

Black Friday

Hotel Strategies



The Black Friday Playbook

As shoppers eagerly prepare for the year's biggest deals, Black Friday has evolved far beyond the realm of retail, becoming a valuable marketing opportunity for hotels as well. This annual shopping event offers hoteliers the chance to showcase their unique offerings, [attract new guests](#), and [drive revenue](#).

By strategically leveraging direct channels, hotels can capture the attention of prospective guests, inviting them to explore exclusive offers and [converting interest into bookings](#). It's an ideal moment to create compelling experiences that stand out.

In this guide, we'll walk through the essential steps for building a successful Black Friday campaign, from customizing website content and designing engaging promotions to making the most of social media channels.



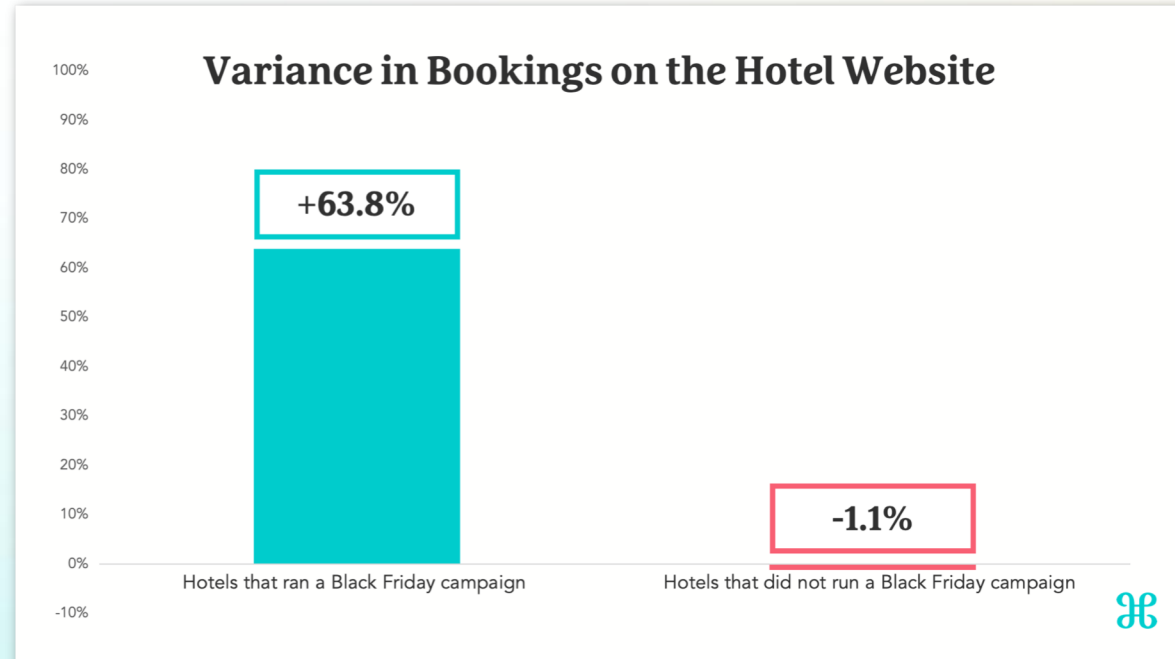
Learnings from 2024...

For the following study, we examined data from the direct channels of over 4,300 hotels worldwide that are clients of THN. The analysis compared the performance of hotel websites during the month including Black Friday (November 3rd - December 2nd, 2024) with the previous month (October 3rd - November 2nd, 2024).

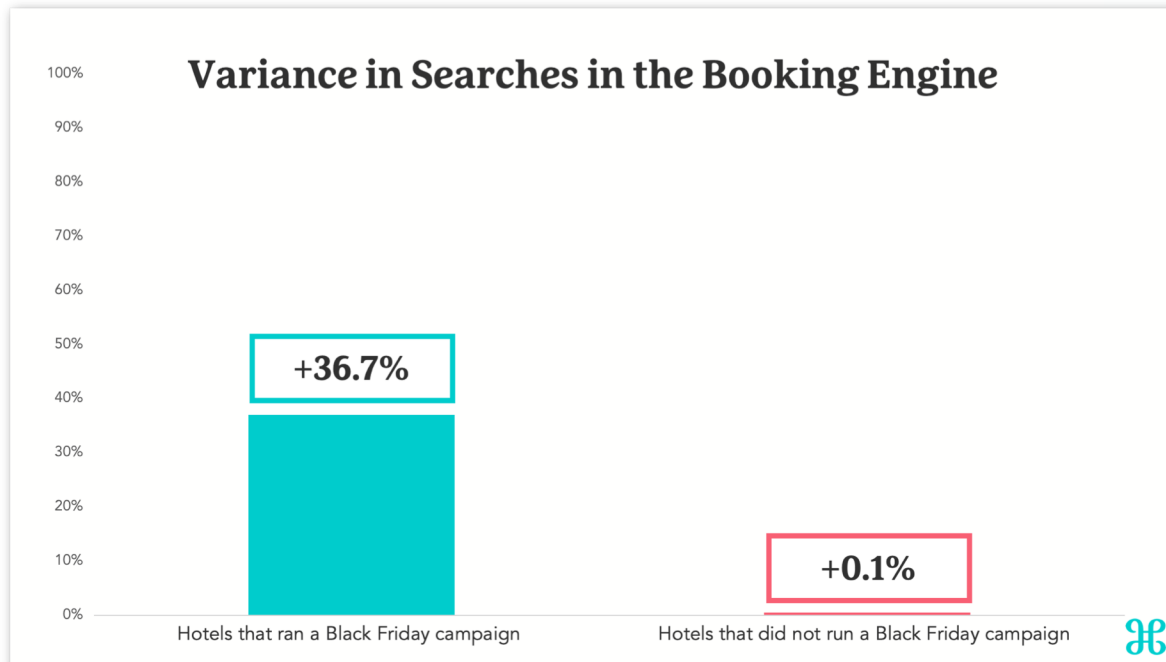
Black Friday promotions turn interest into bookings

Hotels running Black Friday campaigns **boosted bookings by +63.8%**, showing the strong impact of targeted promotions in converting interest into stays.

Meanwhile, hotels without campaigns saw a -1.2% drop in direct bookings, underlining consumer expectations for compelling Black Friday offers.



Black Friday strategies significantly boost search engagement on hotel booking engines



Hotels with Black Friday campaigns saw unique visitors grow +9.2% vs October, while those without campaigns lost -4.0%, showing the visibility gap created by promotions.

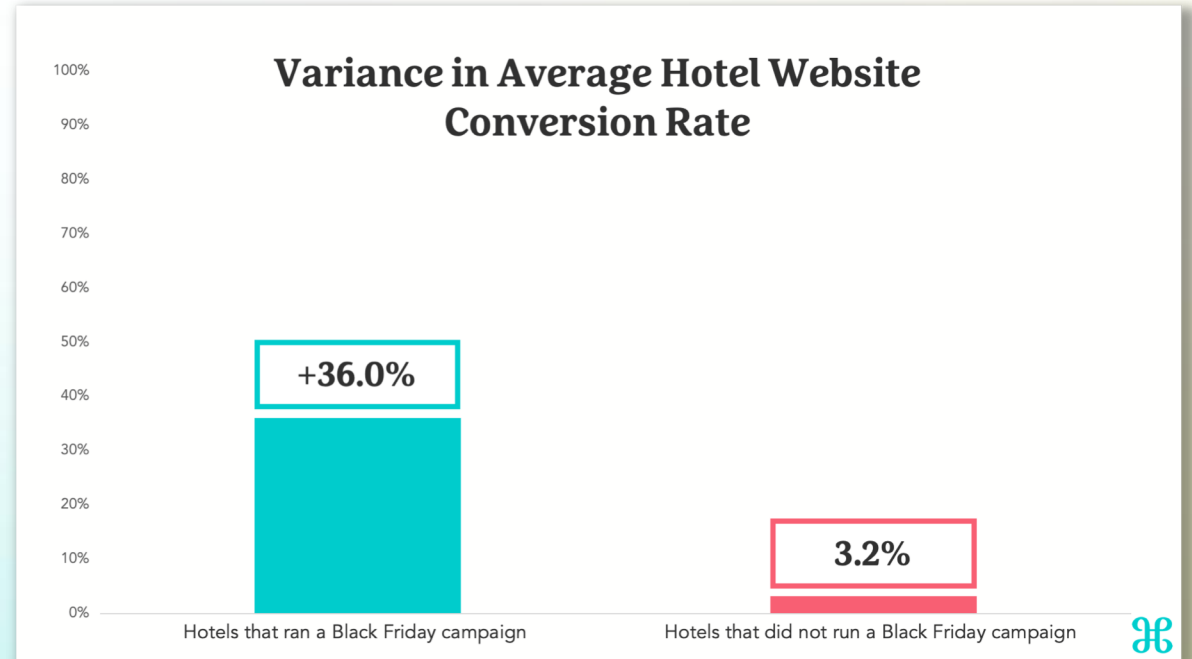
Engagement was even stronger in booking engines, with campaign hotels driving a **+36.7% surge in searches**, compared to just +0.1% for non-participants—evidence of rising consumer responsiveness to Black Friday offers.



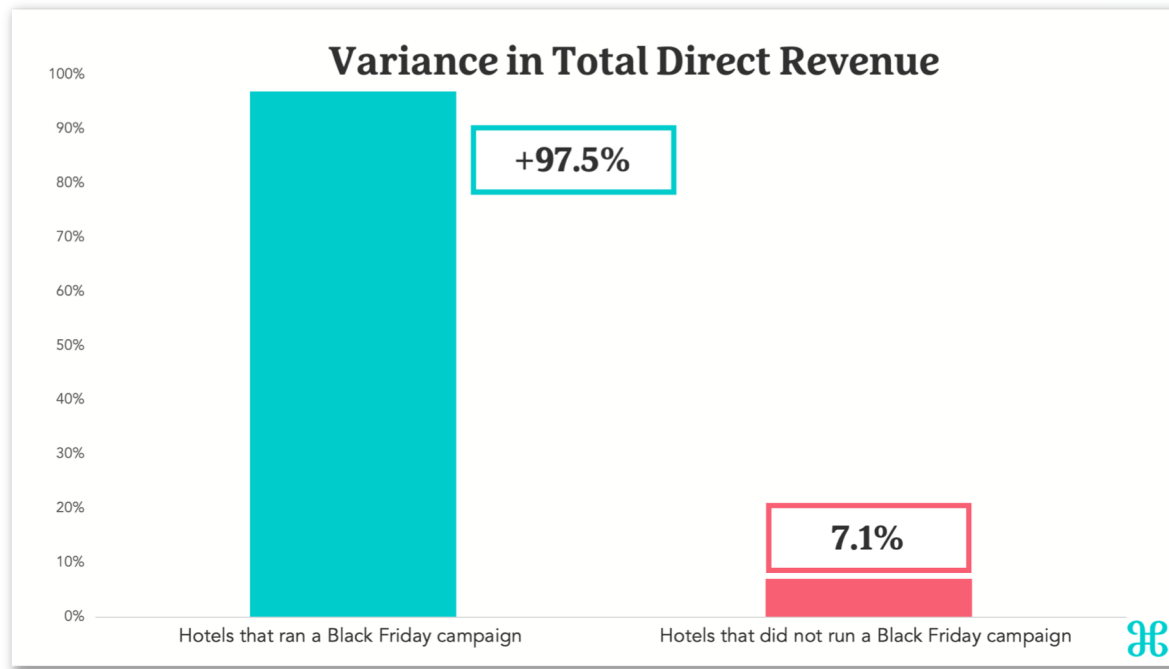
Black Friday campaigns drive up website conversion rates

Hotels running Black Friday campaigns **boosted website conversion rates by +36.0%**, compared to just +3.2% for non-participants. In booking engines, campaign hotels achieved a +24.6% uplift, far ahead of the +7.4% seen without promotions.

These results show how Black Friday campaigns drive conversions at every stage of the booking journey, proving the value of tailored offers in turning consumer interest into direct bookings.



