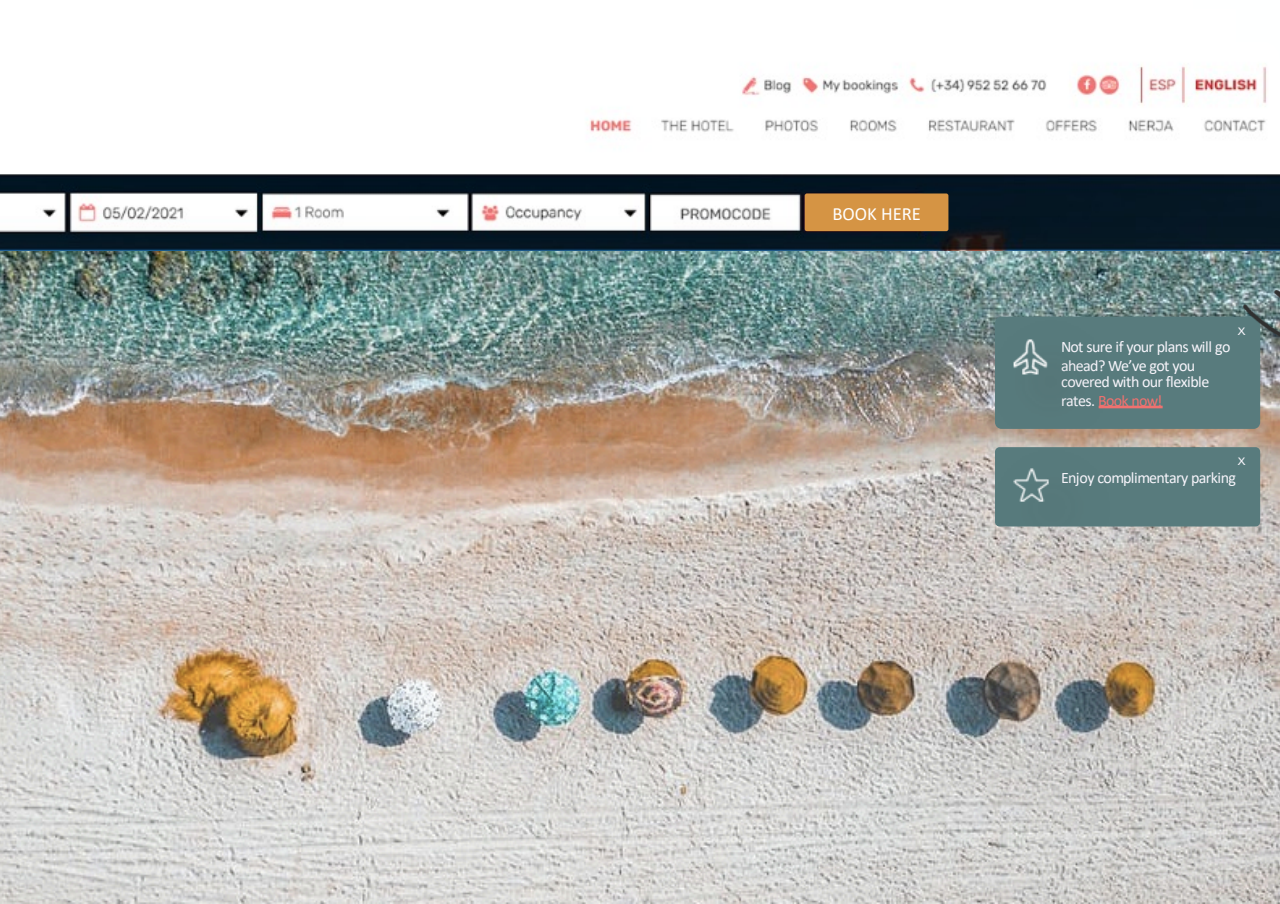
A color that stands out always grabs more attention than a color that blends in.

With this in mind, you want to ensure that your “Book now” button is the element that stands out the most on your website, so using a strong and appealing color should be a must-do.

As for your website marketing messages, make sure these come together harmoniously with your website elements to support your brand identity.



