

# Set Your Hotel Website Up for Summer Success

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Creative strategies to convert seasonal  
traffic on your direct channel





# Is your hotel website ready for the summer surge?

Travel is making a big comeback this summer! With demand soaring to new heights, eager travelers are already planning and booking their long-awaited getaways. Now's the time to take full advantage of this golden opportunity to ramp up your direct bookings.

In this guide, we'll highlight a selection of top-performing summer campaigns designed to spark fresh inspiration and help you elevate your own seasonal strategies. You'll learn how to tailor your website messaging for the season—capturing attention and driving conversions throughout the booking journey.

Ready to ride the wave of summer travel? Let's dive in!





# Finding the ideal mix of message formats

Before we dive into real-life examples from our clients, let's take a moment to look at the design formats available through The Hotels Network platform – each one fully customizable to align with your brand identity.

The visual impact of your marketing messages plays a crucial role in capturing the attention of website visitors, so it's important to select a combination of formats that seamlessly blend with your website's overall aesthetic.

## Layers

Create a personal and engaging user experience

## Smart Notes

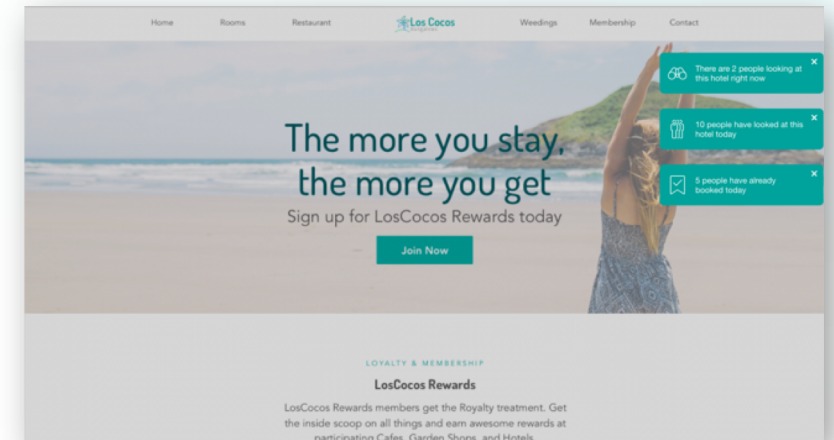
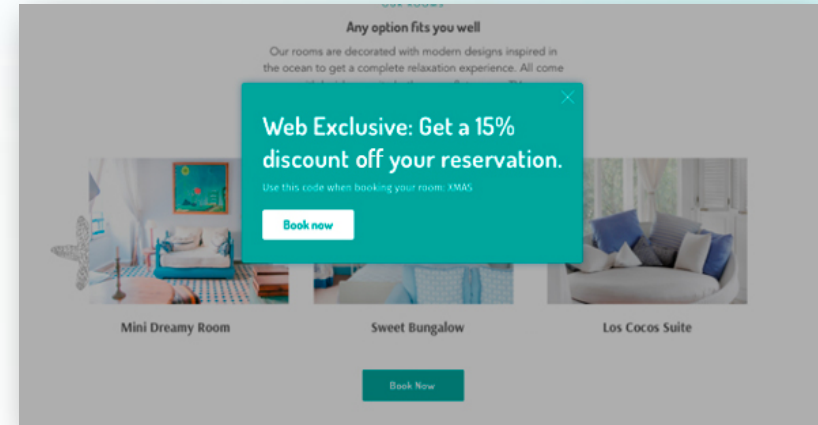
Nudge users towards a booking with real-time notifications

## Inliners

Attract users with subtle messages without interrupting the UX

## Exits

Persuade abandoning visitors to stay on your website





# 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







# Boosting Summer Bookings on Your Direct Channel

Inspire with Your Best Seasonal Highlights

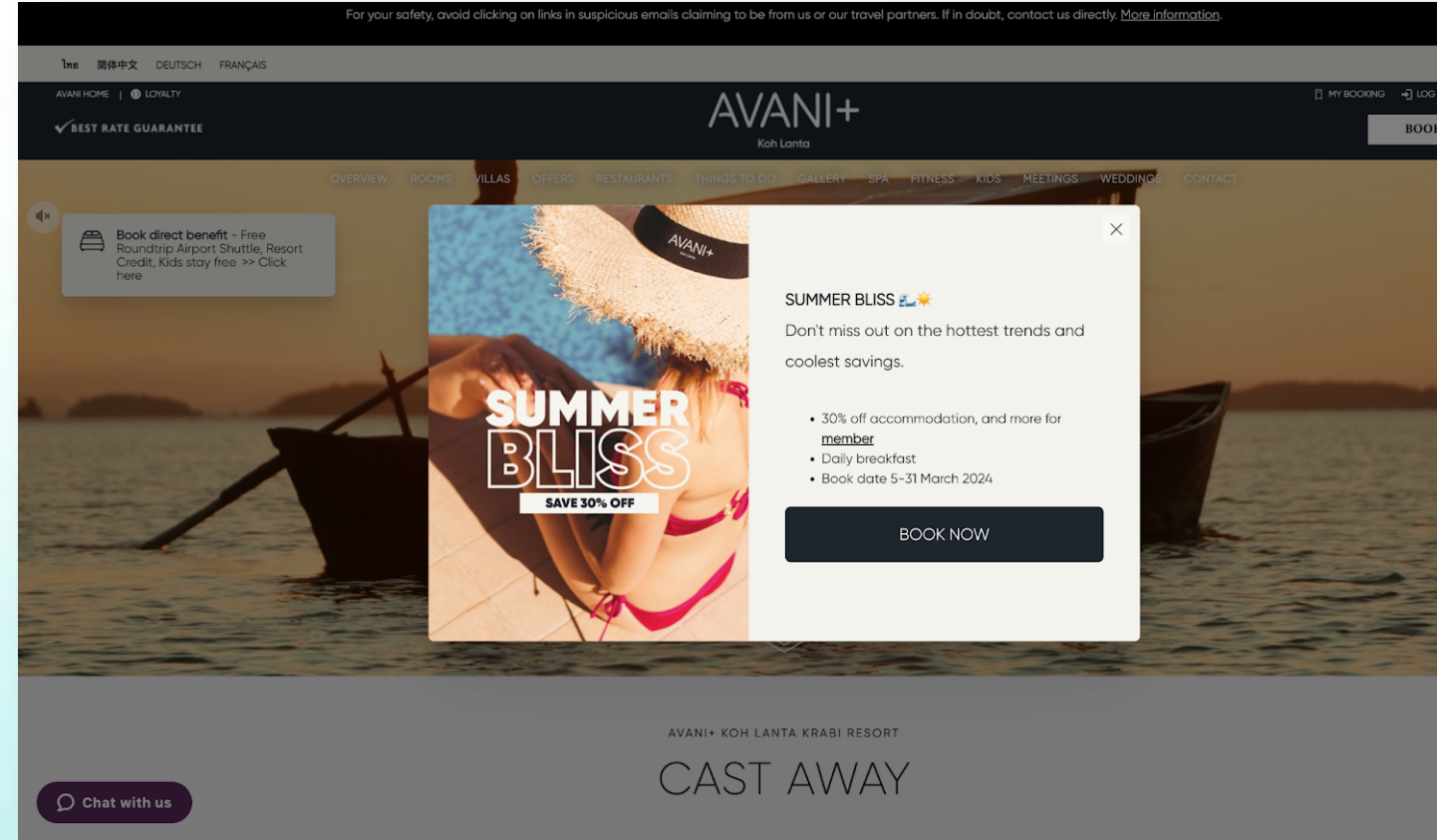


# Highlight Your Exclusive Summer Deals

## A Personalized First Impression

With so many accommodation choices available, it's essential to make your hotel stand out from the very first moment.

Greet your website visitors with a warm, personalized message that clearly promotes your summer offers, showing them instantly that your hotel is the perfect match for their getaway.