Black Friday offers don't reduce average booking value



Hotels with Black Friday campaigns grew average revenue per booking by +23.6% vs +10.9% for non-participants. Even more striking, **total direct revenue surged +97.5%**, compared to just +7.1% without campaigns.

These results show that targeted offers—like upselling higher-category rooms or adding minimum stay conditions—can increase both booking value and overall profitability during Black Friday.





The Step-By-Step Guide to Black Friday for Hoteliers

The Roadmap

1

Set your campaign goals & define offers

2

Plan your campaign timeline

3

Decide on the creatives and copies

4

Optimize your website communication for conversion

5

Determine your traffic acquisition strategy

6

Do post-campaign analysis



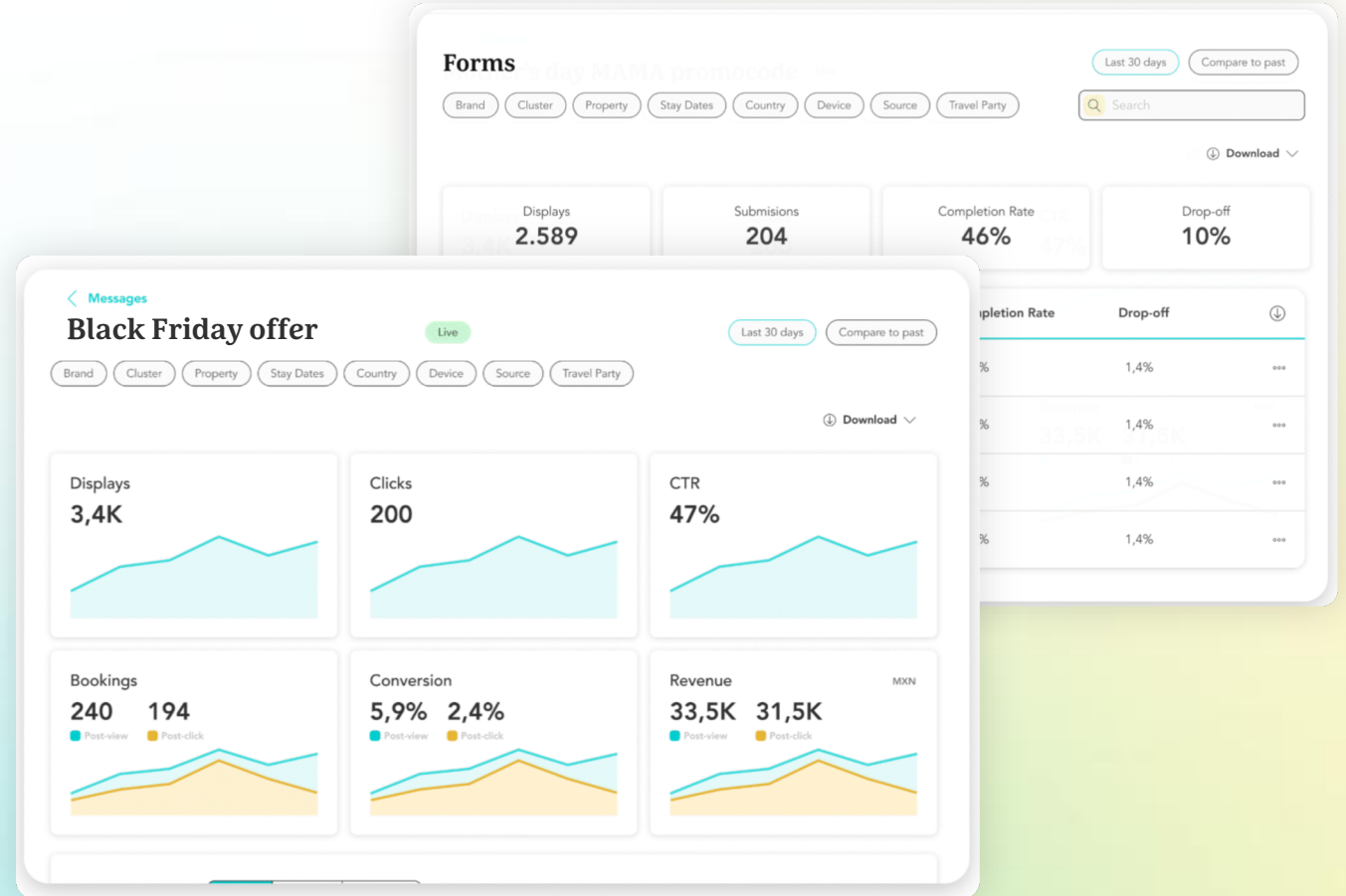


1. Mapping Out Your Campaign Success

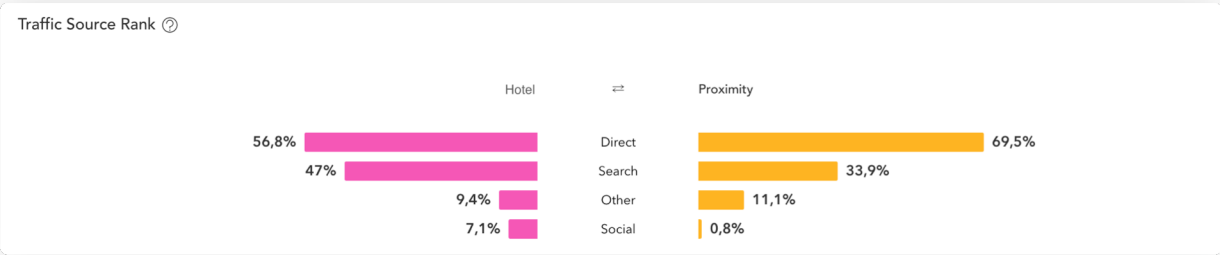
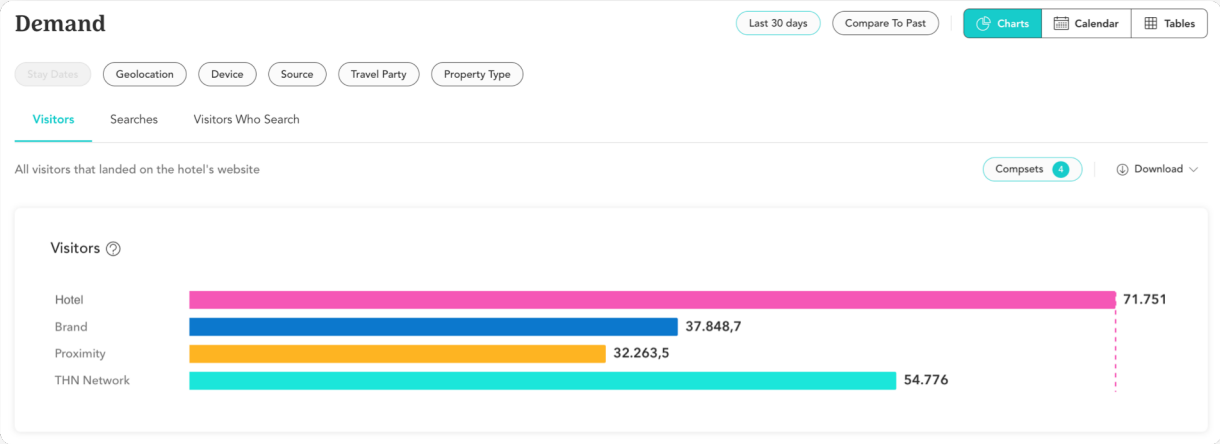
Reflect on Last Year's Campaign Performance

Analyze all campaign metrics (overall & by channel):

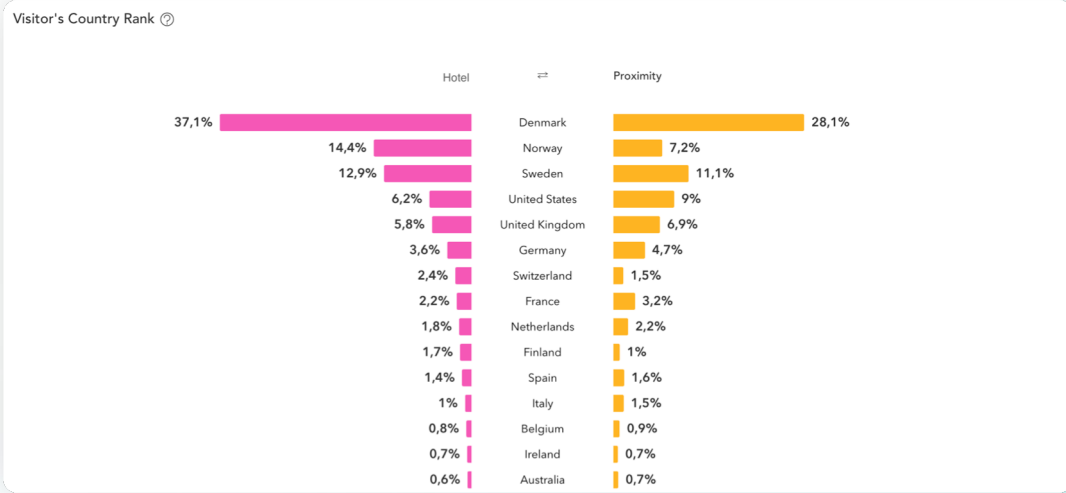
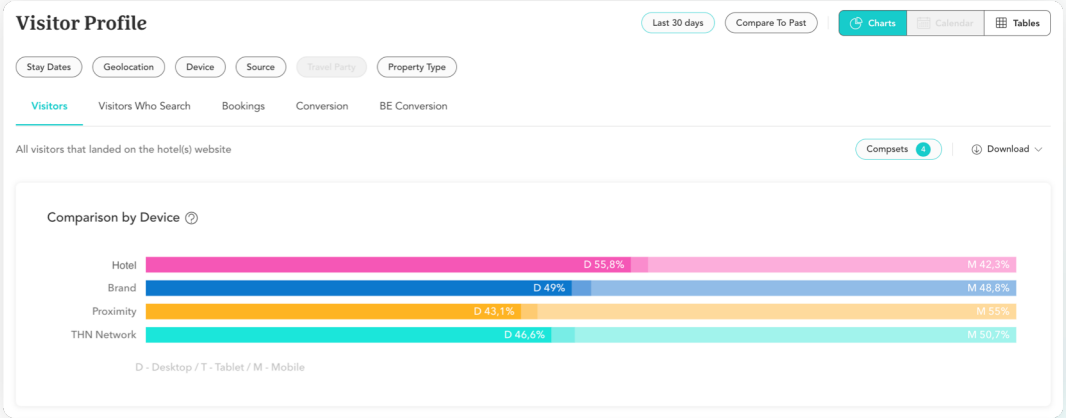
- Number of bookings
- Total revenue
- Average booking value
- ADR
- Length of stay



Understand Your Hotel's Current Performance



Use Google Analytics or [BenchDirect](#) to monitor your direct channel's performance.



The background image shows a bright, modern dining area. It features several round tables with white tablecloths, each surrounded by white chairs. Large, multi-paned windows line the back wall, letting in natural light. Three large, white, dome-shaped pendant lights hang from the ceiling. The tables are set with white dishes and glassware. The entire scene is overlaid with a semi-transparent teal color.

2. Crafting Your Offers

Defining Your Black Friday Offers



Understand your hotel's current metrics



Be collaborative when setting your offers



Get creative with your Black Friday offers!