Strategically set the timing of your communications



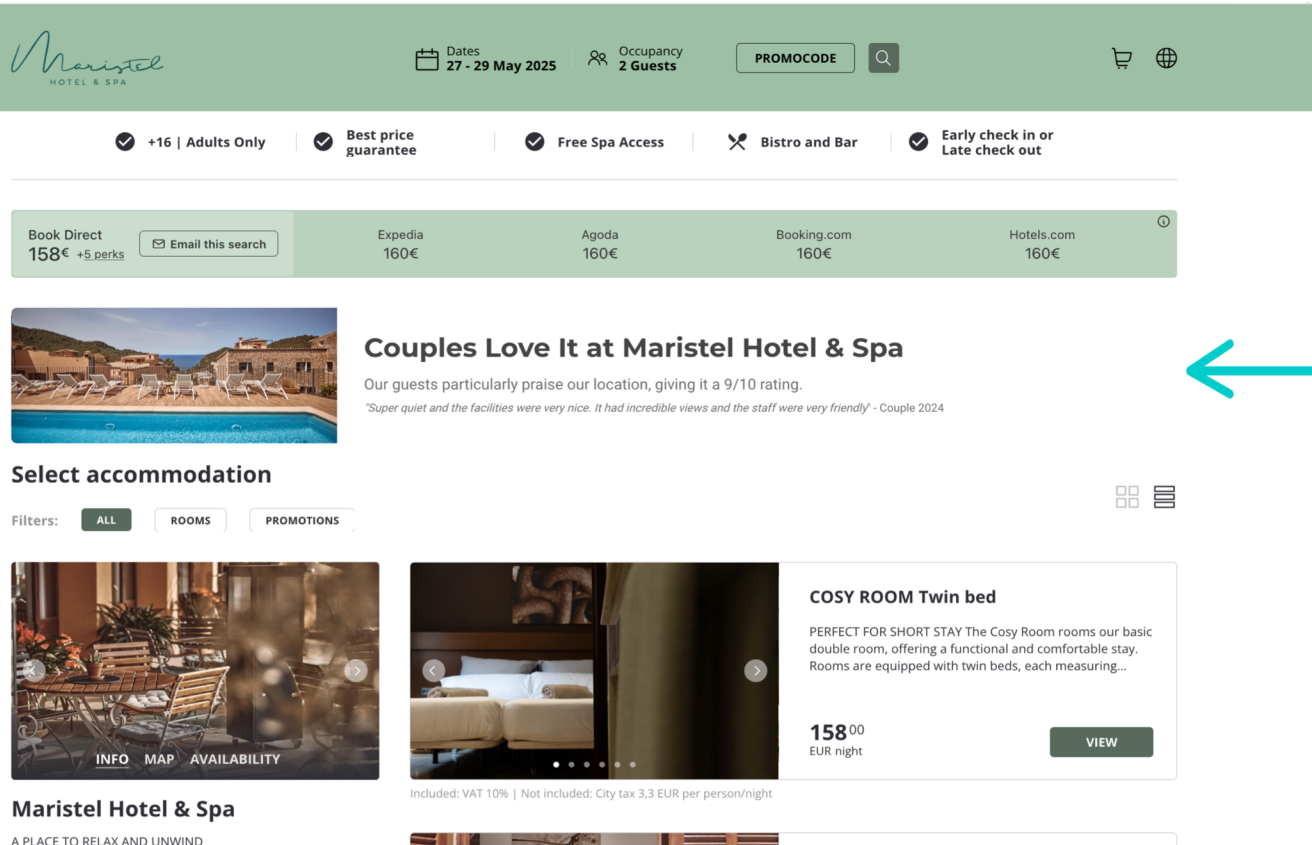
Not sure if your plans will go ahead? We've got you covered with our flexible rates. [Book now!](#)

Timing is key

When exploring a hotel website, visitors are often exposed to loads of new information; sometimes, it's difficult to remind everyone of everything.

So, make it easy for them. Within the THN platform, you can strategically set the timing of your marketing messages to give visitors enough time to read, process and remember them.

Position your marketing messages wisely



Placement plays a crucial role

Nobody like a messy website.