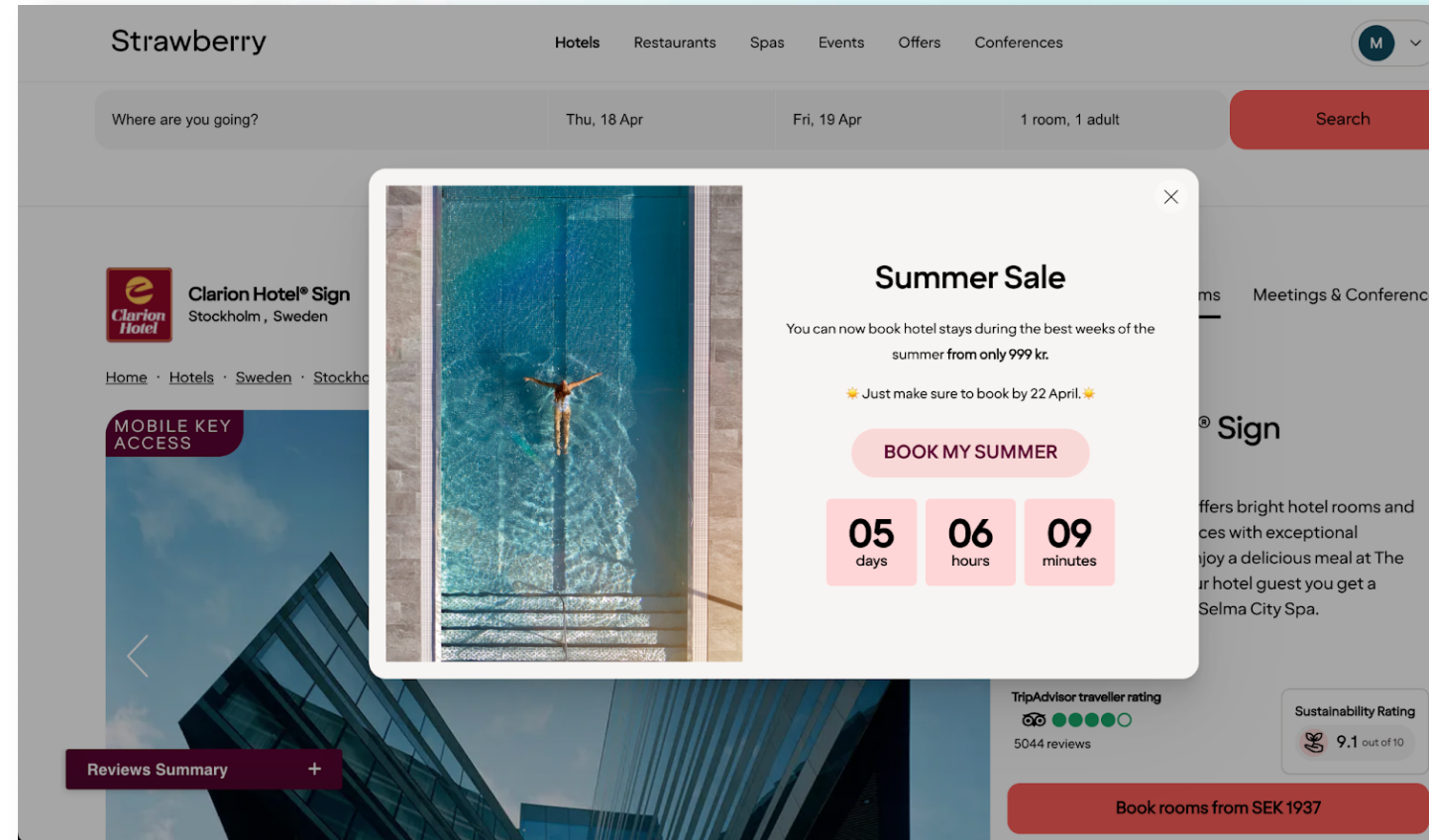


# Boost Summer Bookings with Limited-Time Flash Sales

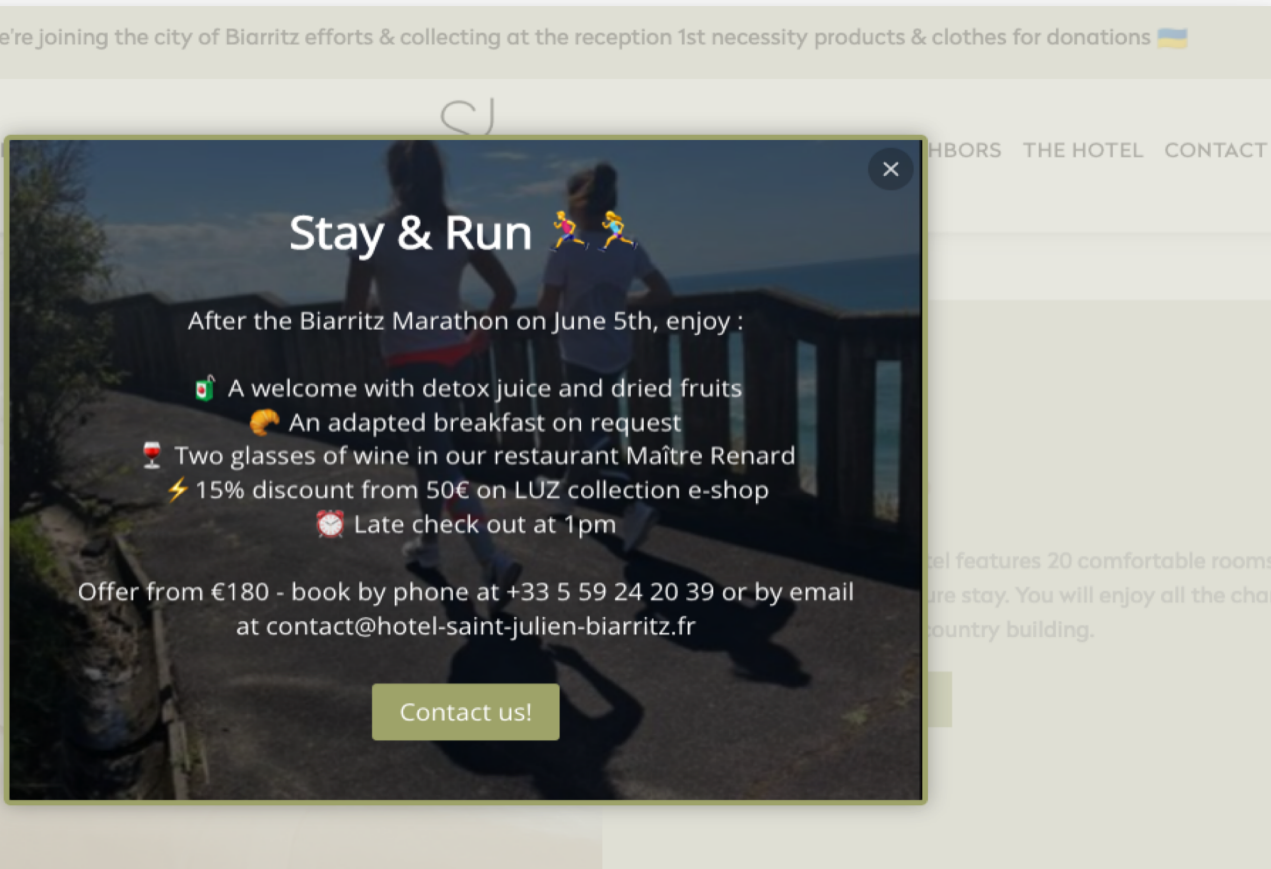
## Act Fast – Offer Ending Soon

Flash sales are an effective way to ignite summer bookings and encourage immediate action. Everyone loves the thrill of snagging an irresistible summer deal before it's gone!

To maximize impact, display a countdown clock alongside your flash sale to build urgency and drive excitement. Pairing this strategy with captivating summer visuals will make it even harder for visitors to resist clicking "book now."



# Turn Local Events into Booking Opportunities



## Running to the bar

It's not just about what's happening at your hotel—local events and seasonal highlights are powerful demand drivers during the summer.

Elevate your strategy by aligning your offers with upcoming happenings. Hosting guests during Marathon weekend? Include thoughtful perks for runners like energizing snacks, early breakfast, and a celebratory glass of wine post-race.

This kind of tailored experience helps your hotel stand out and positions it as the go-to choice for event-goers.

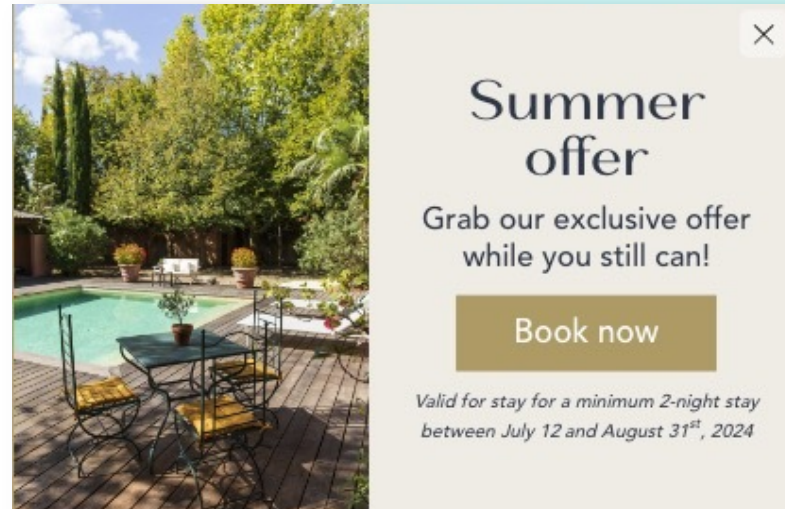


# Show Visitors Your Hotel Is the Perfect Choice

## Let Your Reputation Speak for Itself

When planning their summer getaway, travelers often browse review sites to get a sense of what others are saying. So why not make things easier by showcasing those reviews directly on your website?