Be tactical with the offer details



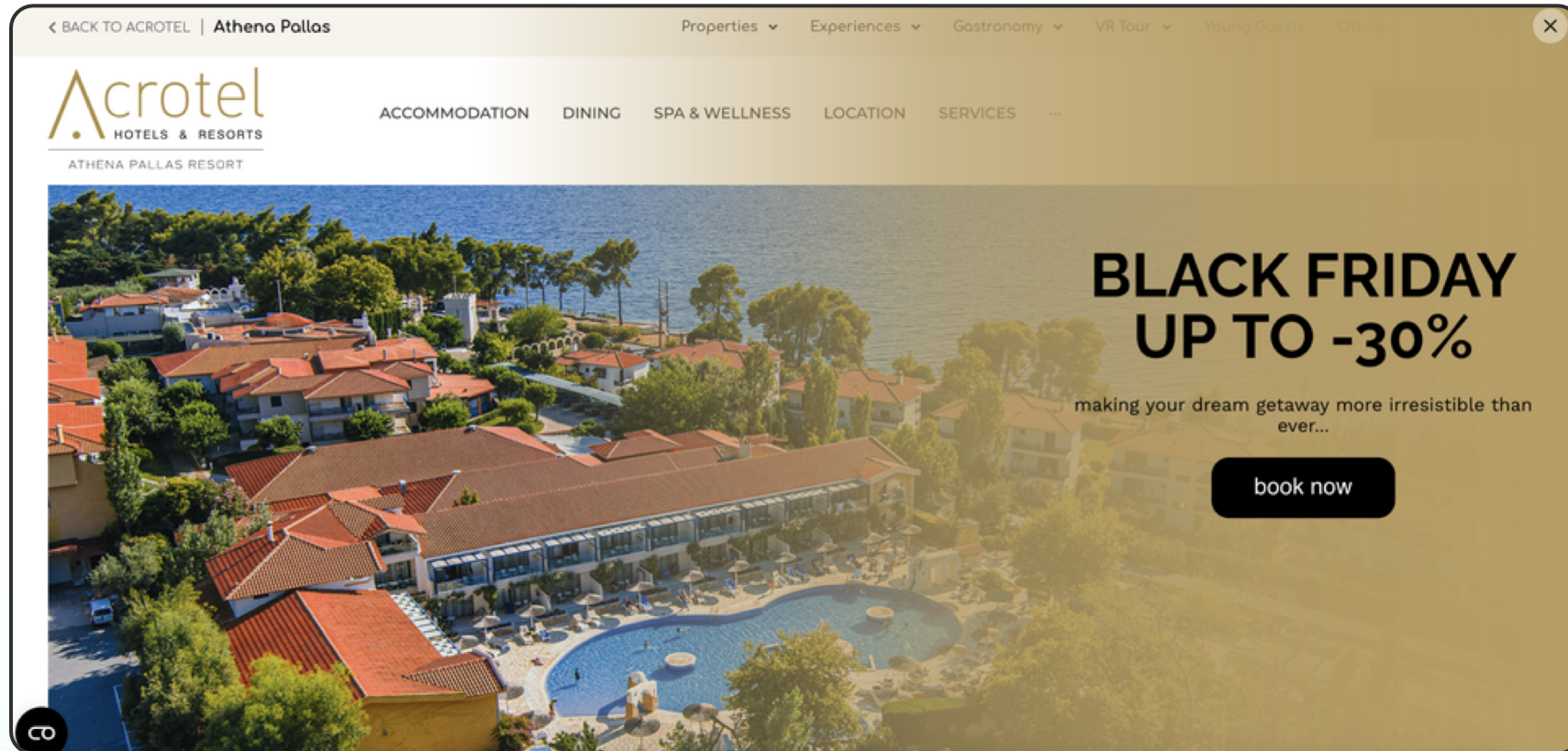
Set up promocodes within the BE



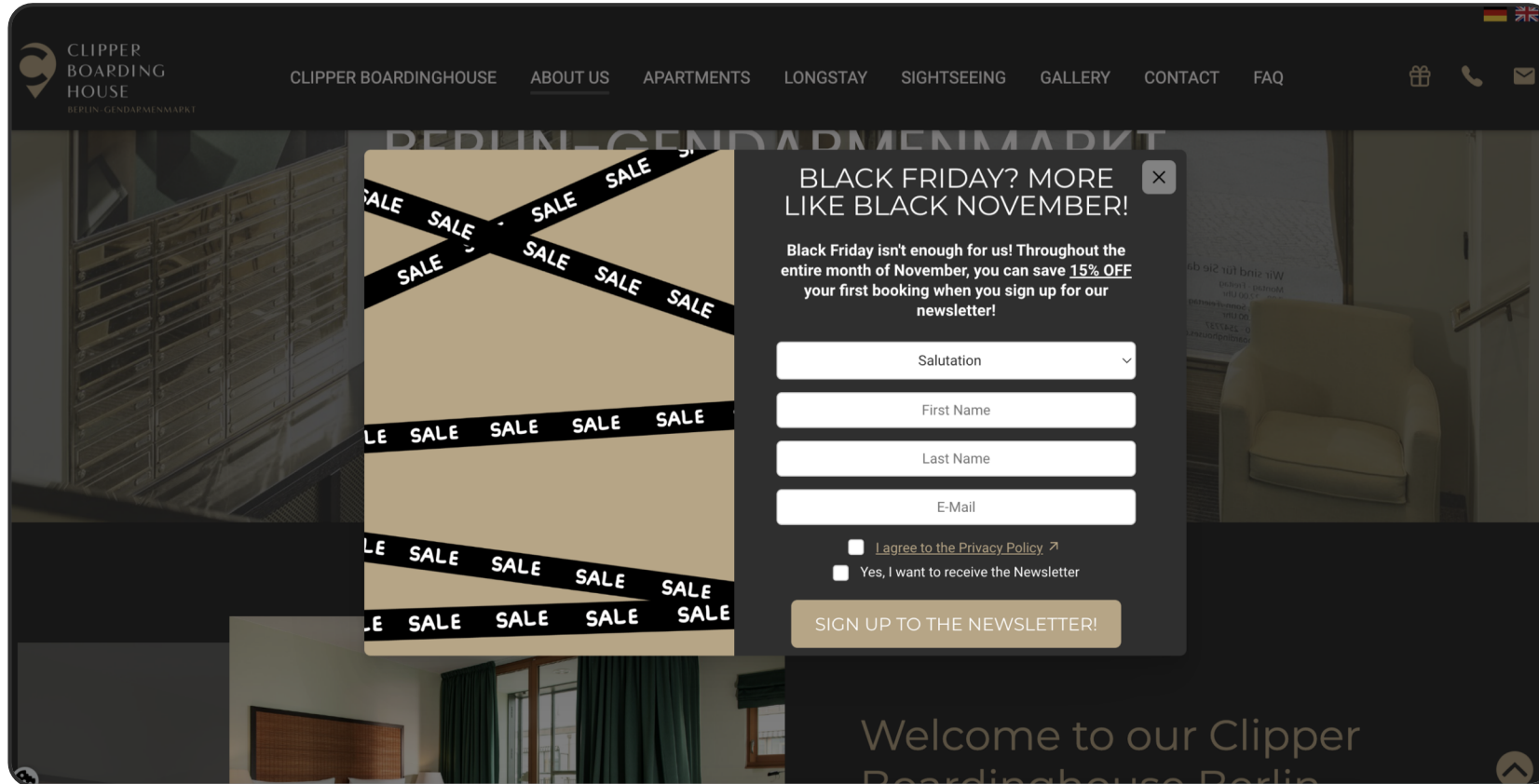
Put the main focus on your direct channel



Attract Guests with Exclusive Deals



Extend Your Campaign Beyond Black Friday



The screenshot shows the website for Clipper Boarding House, Berlin - Gendarmenmarkt. The navigation bar includes links to CLIPPER BOARDINGHOUSE, ABOUT US, APARTMENTS, LONGSTAY, SIGHTSEEING, GALLERY, CONTACT, and FAQ. A dark overlay features a 'BLACK FRIDAY? MORE LIKE BLACK NOVEMBER!' promotion, stating that a 15% discount is available throughout November for newsletter subscribers. A sign-up form is present with fields for Salutation, First Name, Last Name, and E-Mail. It also includes checkboxes for 'I agree to the Privacy Policy' and 'Yes, I want to receive the Newsletter', followed by a 'SIGN UP TO THE NEWSLETTER!' button. The background of the overlay shows a grid of mailboxes and a modern interior space.

CLIPPER BOARDING HOUSE
BERLIN - GENDARMENMARKT

CLIPPER BOARDINGHOUSE ABOUT US APARTMENTS LONGSTAY SIGHTSEEING GALLERY CONTACT FAQ

BLACK FRIDAY? MORE LIKE BLACK NOVEMBER!

Black Friday isn't enough for us! Throughout the entire month of November, you can save **15% OFF** your first booking when you sign up for our newsletter!

Salutation

First Name

Last Name

E-Mail

☐ I agree to the Privacy Policy

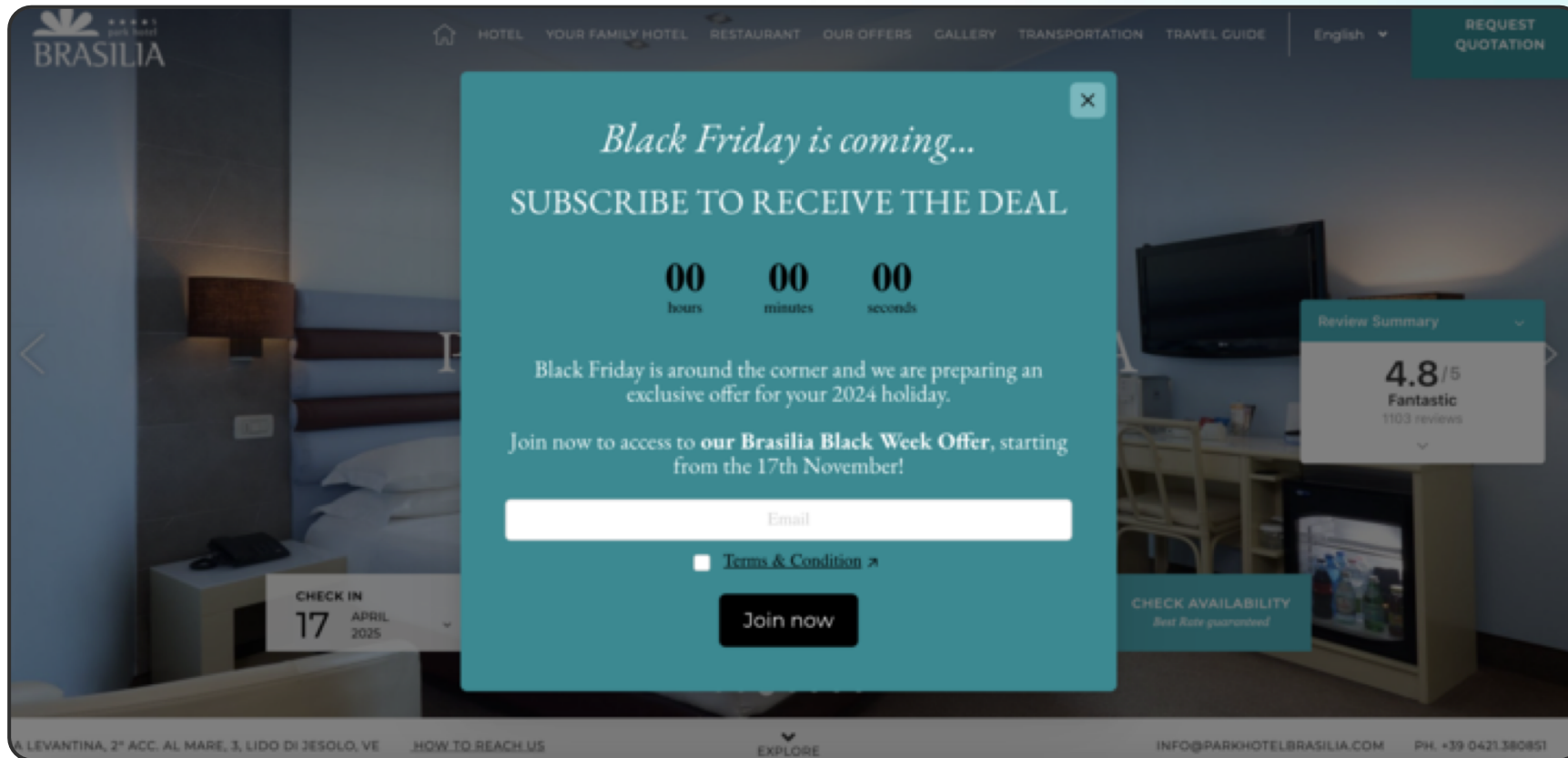
☐ Yes, I want to receive the Newsletter

SIGN UP TO THE NEWSLETTER!