An unorganized site and content overload will only lead to confusion or frustration. Make sure that the information displayed on your website isn't overwhelming and that it doesn't obstruct other important visuals or content.

Don't overload the user experience

1 Room selection

2 Extras selection

3 Booking



Traveling with kids?

The LINDLEY is perfect for your unique family vacation!

- ✓ Great community spaces to explore
- ✓ Easy booking of extra beds for the children and connecting rooms available

"The best hotel experience I Germany ever had. Next time we go through Germany, we will for sure stop in Frankfurt at Lindley Lindeberg!!" - Family on TripAdvisor

 September 26 - September 27

 1 room, 2 adults, 1 child

 Promo code

Choose your room

Book with confidence: you are on the hotel website.

LINDLEYS 22



Select room 1

Total €0

NEXT

Inliners

It's important your visitors don't feel overwhelmed or showered with marketing messages that may create confusion or distract from the rest of the content on your website.

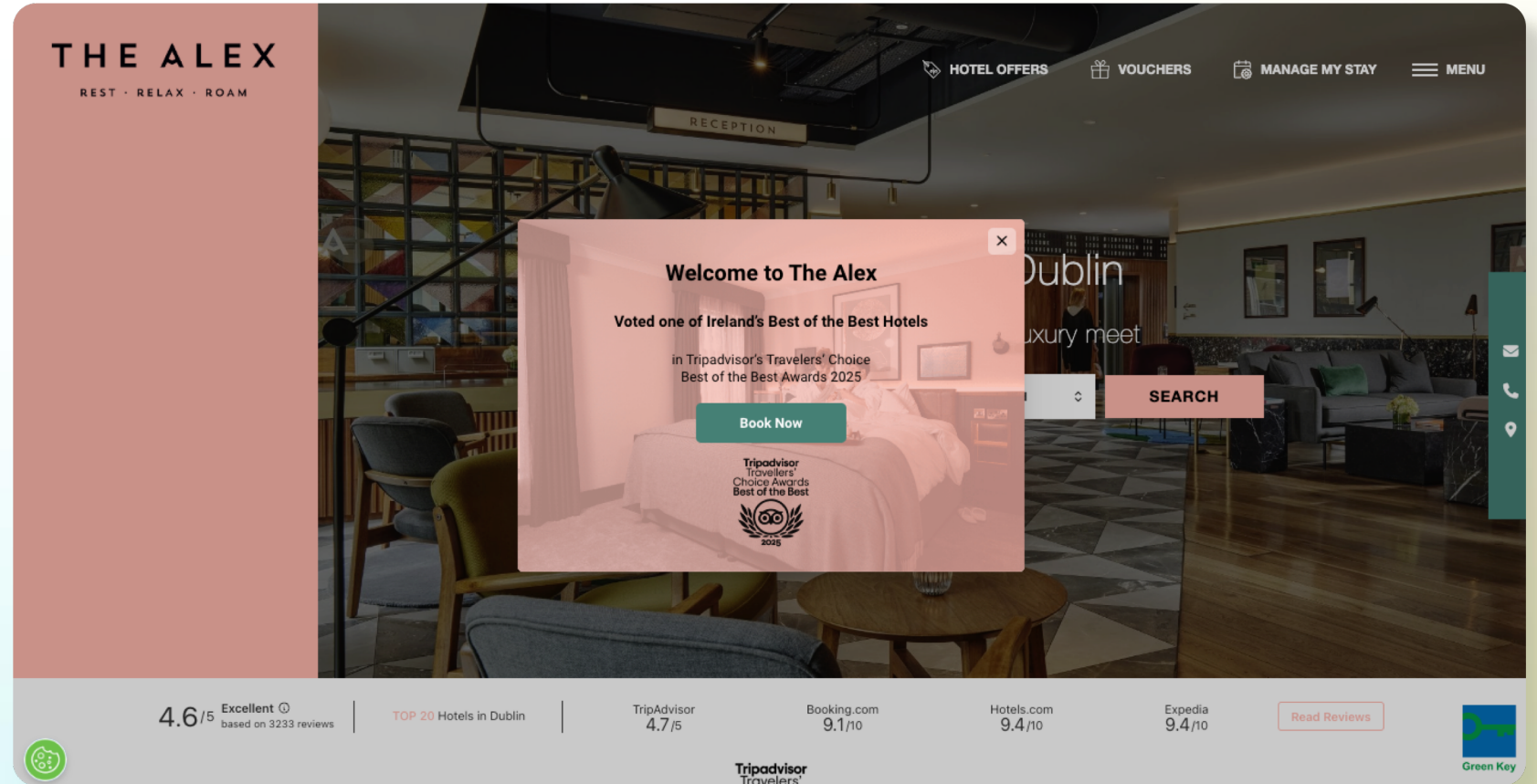
With THN's Inliners, you can seamlessly integrate your messages within your website. Appearing as native content, these enable you to create subtle, beautifully integrated designs that don't overload the user experience.