Adding a Reviews Summary to your booking engine allows visitors to instantly see your strong ratings, reinforcing trust and reducing the need to look elsewhere for validation.



4.5/5 Excellent



Basé sur 967 avis  
[En savoir plus](#)

TripAdvisor  
4.5/5

Booking.com  
8.7/10

Hotels.com  
9.2/10



# Showcase What Makes Your Destination Unique



## ACTIVE SUMMER UNDER SAIL 🚢

### Sailing training at Solmarina:

- Learning the basics of sailing
- Learning sailing knots
- Motorboat rides
- Bike tours
- Mini kayaking trips
- A discovery pack for every child

**BOOK NOW**

## A Place to Call Home


Before persuading guests to book your hotel, inspire them with the charm and appeal of your destination itself.

Travelers often long for unforgettable experiences in extraordinary places—so highlight what sets your location apart, and let them know your hotel is the gateway to a truly authentic local adventure.





# Collect Details from Visitors Not Yet Ready to Book



×

## Save your search

Send this search to your email address and complete your booking later.

☐ Terms & Conditions ↗

## Keep the Connection Alive

Not every website visitor will be ready to book their summer vacation during their first visit, but that doesn't mean the conversation has to end there.

Make the most of Exit Messages by capturing email addresses from those about to leave your website. It's a great way to boost first-party data, build a qualified contact list, and nurture potential guests through future marketing efforts.

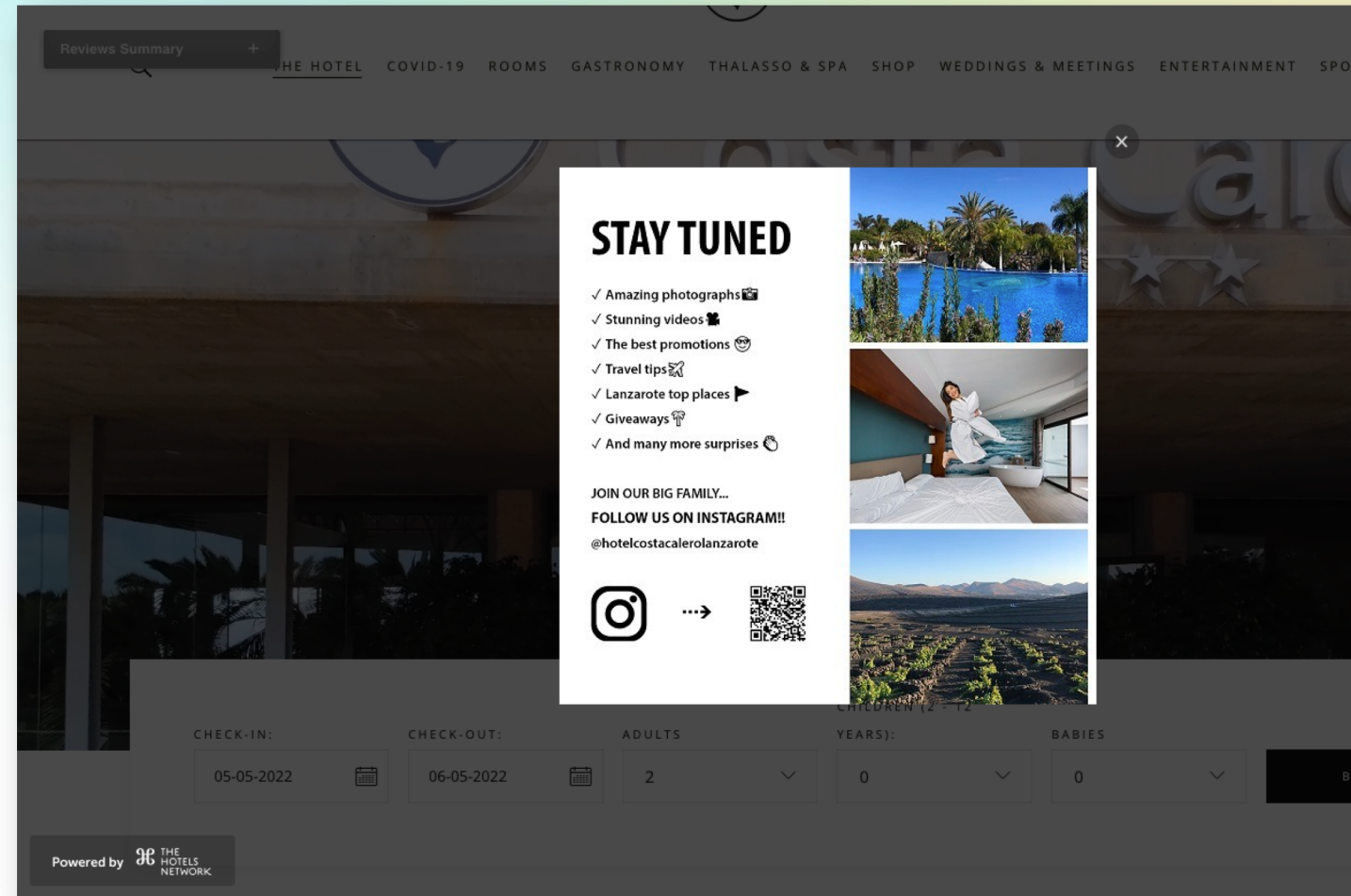


# Keep Your Audience Engaged Through Social Media

## #HelloSummer

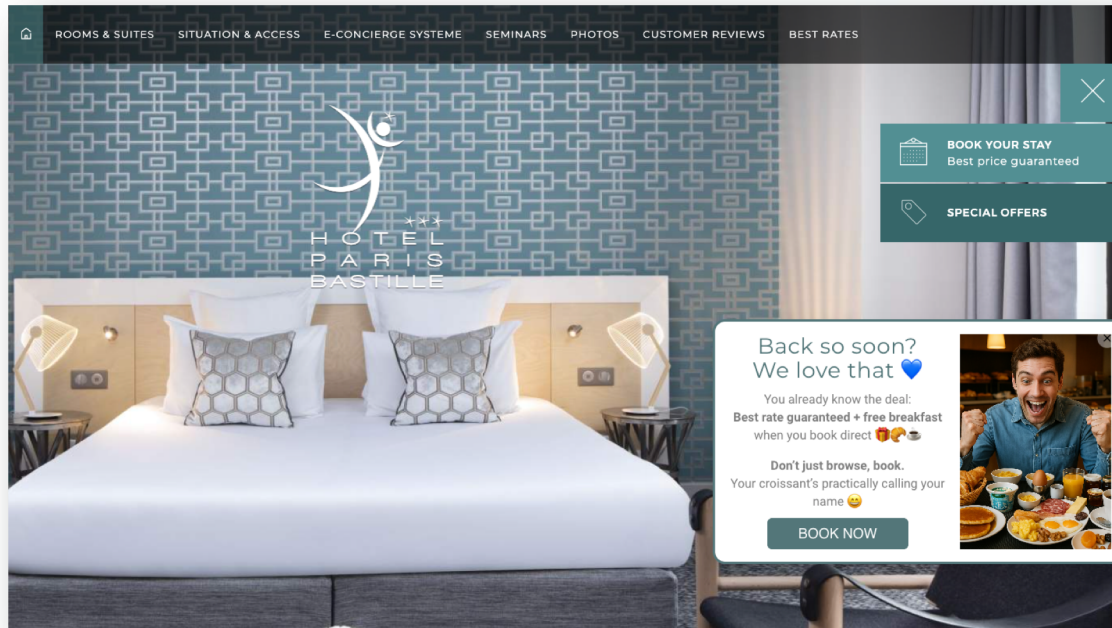
With summer fast approaching, travelers are turning to Instagram and other platforms for vacation inspiration. Now's the perfect moment to strengthen your hotel's social media presence and spark interest among potential guests.

One smart tactic? Prompt visitors who are about to leave your website to follow your social accounts. It's a great way to stay connected, nurture future bookings, and grow your follower base at the same time!





# Engage Returning Visitors with a Personalized Touch



## Seal the Deal

Chances are, visitors will return to your website multiple times before finalizing their summer booking.

Spot those repeat visitors and greet them with an irresistible offer that reignites their interest—giving them the final push they need to complete their reservation with you.