Welcome to our Clipper Boardinghouse Berlin

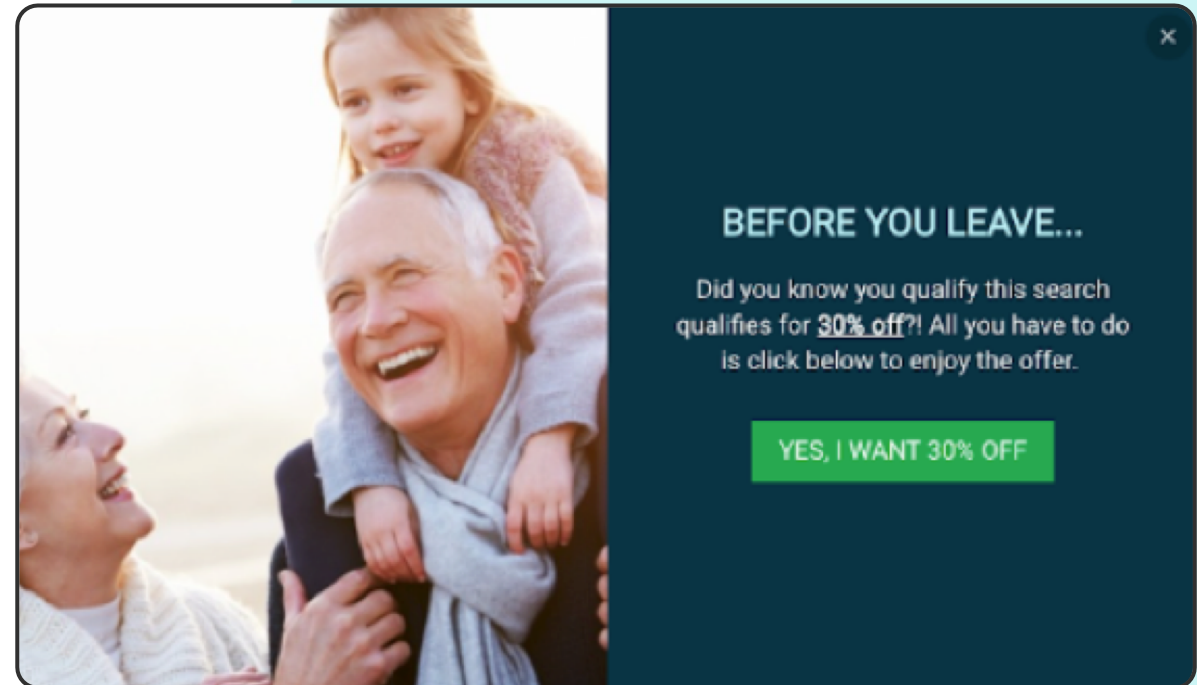
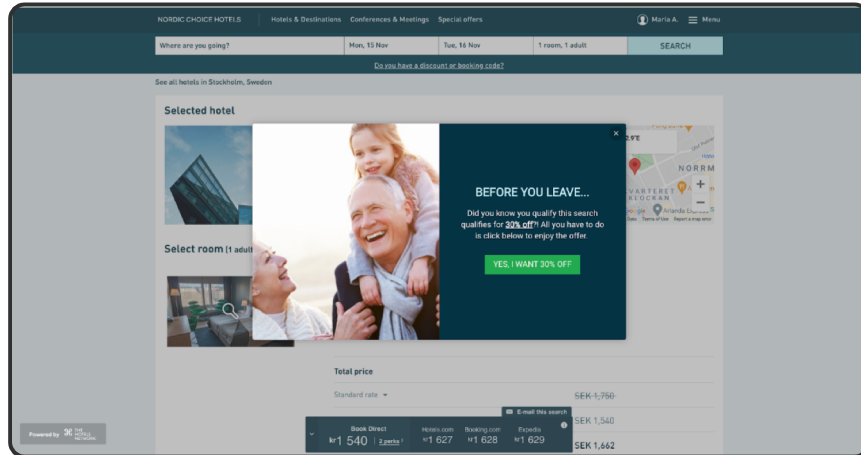


Engage Users with Unique Offers for Subscribers



Align Offers with Guest Booking Potential

30% discount for
low intent users



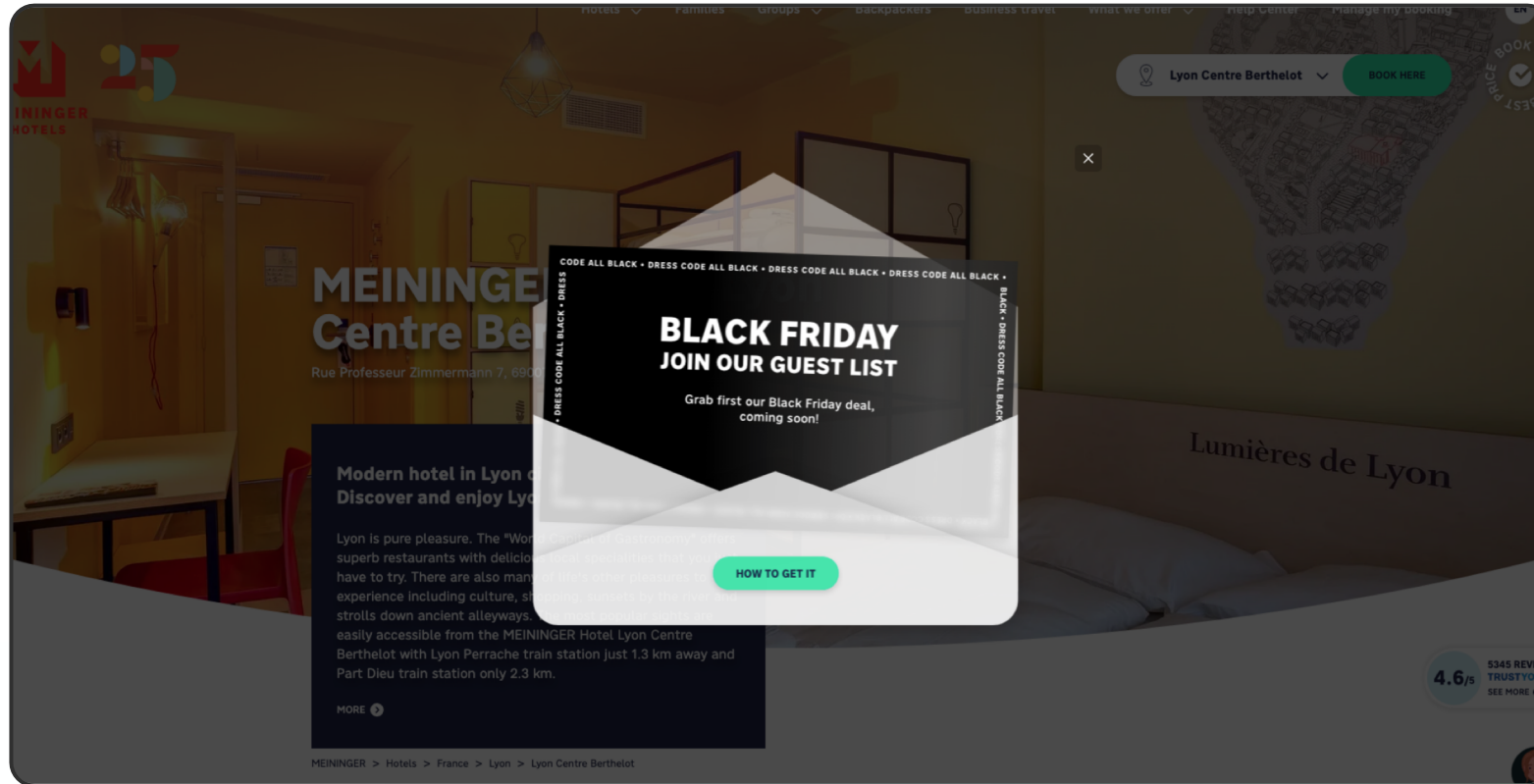
Harness machine learning techniques with [Predictive Personalization](#) to effortlessly optimize campaigns based on user intent.





3. Timeline for Campaign Success

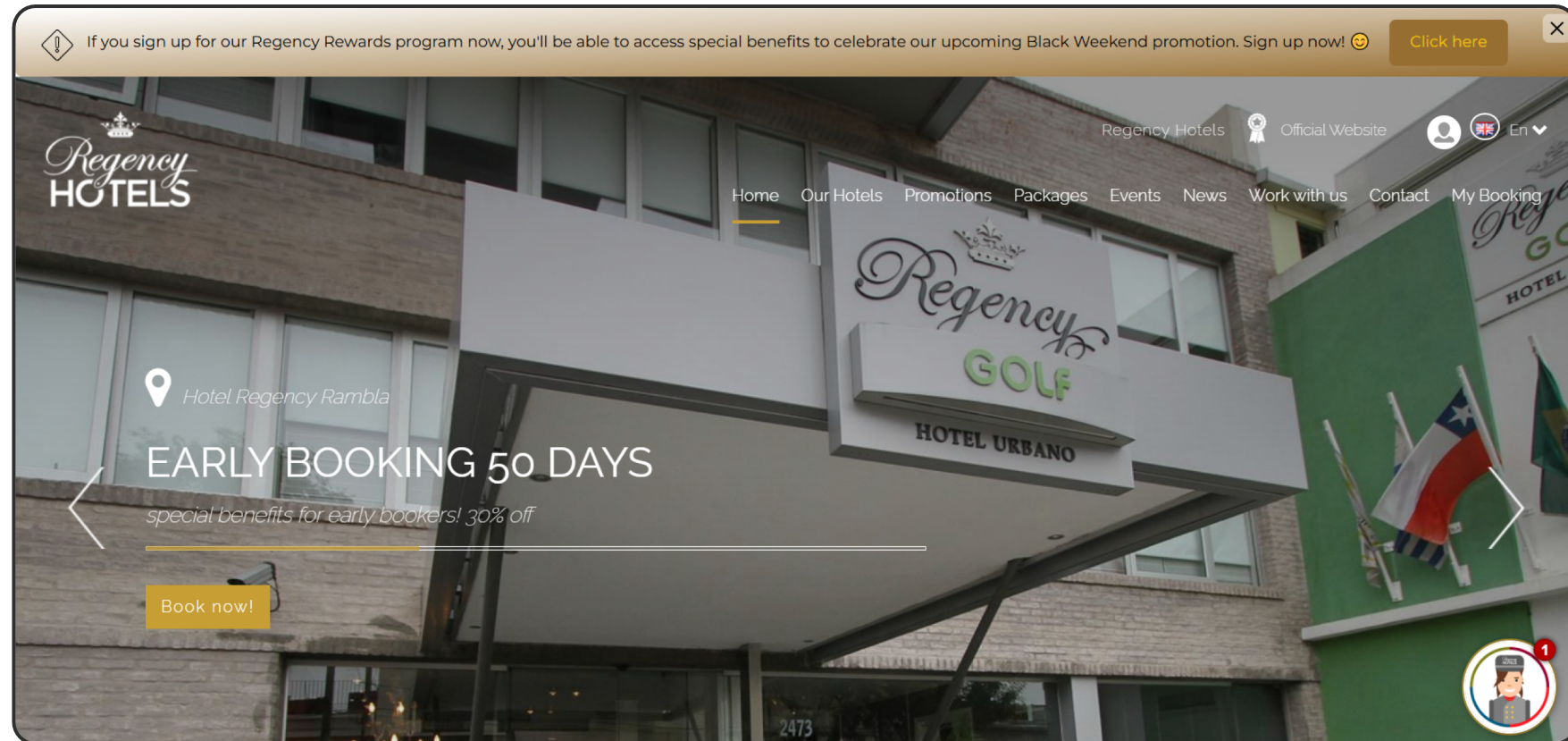
Build Buzz with a Teaser Campaign for Your Database



Show off your creativity using a new custom image design for your message



Boost Interest by Promoting Offers in Advance



Offer an Extra 24 Hours to Book



We're Extending Black Friday!