Don't overload the user experience – Pro Tip

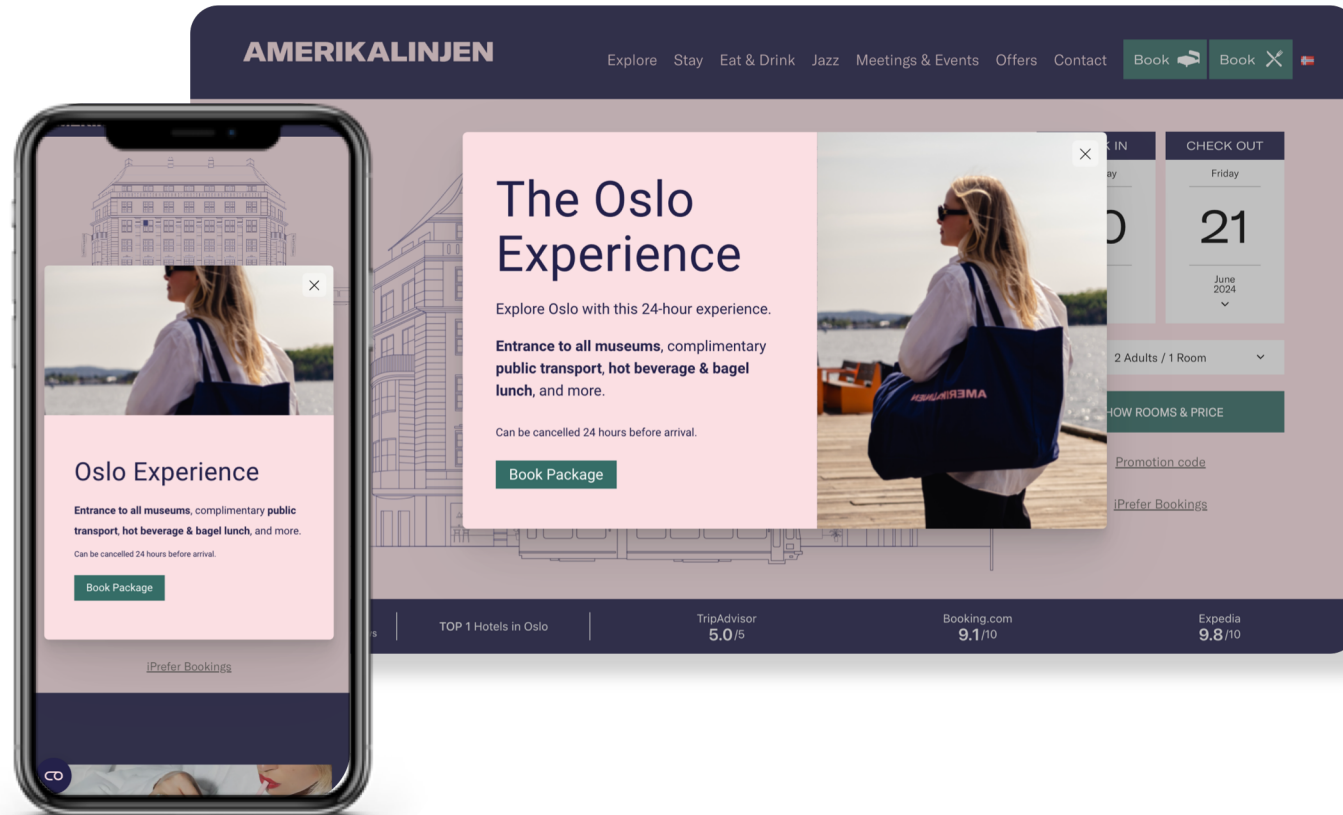


Pro Tip:

Play around with the opacity of your messages to provide a delicate and more subtle visual experience.