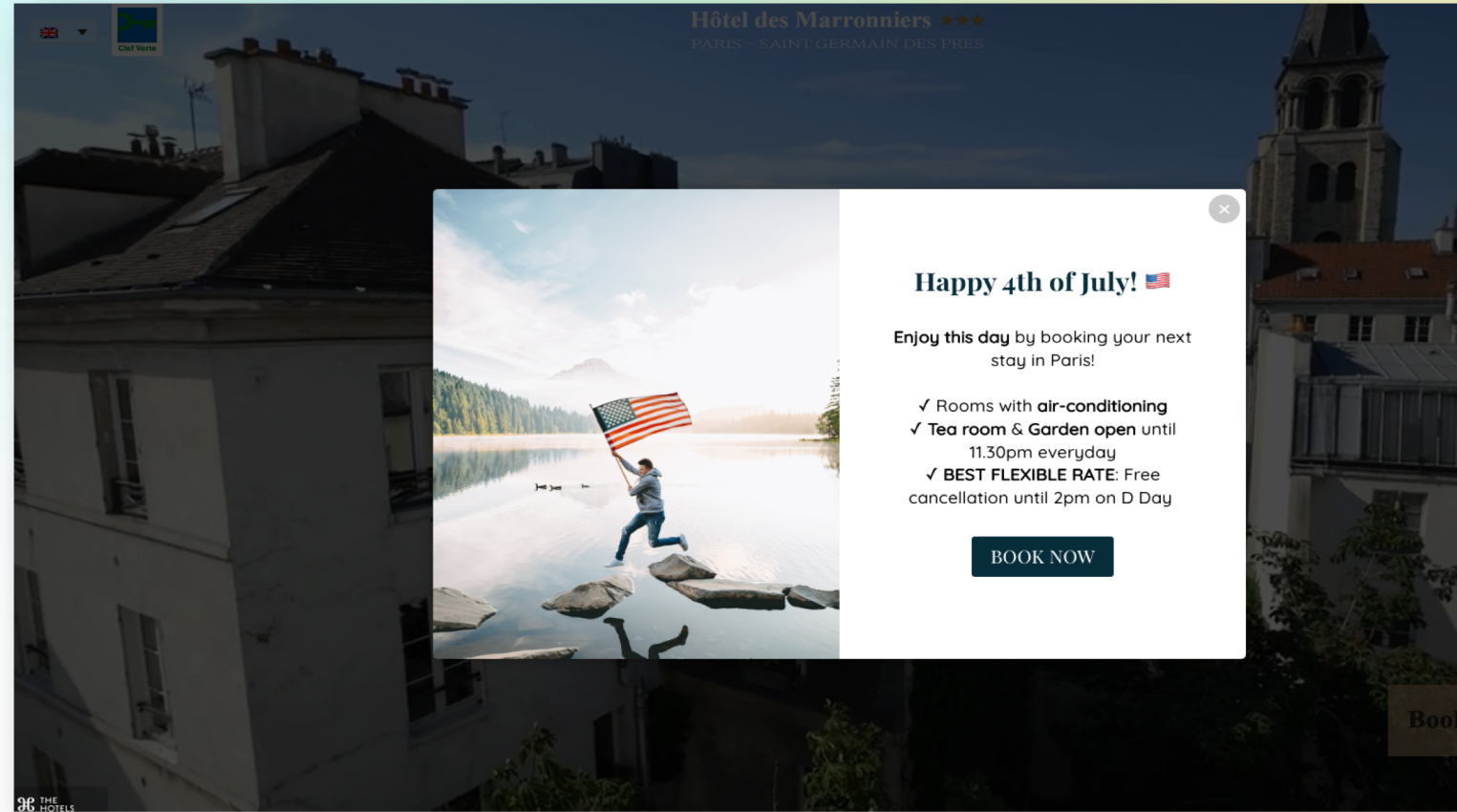
# Tap Into Your International Website Visitors' Local Holidays

## A World of Opportunities

### Geo-location Targeting

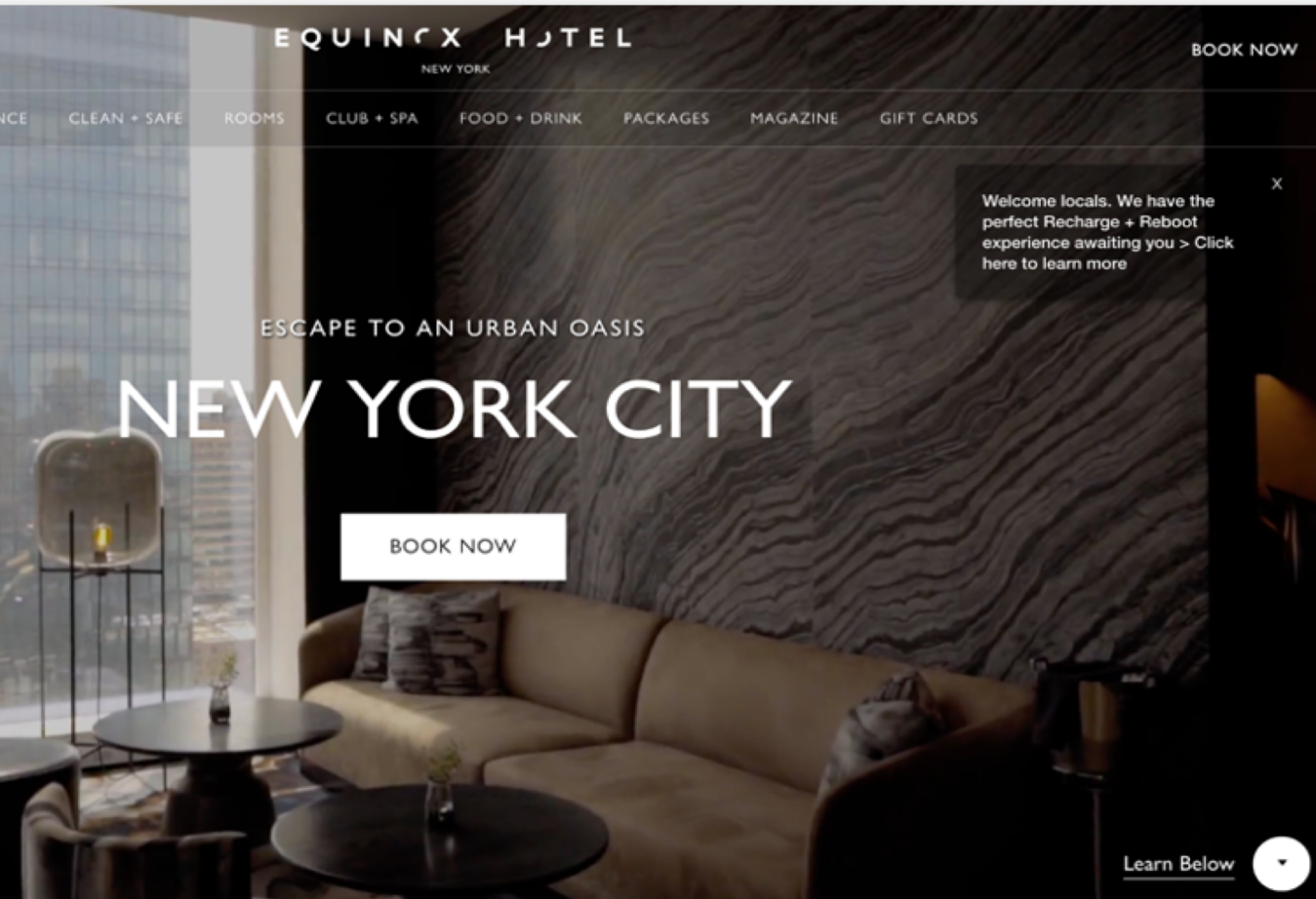
Every market celebrates its own holidays and special occasions—each one offering a valuable chance to increase your direct bookings.

Know where your visitors are browsing from and take note of their national festivities. For instance, if you see strong traffic from the U.S., consider creating a special 4th of July promotion targeted specifically at American users.





# Capture the Power of Domestic Travel



## Local Travelers Matter Too

While welcoming international guests is exciting, your domestic market deserves just as much attention.

Design exclusive summer deals tailored to local visitors, highlighting unique nearby experiences that inspire them to book direct. Use targeting to ensure these messages are shown only to the right audience, and craft your wording to clearly communicate that the offer is just for them.



# Inspire with Eye-Catching Visuals



**SUMMER IN PARIS** ☀️

Escape to Paris with our exclusive offer:

**-10% on your stay of 2 nights or more, with a free picnic basket** to enjoy summer in Parisian style.

Book now and enjoy the sun just steps from the Arc de Triomphe!