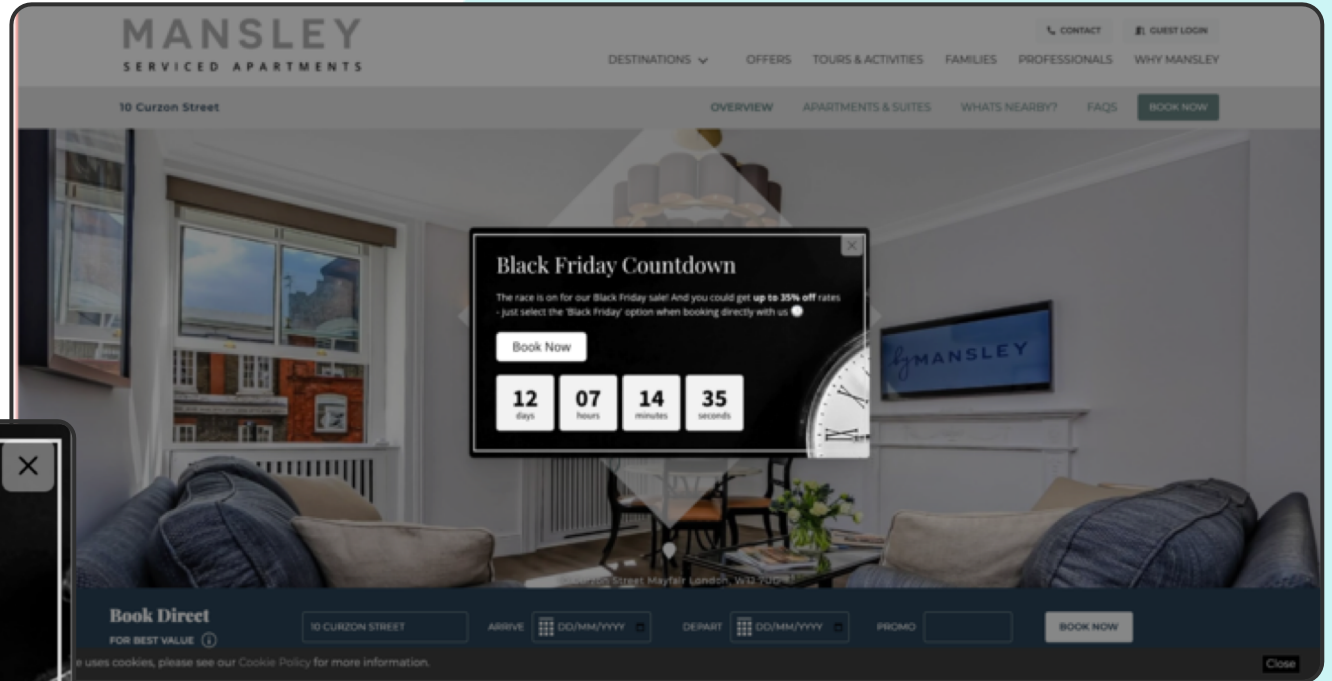
Get **up to 35% off** rates - just select the 'Black Friday' rate type when booking directly for stays before 31/03/2024 🕒

[Book Now](#)

00
hours

00
minutes

00
seconds



MANSLEY
SERVICED APARTMENTS

CONTACT GUEST LOGIN

DESTINATIONS OFFERS TOURS & ACTIVITIES FAMILIES PROFESSIONALS WHY MANSLEY

10 Curzon Street OVERVIEW APARTMENTS & SUITES WHAT'S NEARBY? FAQs [BOOK NOW](#)

Black Friday Countdown

The race is on for our Black Friday sale! And you could get **up to 35% off** rates - just select the 'Black Friday' option when booking directly with us 🕒

[Book Now](#)

12
days

07
hours

14
minutes

35
seconds

Book Direct
FOR BEST VALUE ⓘ

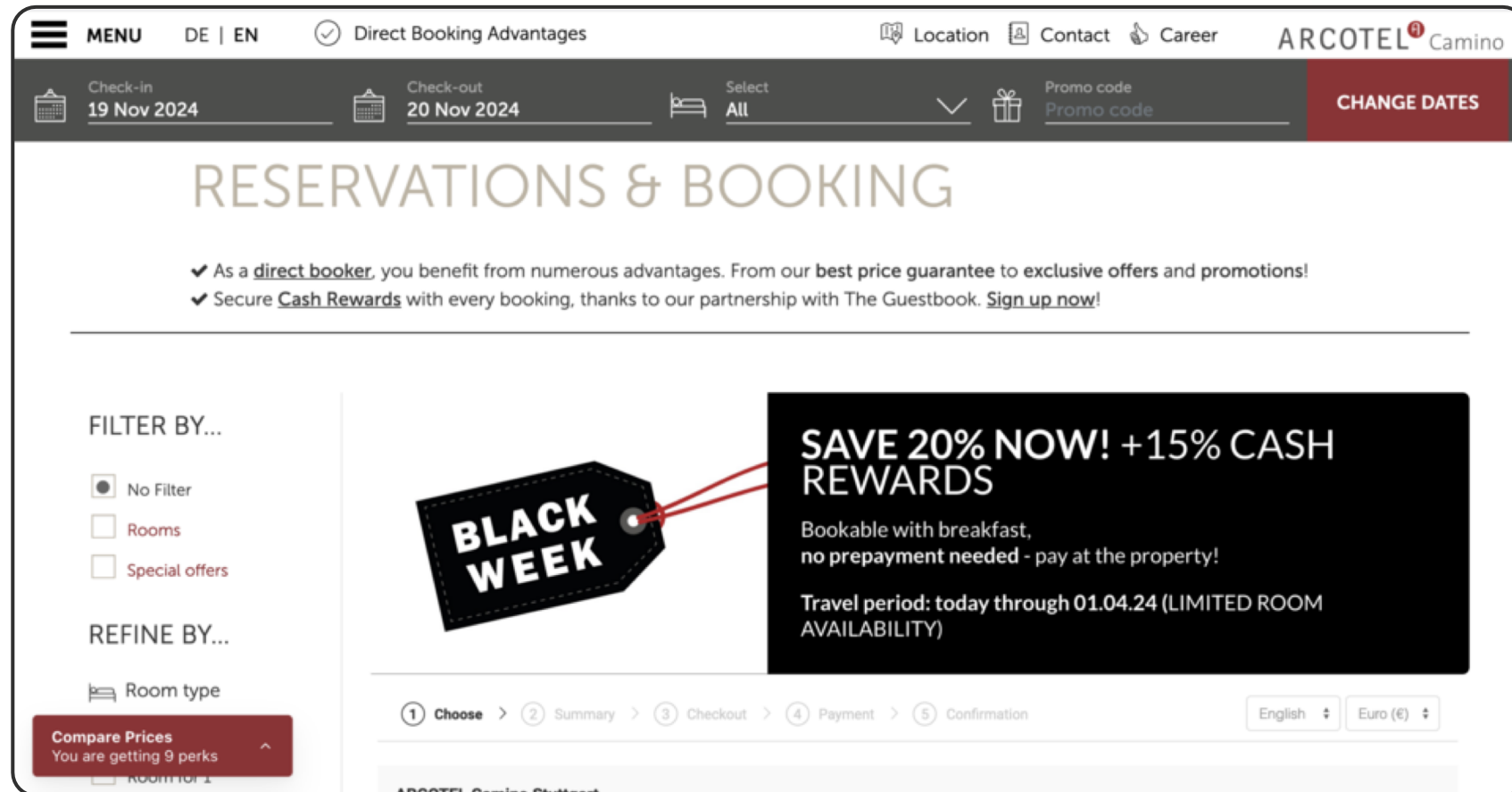
10 CURZON STREET ARRIVE DD/MM/YYYY DEPART DD/MM/YYYY PROMO [BOOK NOW](#)

uses cookies, please see our Cookie Policy for more information.

Close



Drive Action with Time-Sensitive Offers



The screenshot displays the ARCOTEL Camino website's reservation interface. At the top, a navigation bar includes a menu icon, language options (DE | EN), a checkmark for 'Direct Booking Advantages', and links for Location, Contact, and Career. The main header features the ARCOTEL Camino logo and a 'CHANGE DATES' button. Below this, a dark bar contains booking details: Check-in (19 Nov 2024), Check-out (20 Nov 2024), Select All, a dropdown arrow, a gift icon, and a Promo code field. The main content area is titled 'RESERVATIONS & BOOKING' and lists two advantages for direct bookers: a best price guarantee and secure cash rewards. A large promotional banner for 'BLACK WEEK' offers a 20% discount and 15% cash rewards, with terms including breakfast and no prepayment. The banner also specifies the travel period as today through 01.04.24, with limited room availability. On the left, a 'FILTER BY...' section includes options for No Filter, Rooms, and Special offers. Below this, a 'REFINE BY...' section shows 'Room type'. A red button labeled 'Compare Prices' indicates that the user is getting 9 perks. At the bottom, a progress bar shows five steps: Choose, Summary, Checkout, Payment, and Confirmation. Language and currency selectors for English and Euro (€) are also present.

RESERVATIONS & BOOKING

- ✓ As a **direct booker**, you benefit from numerous advantages. From our **best price guarantee** to exclusive offers and promotions!
- ✓ Secure **Cash Rewards** with every booking, thanks to our partnership with The Guestbook. [Sign up now!](#)

BLACK WEEK

SAVE 20% NOW! +15% CASH REWARDS

Bookable with breakfast,
no prepayment needed - pay at the property!

Travel period: today through 01.04.24 (LIMITED ROOM AVAILABILITY)

Compare Prices
You are getting 9 perks

1 Choose > 2 Summary > 3 Checkout > 4 Payment > 5 Confirmation

English Euro (€)





4. Crafting Compelling Visuals and Copy for Your Campaign

Get creative!



Offers that stand out from the crowd



Theme and wording that differentiates



Visuals that grab attention



Color scheme that matches brand identity



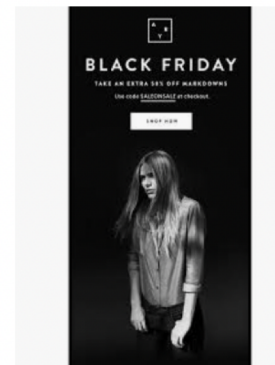
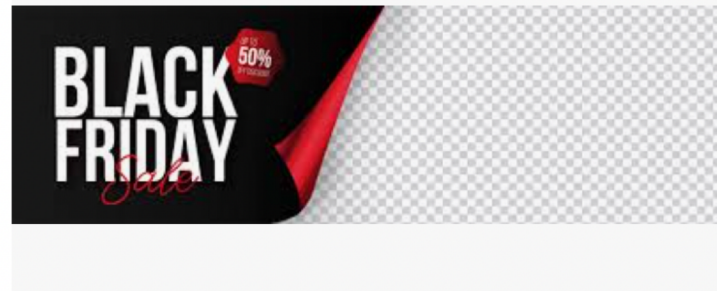
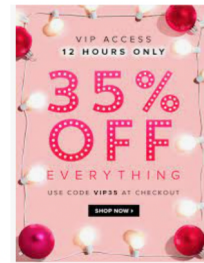
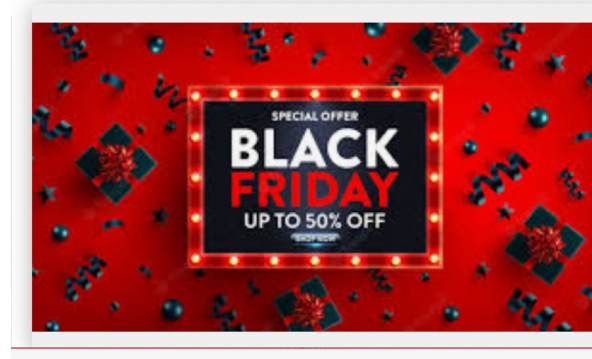
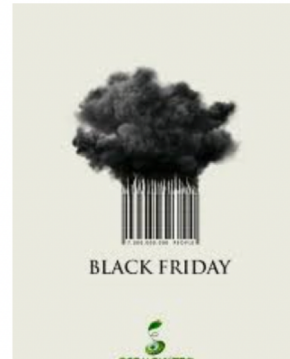
Coherent message across all channels