Adapt the length of your messages based on user device



Keep mobile in mind

If your hotel website is accessible through both web and mobile browsing, ensure you provide a smooth experience across all devices.

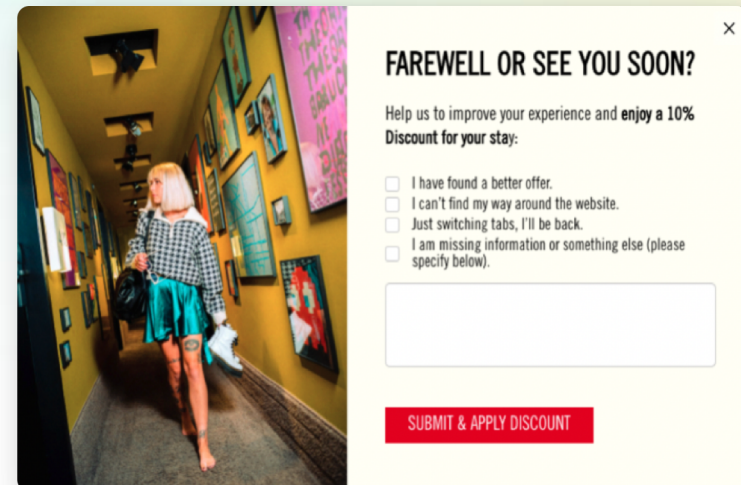
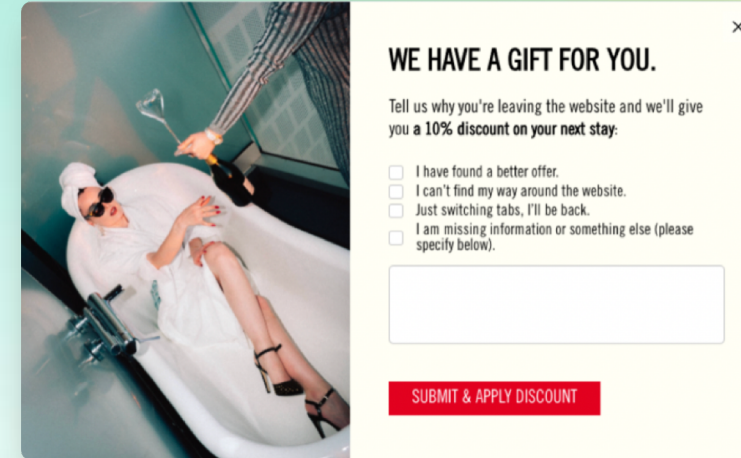
Adapt or shorten your marketing messages towards mobile visitors for a non-intrusive UX, and always keep the same tone of voice to guarantee consistency.