**Plan your stay** ✨

Valid for stays in July and August 2025  
Subject to availability

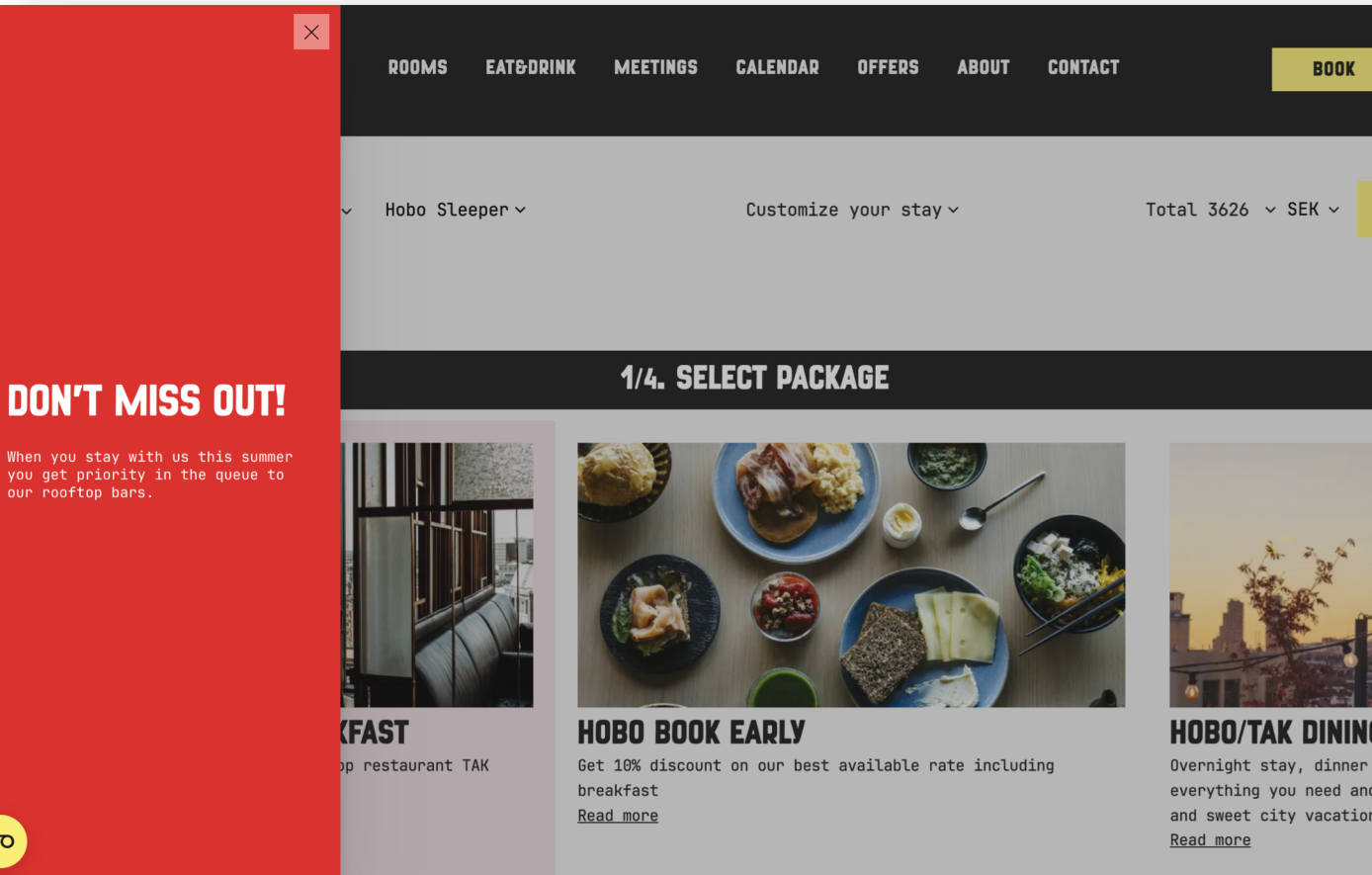
## Unleash Your Creativity

Beyond delivering a personalized experience, your website should spark wanderlust—and this is where powerful imagery makes all the difference.

Choose visuals that complement your message, evoke the feeling of a dream getaway, and motivate visitors to turn inspiration into a confirmed booking.



# Sunny Days and Rooftop Vibes – A Summer Essential



## Summer's Simple Pleasures

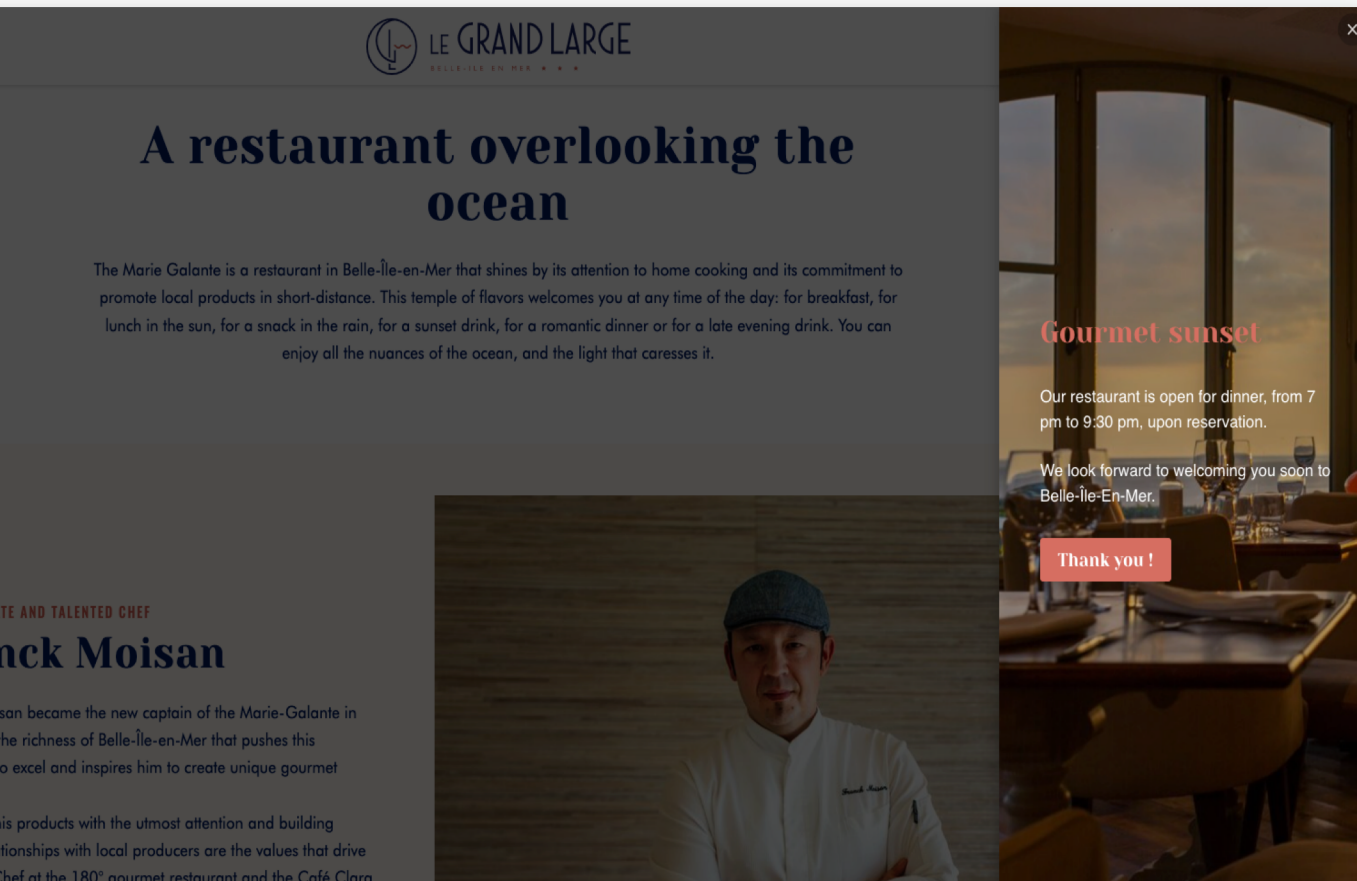
Longer days and rooftop bars—what more could anyone ask for this summer?

This timeless summer favorite practically promotes itself, so make sure it's front and center on your website. It's a great example of how to highlight your hotel's unique amenities to captivate visitors during the sunny season.





# Highlight All Your Brand Has to Offer



## Bring the Dream to Life

Who could resist a gourmet experience at sunset?

This is a great example of a hotel tapping into its exclusive summer perks to drive urgency and boost bookings. By highlighting the restaurant's scenic views, the message creates immediate appeal and boosts ancillary revenue.