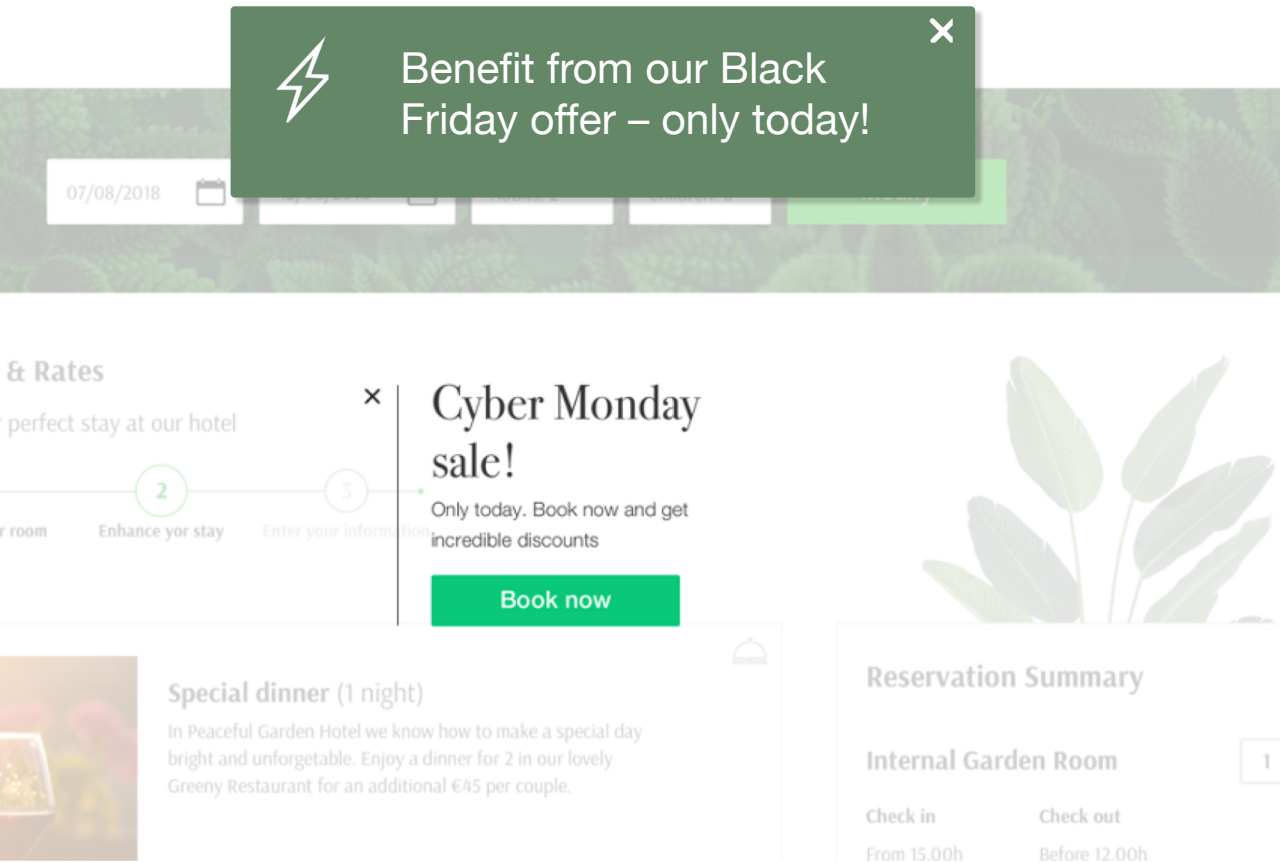
Use scarcity & urgency messaging



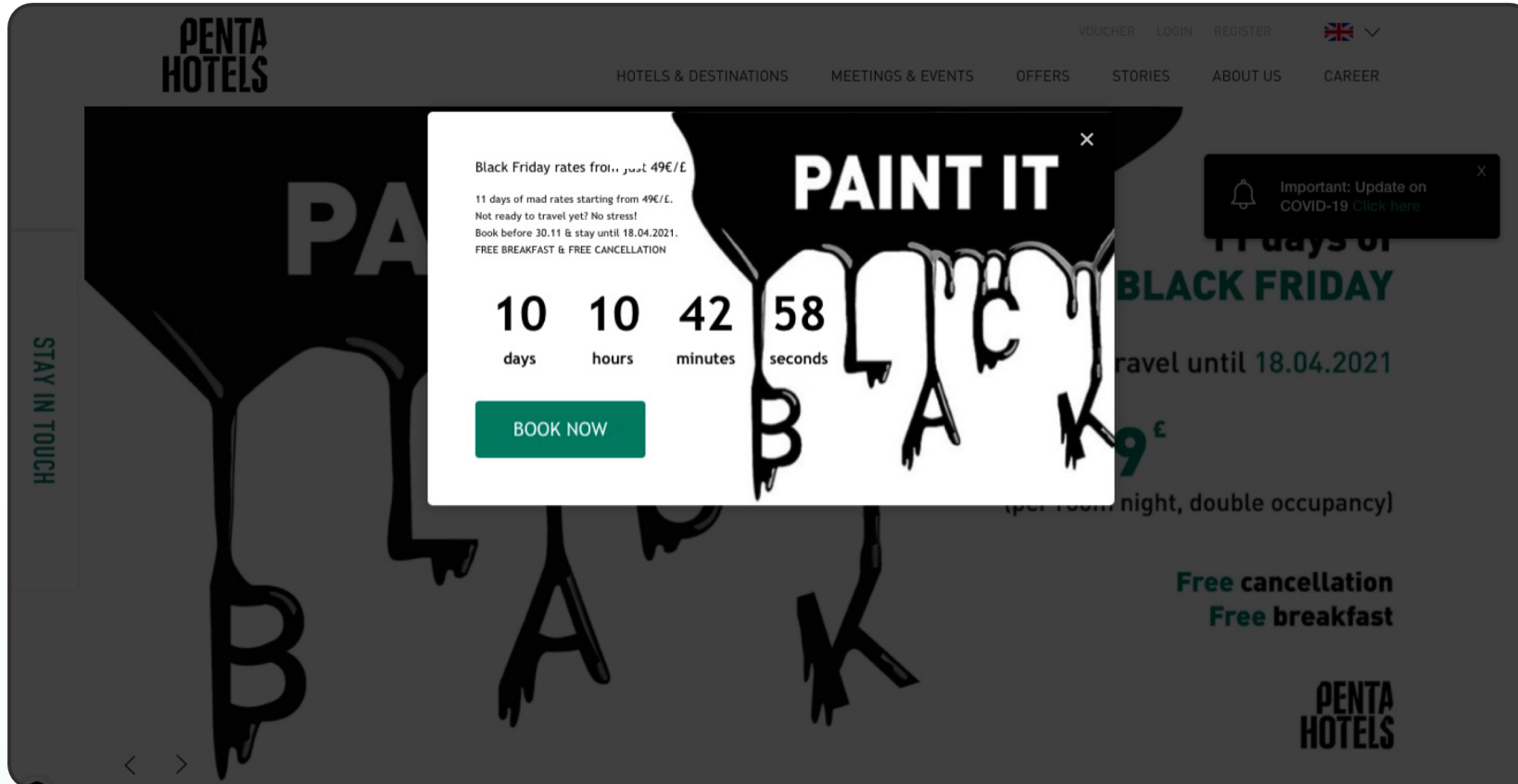
Selecting the Perfect Theme for Your Campaign



Keep Brand Consistency with a Cohesive Color Palette



Stand Out with Striking Imagery



Make User Experience Seamless and Simple

Integrate your messages seamlessly within your hotel website with [Inliners](#).



Kandolhu Maldives
39 Orchid Magu, North Ari Atoll, Maldives, 00000
960-66-60527

Guests: 2 Adults, 0 Children
Check-in: Tue, 28 Nov 2023
Check-out: Thu, 30 Nov 2023
1 Code Applied

BLACK FRIDAY DEAL
Embrace Paradise: Kandolhu Maldives Black Friday Specials Awaits!
03 days 11 hours 44 minutes 38 seconds

Your Stay
Check-in: After 14:00
Check-out: Before 12:00
Tue, 28 Nov 2023 - Thu, 30 Nov 2023
2 Adults
Total: US\$0.00

Select Room
Your requested rates are applied to the following rooms. Prices shown include promotional rates.
Hotel Alerts
Meal Plan Policy
View Full Alert

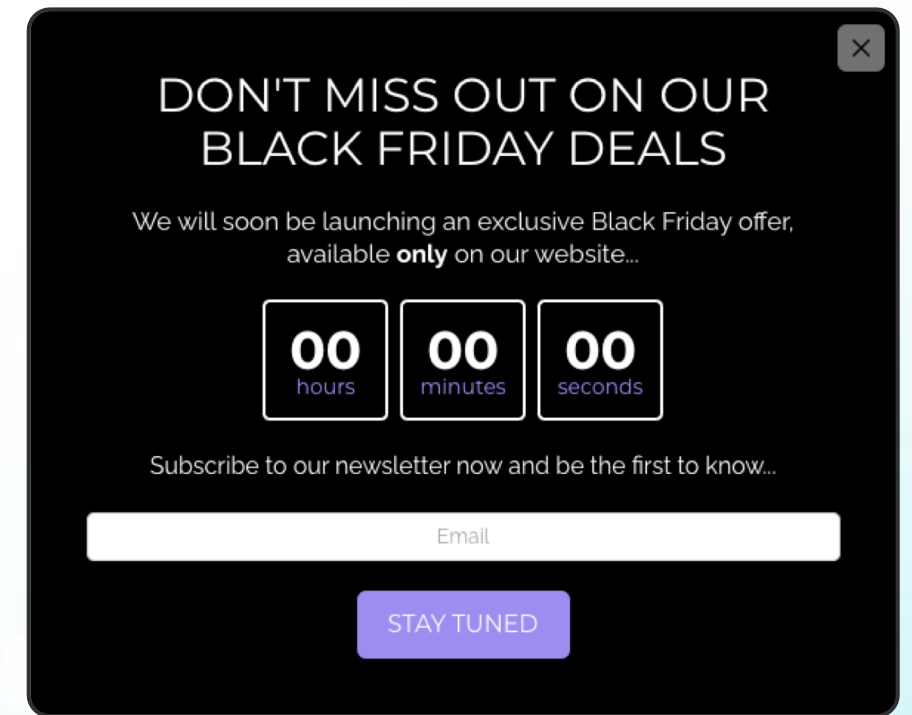
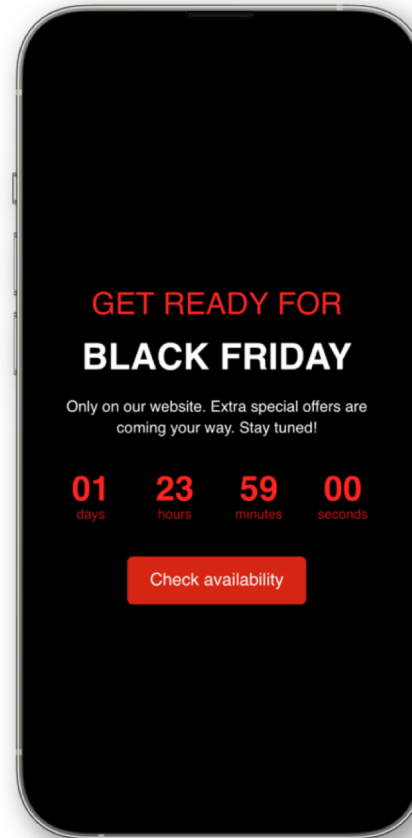
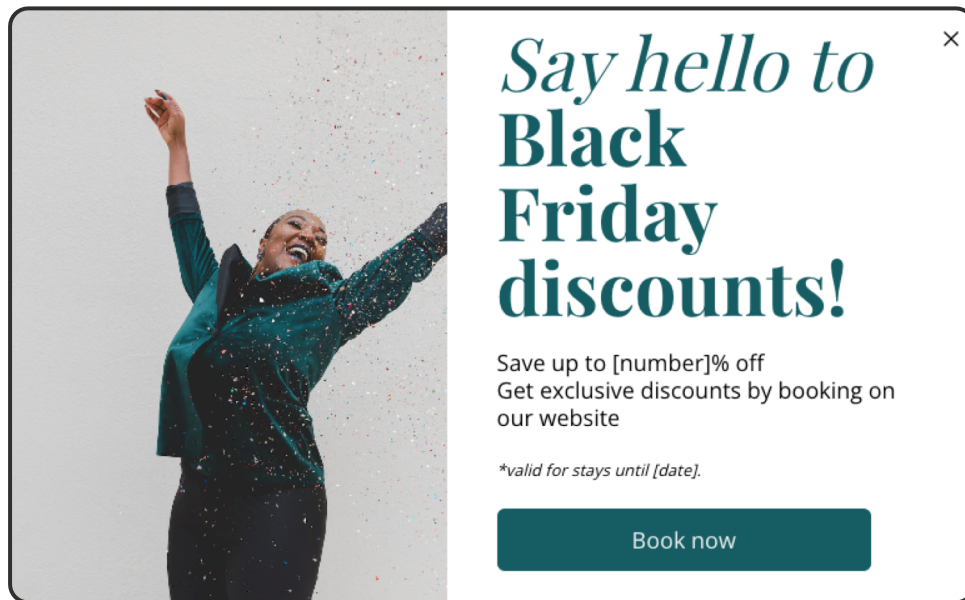
View Results By: Rooms
Sort By: Lowest Price
Show Filters