Figure out what mix works best for your visitors

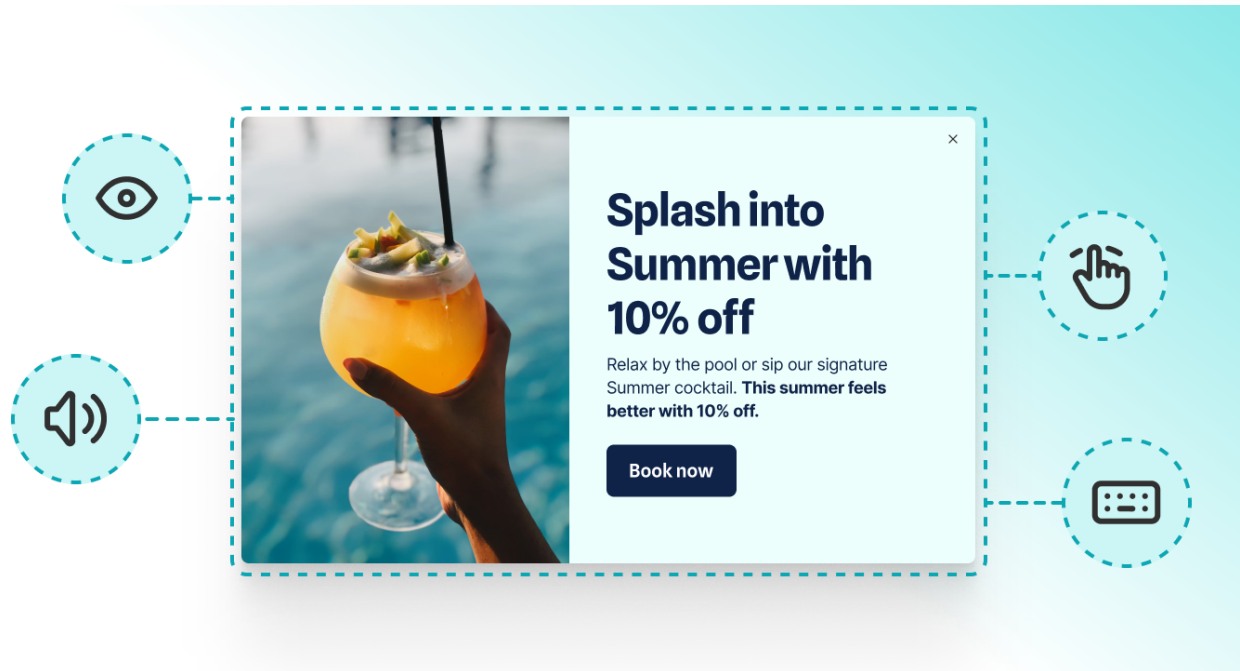
Testing your messages

Sometimes it can be difficult to work out what message formats, photos, wording or CTA buttons convert most visitors on your website. When dealing with these choices, chances are you won't know until you try it out.

This might be the best time to test your options and compare results. Within the THN platform, you can build A/B and multivariant tests to see what works best when nudging visitors down the booking funnel.



Respect the European Accessibility Act



Why It Matters

The EAA is a landmark EU directive that aims to harmonize accessibility requirements across digital services.

For hotels, this means that every aspect of a brand's online presence, including browsing, booking, and customer service, must be accessible to users with visual, auditory, cognitive, or motor impairments.

[Find out more.](#)



Key Takeaways

- ✓ The direct channel is the starting point of the guest experience you provide. Pay attention on delivering an [on-brand online booking experience](#).
- ✓ [Visual appeal is key](#) to grabbing attention. When creating your marketing messages, ensure that the color scheme, placement and UX all fit perfectly together.
- ✓ Remove friction in the booking funnel wherever possible. Display [attractive, clear, relevant and timely messages](#) to visitors to encourage more direct bookings.
- ✓ Keep in mind your mobile audience. [Simplify your marketing messages for mobile visitors](#), keeping the same tone of voice across devices.
- ✓ In times of uncertainty, use [A/B testing](#) to easily figure out which messages perform best.

About The Hotels Network

The Hotels Network, a Lighthouse company, is an innovative technology company working with over 20,000 hotels around the globe. Boasting an international team of specialists with deep expertise in hospitality, product design, and consumer marketing, the company offers clients a full-stack growth platform to power their direct channel. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey.

In addition to price comparison, reviews summary, and a suite of personalization options, THN's Direct AI Suite is deeply integrated in their platform, from predictive analytics to generative AI. Predictive Personalization uses machine learning to predict user behavior and automatically tailor messaging and offers for each user. BenchDirect's benchmarking tool provides unmatched competitive data for the direct channel. Recent innovations include KITT, an AI-powered receptionist, and Loyalty Lite, a seamless guest login tool for personalized booking experiences.

[Contact us](#) today to find out more.

THN is proud to have been recognized for the company's product innovations, rapid growth, and unique workplace culture for the third year in a row, most recently named the [Best Direct Booking Tool for 2025](#) in the prestigious HotelTechAwards.





www.thehotelsnetwork.com

Headquarters in Barcelona with a team around the world

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Jakarta · Los Angeles · Manila · Mexico City · Miami · New York · Paris · San Francisco · Singapore · Vancouver