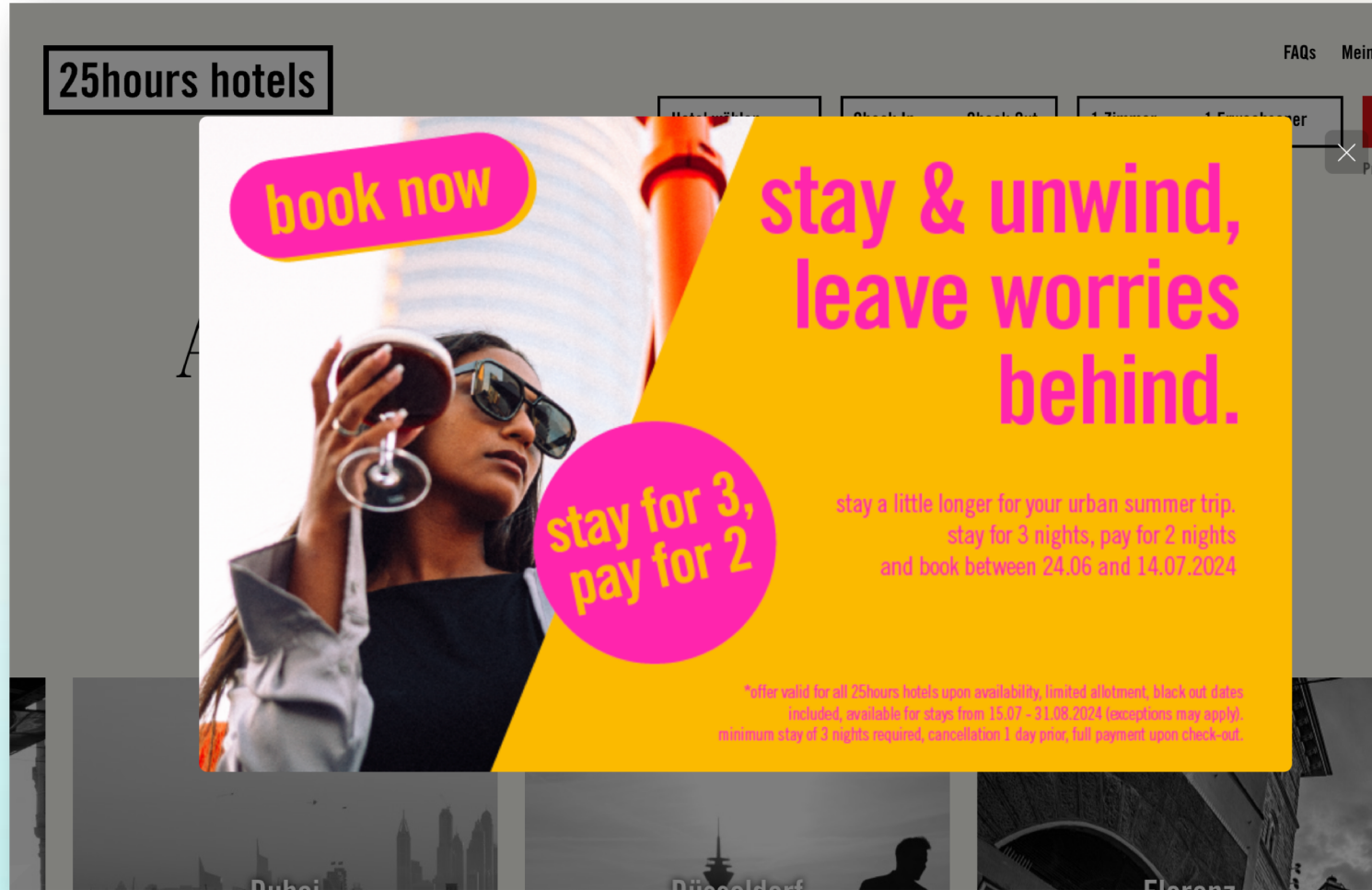
# Inspire Guests to Extend Their Stay

## Make It Last!

Targeting based on stay dates

When a visitor is browsing your booking engine, they're already showing strong interest—so why not tempt them with a compelling reason to stay longer?

By targeting users searching specific dates and offering an attractive incentive to extend their visit, you can effectively boost your average booking value.

A promotional banner for 25hours hotels. The banner features a woman in sunglasses holding a glass of red wine, with a city skyline in the background. The text "25hours hotels" is in the top left. A pink button says "book now". A large yellow area on the right contains the text "stay & unwind, leave worries behind." and "stay a little longer for your urban summer trip. stay for 3 nights, pay for 2 nights and book between 24.06 and 14.07.2024". A pink circle contains the text "stay for 3, pay for 2". At the bottom, there is a small disclaimer: "\*offer valid for all 25hours hotels upon availability, limited allotment, black out dates included, available for stays from 15.07 - 31.08.2024 (exceptions may apply). minimum stay of 3 nights required, cancellation 1 day prior, full payment upon check-out." The banner is set against a background of city silhouettes with labels like "Dubai", "Düsseldorf", and "Florenz".

25hours hotels

book now

stay & unwind,  
leave worries  
behind.

stay a little longer for your urban summer trip.  
stay for 3 nights, pay for 2 nights  
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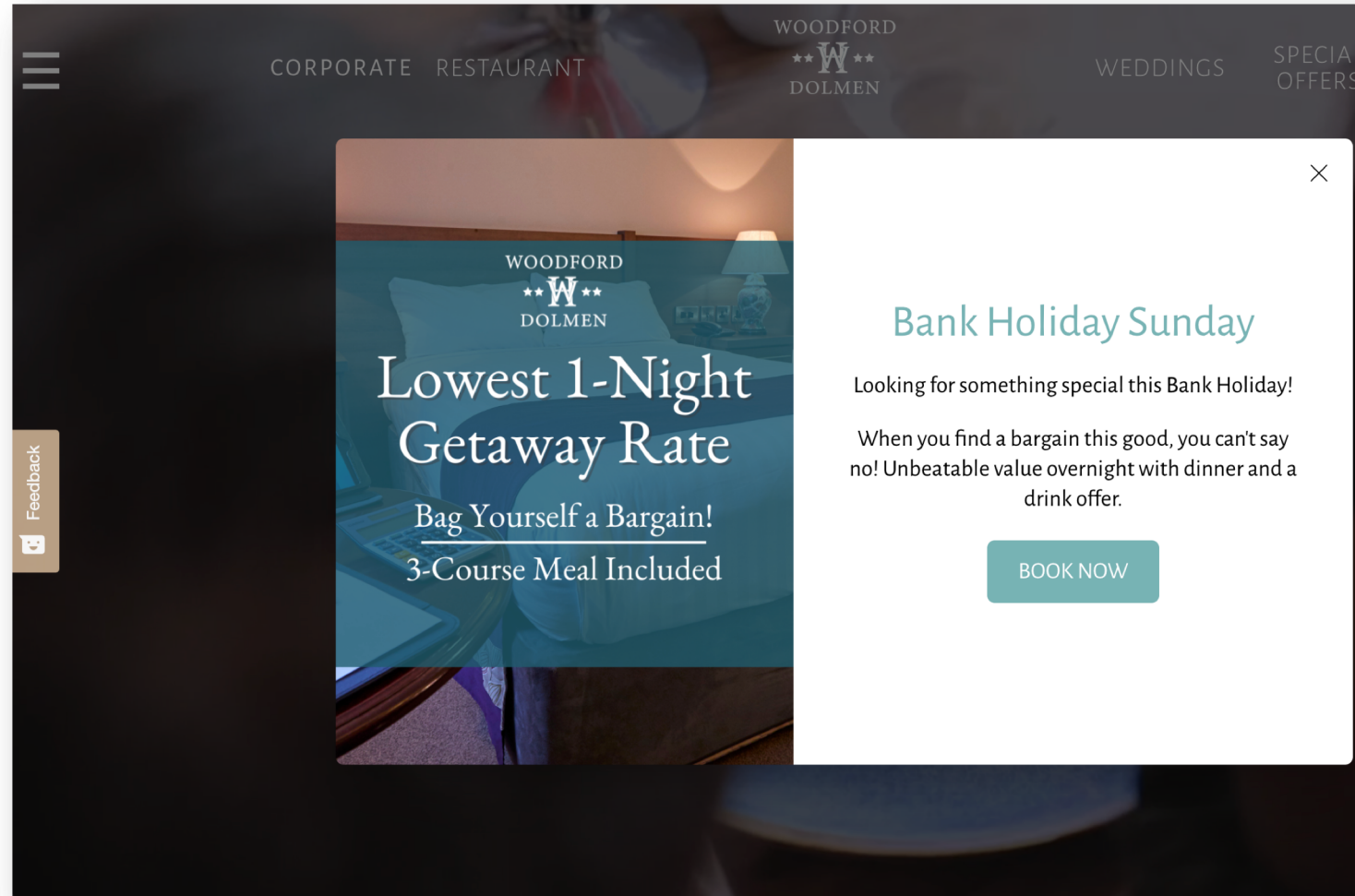
Dubai Düsseldorf Florenz

# Upsell Premium Rooms to Increase Guest Spend

## Tempt Them with an Upgrade

With competition rising over the summer, upselling is a smart strategy to set your hotel apart.