Ocean Villa



Save Time with Customizable Website Messaging Templates

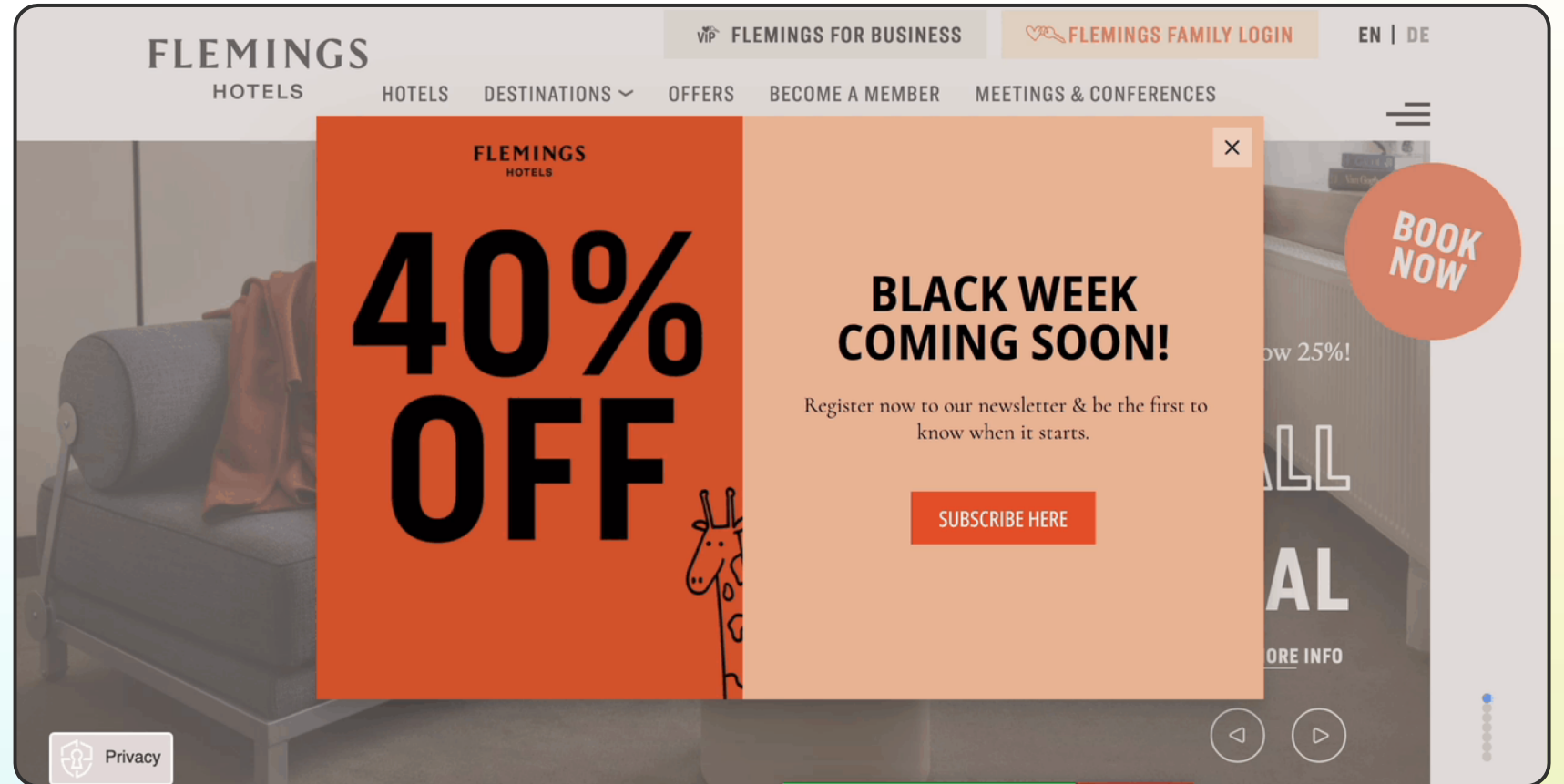
Unlock creativity and craft compelling messages with THN's [Templates](#)



Bring Your Campaign to Life with GIFs



Use an animated approach to capture your website visitors' attention with GIFs



The background image shows a bright, modern dining area. It features several round tables with white tablecloths, each surrounded by white chairs. Large, multi-paned windows line the back wall, letting in natural light. Three large, white, dome-shaped pendant lights hang from the ceiling. The tables are set with white dishes, glassware, and bottles. The entire scene is overlaid with a semi-transparent teal color.

5. Your Direct Channel

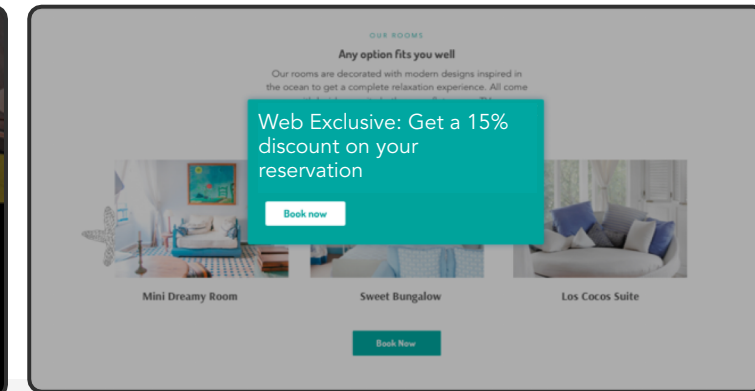
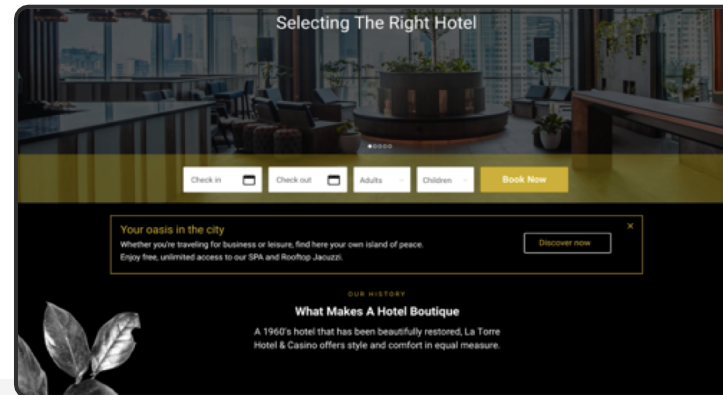
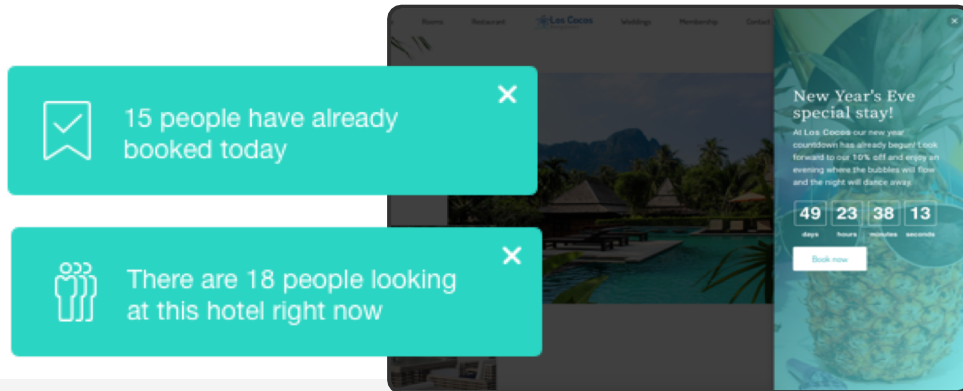
On the Hotel Website

- ✓ Optimize your hotel website to convert traffic
- ✓ Define your website communications strategy
- ✓ Define the flow of your website messages
- ✓ Personalize your website messages
- ✓ Create a sense of urgency
- ✓ Grow your marketing database
- ✓ Don't forget about mobile!



Choose a Message Format That Fits Your Goals

Create powerful and [personalized campaigns](#) using a wide variety of display types and formats.



Smart Notes

Nudge users towards a booking

Layers

Create a personal and engaging UX

Inliners

Personalize your website with native content

Exits

Persuade abandoning users to stay on your site



Boost Engagement Using Behavioral Targeting

Timing

- Date range
- Weekday
- Time of day
- Timezone

Demand

- Stay dates
- Stay dates of the week
- Early bird, last minute
- Length of stay
- Booking value & availability