This is a smart use of persuasive messaging during the booking journey to spotlight unbeatable value. By promoting the lowest 1-night rate paired with a 3-course meal and drink offer, the hotel taps into price-conscious travelers' desire for a quick yet indulgent escape.





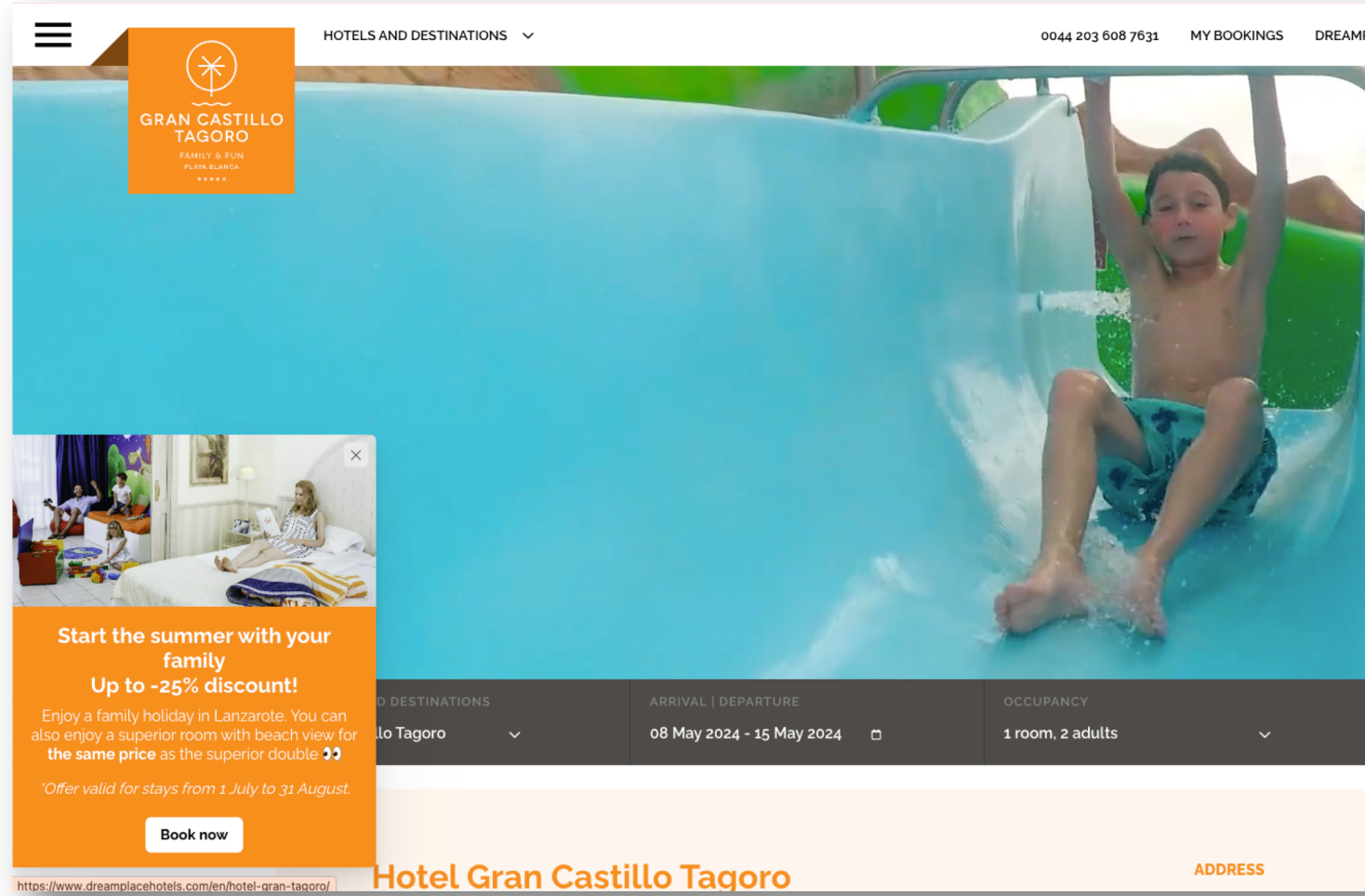
# Use Smart Targeting to Embrace All Family Types

## A Warm Welcome for Every Family

### Targeting Families

Summer is all about family getaways, so highlight your family-friendly amenities and activities to draw in this key segment.

With targeted messages, you can tailor your communication to make families feel seen, appreciated and excited about spending a memorable summer stay at your hotel.



The screenshot displays the website for Hotel Gran Castillo Tagoro. The header includes a menu icon, the hotel logo, and navigation links for 'HOTELS AND DESTINATIONS', a phone number '0044 203 608 7631', and links for 'MY BOOKINGS' and 'DREAM'. The main visual is a large image of a child on a water slide. An orange banner in the top left corner reads 'GRAN CASTILLO TAGORO FAMILY & FUN PLAYA BLANCA \*\*\*\*\*'. A pop-up window on the left shows a family in a hotel room. Below this, an orange promotional box states: 'Start the summer with your family Up to -25% discount! Enjoy a family holiday in Lanzarote. You can also enjoy a superior room with beach view for the same price as the superior double 🍷🍷 \*Offer valid for stays from 1 July to 31 August. Book now'. The bottom section features a booking table with columns for 'DESTINATIONS', 'ARRIVAL | DEPARTURE', and 'OCCUPANCY'. The current selection is 'Gran Castillo Tagoro', '08 May 2024 - 15 May 2024', and '1 room, 2 adults'. The footer shows the hotel name 'Hotel Gran Castillo Tagoro' and an 'ADDRESS' link.

DESTINATIONS	ARRIVAL   DEPARTURE	OCCUPANCY
Gran Castillo Tagoro	08 May 2024 - 15 May 2024	1 room, 2 adults



# Offer Alternatives When Fully Booked

The screenshot shows a hotel booking interface. At the top, a navigation bar displays the dates 'Tue, 3 May 2022' and 'Wed, 4 May 2022', and the occupancy '2 adults, 1 room'. Below this, three hotel options are listed: 'Sky Suite' (with a TV icon), 'Bed & Breakfast' (with a 'Special cancellation conditions' icon), and 'Elements Spa Escape' (also with a 'Special cancellation conditions' icon). Each option includes a 'Read more' link. A modal form is overlaid on the right side of the page, titled 'Couldn't find what you were looking for?'. The form contains the following fields: a name field (filled with 'Valerie'), an email field (filled with 'vw@thehotelsnetwork.com'), a location and phone number field (filled with 'Spain (Español)' and '+34 12345678'), a date field (filled with '22/06/2022'), and a room type dropdown menu (filled with 'Premium Bubble Dome'). Below these fields is a checkbox labeled 'I have read and accepted the privacy policy.' which is checked. At the bottom of the form is a 'Get in Touch' button.

## Fully Booked? Still Full of Potential!

Targeting searches with no availability

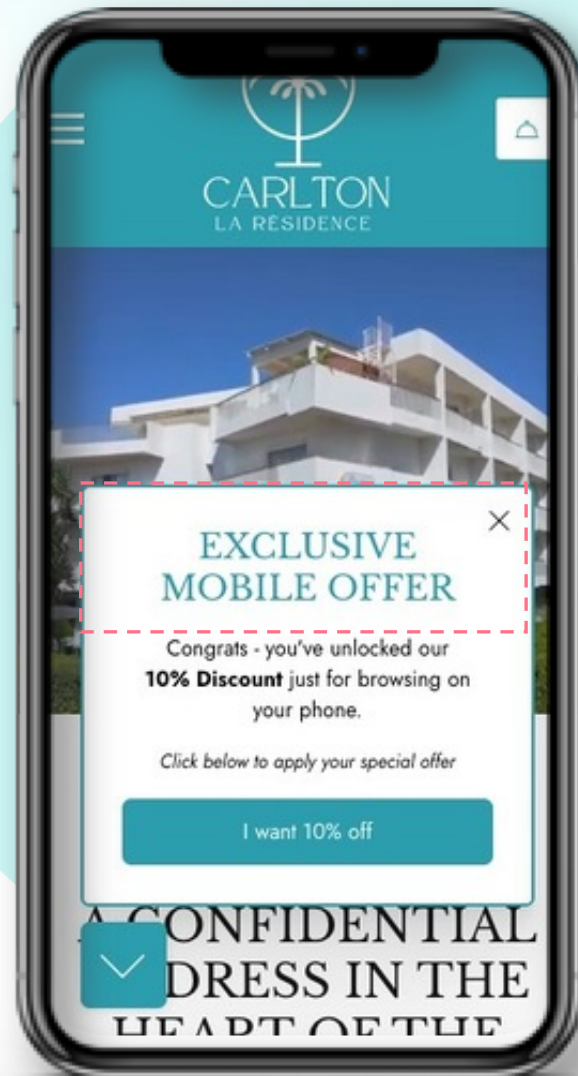
If your hotel is sold out on certain summer dates—congratulations!

But don't let potential guests leave empty-handed. Instead, capture their details so you can notify them if availability opens up, while continuing to build your database for future opportunities.

With Form Builder, it's easy to collect visitor info to use in later marketing campaigns.



# Prioritize Mobile for a Smooth Booking Journey



## Mobile Matters

With mobile traffic on the rise, delivering a seamless and personalized experience is essential for hoteliers this summer.

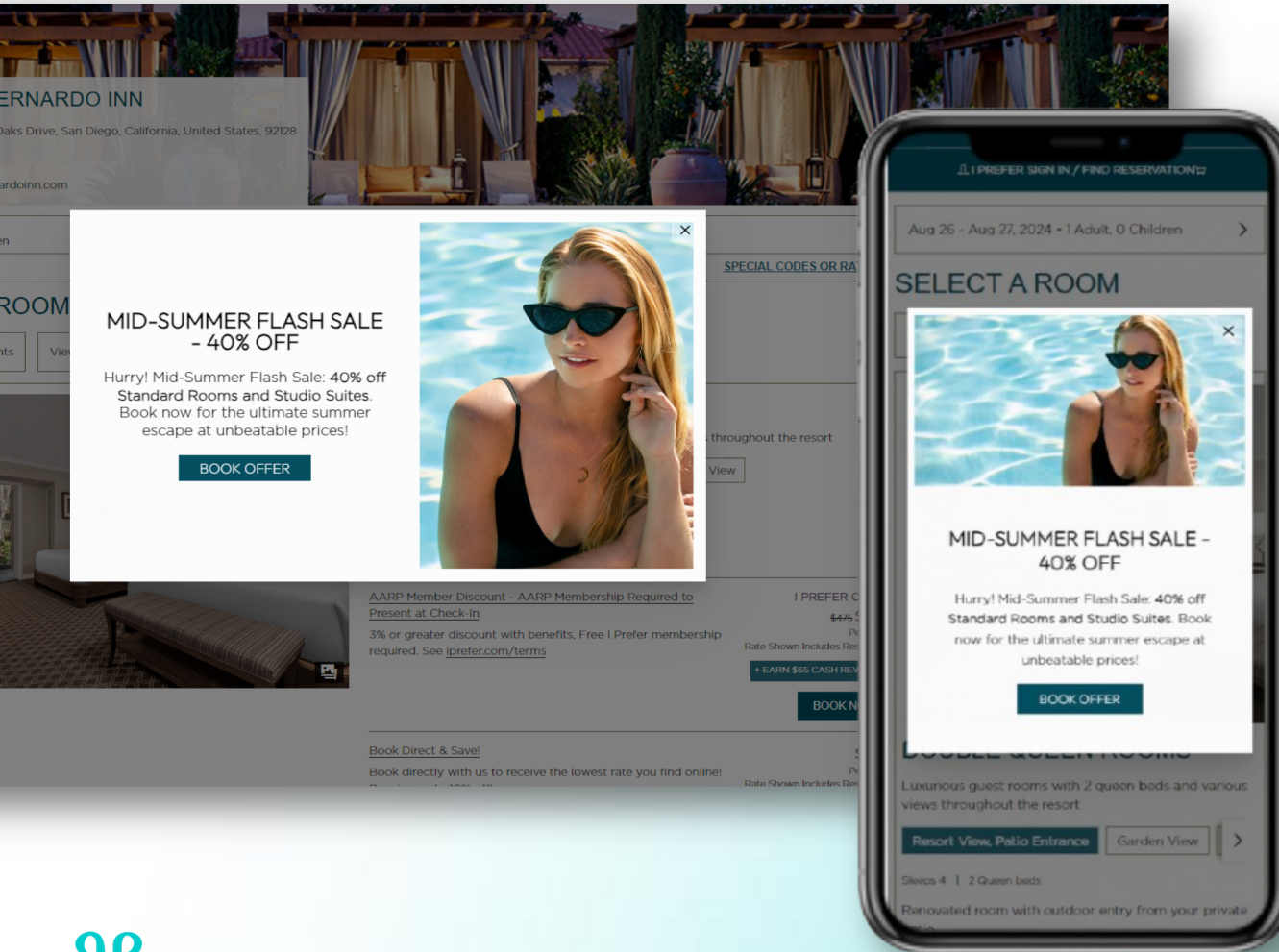
In this mobile-exclusive campaign, users are welcomed with a message that instantly captures attention and redirects them to the booking engine. Since mobile users tend to drop off early, this step is crucial. Once in the BE, they discover they've unlocked a special 10% discount just for being on mobile.

It's a simple but powerful way to create a sense of personalization and guide them smoothly through the funnel.





# Tailor Your Message Design by Device



## Short and Sweet

Studies show you have just seven seconds to catch a mobile user's attention, so make every word count.

Keep your marketing messages clear and concise, ensuring they fit comfortably on smaller screens. Focus on impact, not overload, to drive faster engagement and better results.



# Make It Clear You Offer the Best Available Rate

The screenshot displays a hotel booking interface. On the left, search filters show '2 adults' and a 'Change' link. Below, a 'Filter results' button is visible. The main content area shows a hotel listing for 'Superieure vue Casablanca' with a 'Double bed' and '2 people' configuration. A table compares prices: 'Average price per night' at €170 (including taxes of €15.46) and 'Today's price for 2 nights' at €340. A second option is listed at €189 (including taxes of €17.18) with a '€ 378' button. A red overlay on the right highlights the 'Official web site' as the 'Best price guaranteed' with a 'Secured transaction' (VISA, Mastercard, American Express logos). A 'Compare Prices' dropdown shows 'Book Direct' at 340 € with perks like Free Wifi, Nespresso, and a Welcome Drink. It also lists 'Booking.com' at 356 € and 'Expedia' at 378 €. A 'Learn more' link and an 'E-mail this search' button are at the bottom of the overlay.

2 adults [Change](#)

[+ Filter results](#)

**Superieure vue Casablanca**

Double bed  
2 people  
Details

Average price per night	Today's price for 2 nights
€ 170 Included taxes € 15.46	<b>€ 340</b> ▶
€ 189 Included taxes € 17.18	<b>€ 378</b> ▶

✓ Official web site

🔒 Best price guaranteed

🔒 Secured transaction  
VISA Mastercard American Express

**Compare Prices** ▼

**Book Direct** **340 €**

- + Free Wifi
- + Complimentary Nespresso, Tea & Water in the room
- + Welcome Drink

Booking.com 356 €

Expedia 378 €

[Learn more >](#)

✉ [E-mail this search](#)

## Always the Best Deal

It's common for visitors to leave your site to check prices on OTAs and other platforms—after all, everyone's hunting for the best summer offer!

By using Price Comparison, you can confidently show that your direct rate is the most competitive. Plus, highlighting the perks of booking directly within the tool reinforces why your website is the smartest choice for completing a reservation.



# Tackle Price Disparities in Real Time

## Price Match

Are OTAs offering lower rates than your website? Enable “Price Match” to address disparities instantly and drive more direct bookings.

When a difference in price is detected, visitors will see an offer to match it—clicking the link instantly applies a discount to align with the lower OTA rate. You can also set targeting rules to control who sees the offer, when it appears, and how much is discounted.

The screenshot displays the 'Rooms & Rates' section of the Peaceful Garden Hotel website. A progress bar at the top indicates three steps: 1. Choose your room, 2. Enhance your stay, and 3. Enter your information. The 'Internal Garden Room' is highlighted, showing a price of €130. A 'Compare Prices' dropdown menu is open, showing the 'Book Direct' price of 117 € and a 'Special offer available! Click here to get 10% off' link, which is highlighted with a red box and a red arrow. The 'Reservation Summary' on the right shows the check-in and check-out dates, the number of people, and a table of prices from various OTAs.

OTA	Price
Agoda	122 €
Booking.com	122 €
Hotels.com	130 €
Expedia	134 €





## Key Takeaways

- Summer is fast approaching, and travelers are booking now so early preparation is essential.
- Design compelling seasonal offers and experiences, and make sure they're clearly communicated on your hotel website to capture attention and boost engagement.
- Streamline the booking process by removing any barriers. Use timely, relevant, and visually appealing messages to increase conversions at every step.
- Adopt a mobile-first approach. Keep your messaging concise for mobile users while maintaining a consistent tone across all devices.
- Finally, showcase what makes your property truly special. Personalize your content for each visitor to ensure your hotel stands out and stays top of mind this summer.



# 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](http://www.thehotelsnetwork.com)

Headquarters in Barcelona with a team around the world

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