Travel Party

- Number of adults
- Number of children
- Number of rooms

Visitor Profile

- Geo-location
- Traffic source

Visitor Behavior

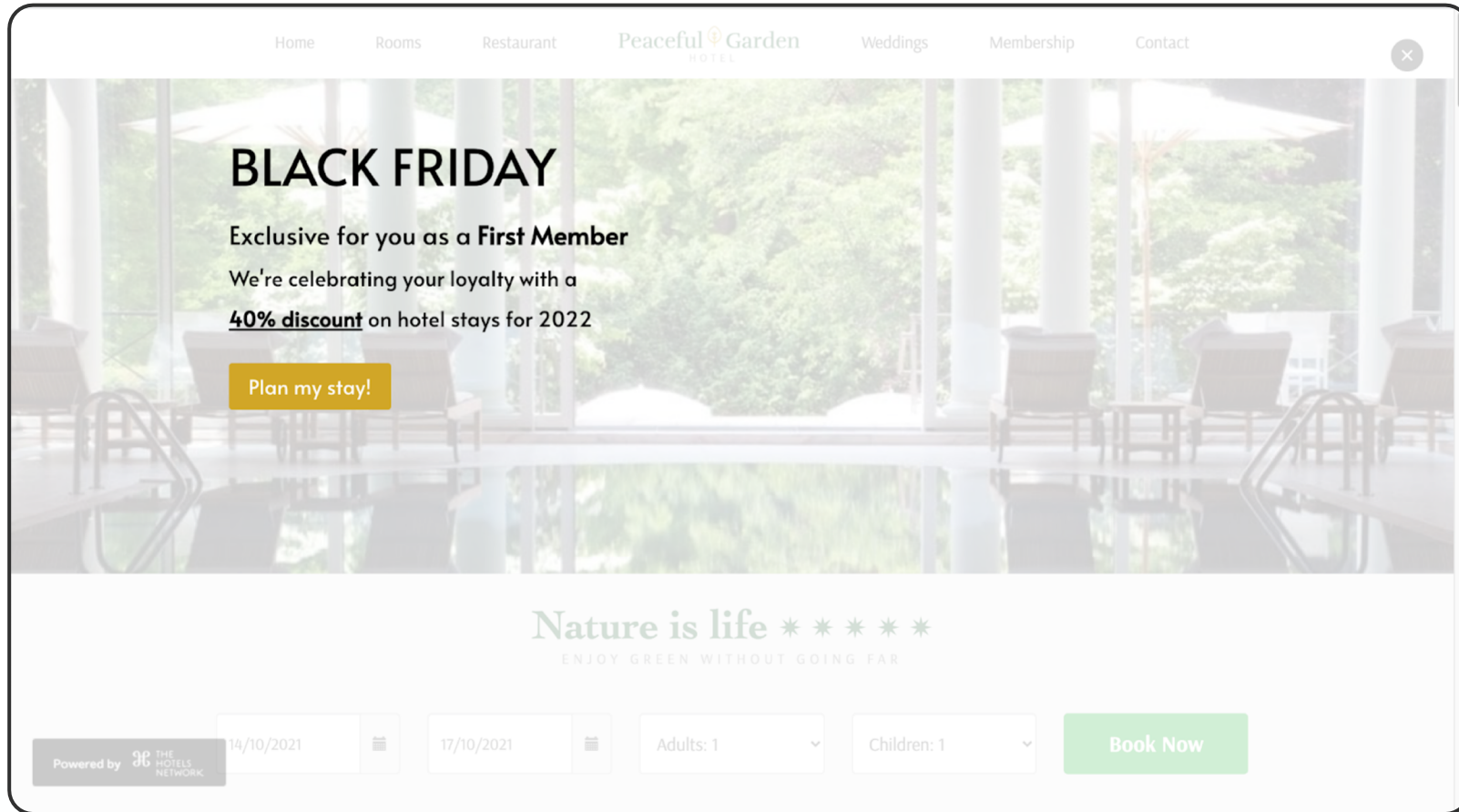
- Membership status
- Previous interactions on website

Custom Targeting

- Device
- URL variables
- CRM targeting



Exclusive Perks Just for Your Members



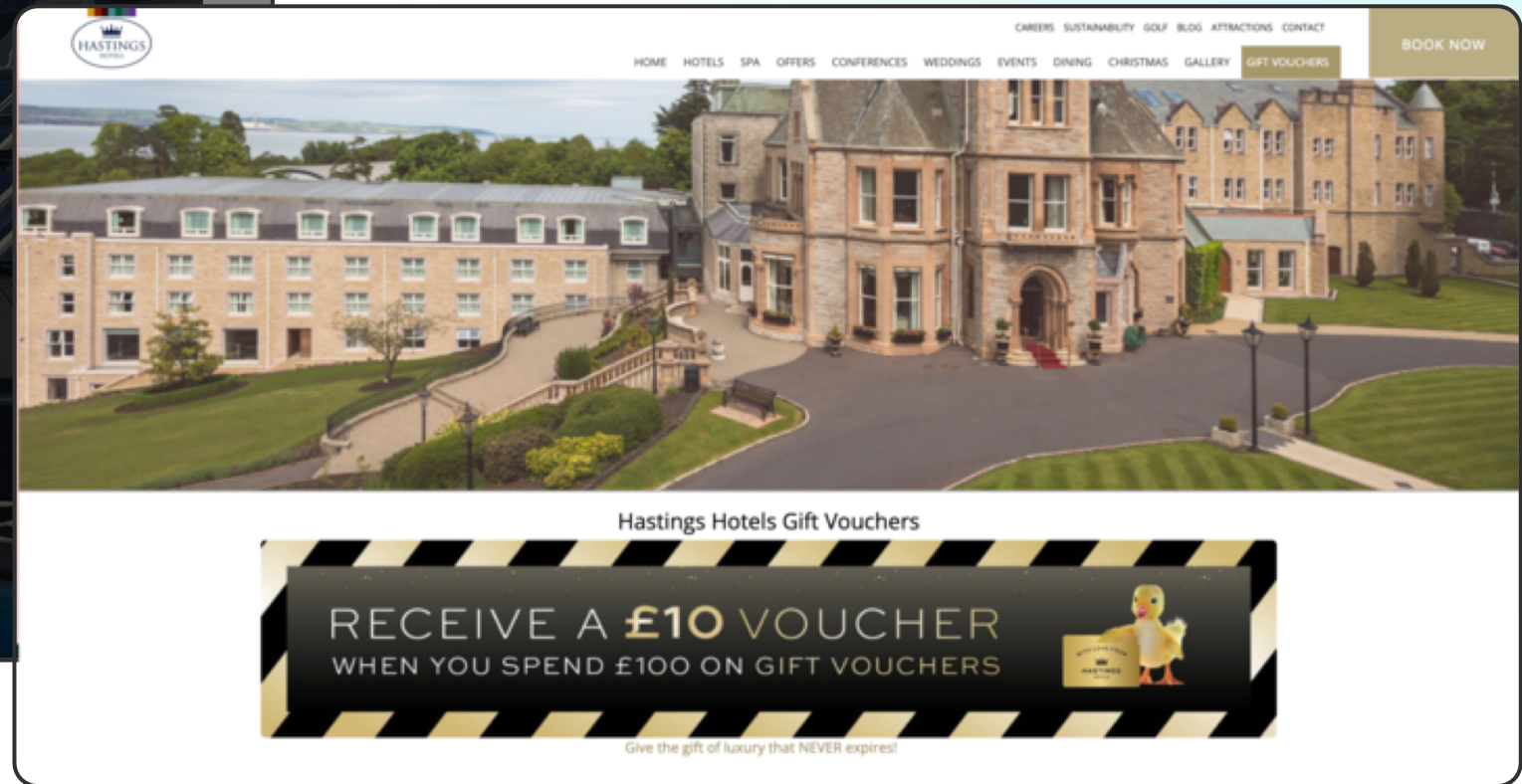
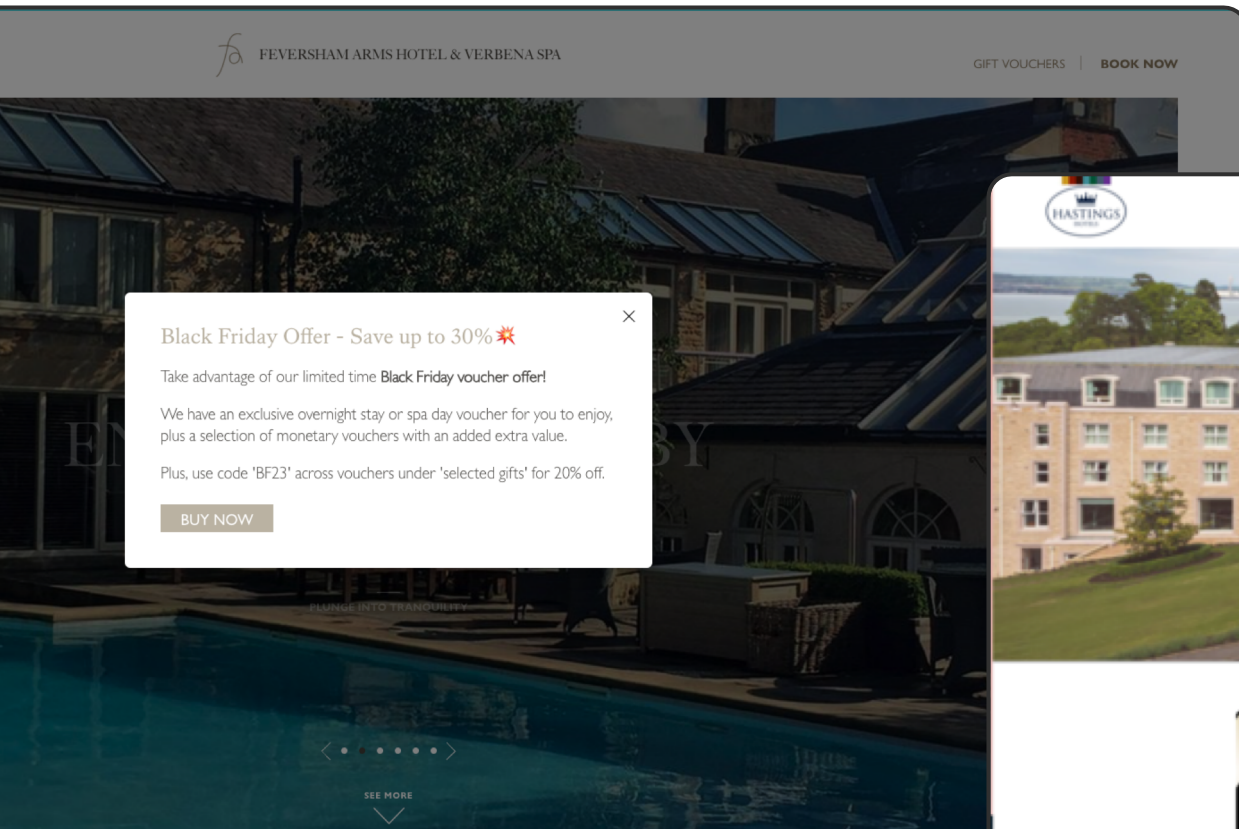
The screenshot shows the website for Peaceful Garden Hotel. The navigation bar includes links for Home, Rooms, Restaurant, Weddings, Membership, and Contact. The main banner features a large image of a hotel interior with a view of a garden. The text on the banner reads: "BLACK FRIDAY", "Exclusive for you as a First Member", "We're celebrating your loyalty with a", "40% discount on hotel stays for 2022", and a button that says "Plan my stay!". Below the banner, there is a section titled "Nature is life *****" with the tagline "ENJOY GREEN WITHOUT GOING FAR". At the bottom, there is a booking form with fields for check-in (14/10/2021), check-out (17/10/2021), number of adults (1), and number of children (1), along with a "Book Now" button. A small logo for "Powered by THE HOTELS NETWORK" is visible in the bottom left corner of the website.



Targeting: Members



Boost Sales with the Power of Vouchers



Drive Action with a Countdown Clock

Spice up your marketing messages with our new strikethrough formatting!

A 'Suite' Deal For You!

Book suites starting from ~~\$399~~ \$199 - only this weekend!

02
days

04
hours

15
minutes

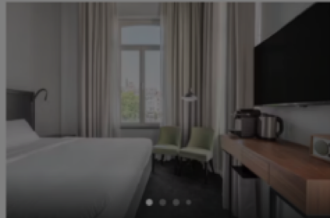
BOOK

Ready to book?
Find your room in Lief

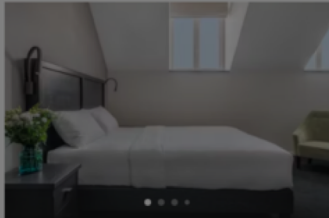
Check In | Check Out
Dec 08 - Dec 10

Guests
1 guest

OUR ROOMS AT LIEF



Intimate Comfort
Max. 2 guests • 22 sqm • Bedroom with King Bed
Air Conditioning • Breakfast Available • High-speed WiFi • Smart TV • + 10 more
~~€295~~ €184 night ⓘ
1 guest • 2 nights • Total € 368 [Book Now](#)



Accessible
Max. 2 guests • 26 sqm • Bedroom with Twin Bed
Air Conditioning • Breakfast Available • High-speed WiFi • Smart TV • + 10 more
~~€227~~ €205 night ⓘ
1 guest • 2 nights • Total € 409 [Book Now](#)



Deluxe
Max. 2 guests • 46 sqm • Bedroom
Air Conditioning • Breakfast Available
Smart TV • + 10 more
~~€256~~ €231 night ⓘ
1 guest • 2 nights • Total € 461 [Book Now](#)

BLACK FRIDAY IS HERE
Get **15% off** Europe's best destinations with code **BLACKFRIDAY15**
[Save now](#)

02
days

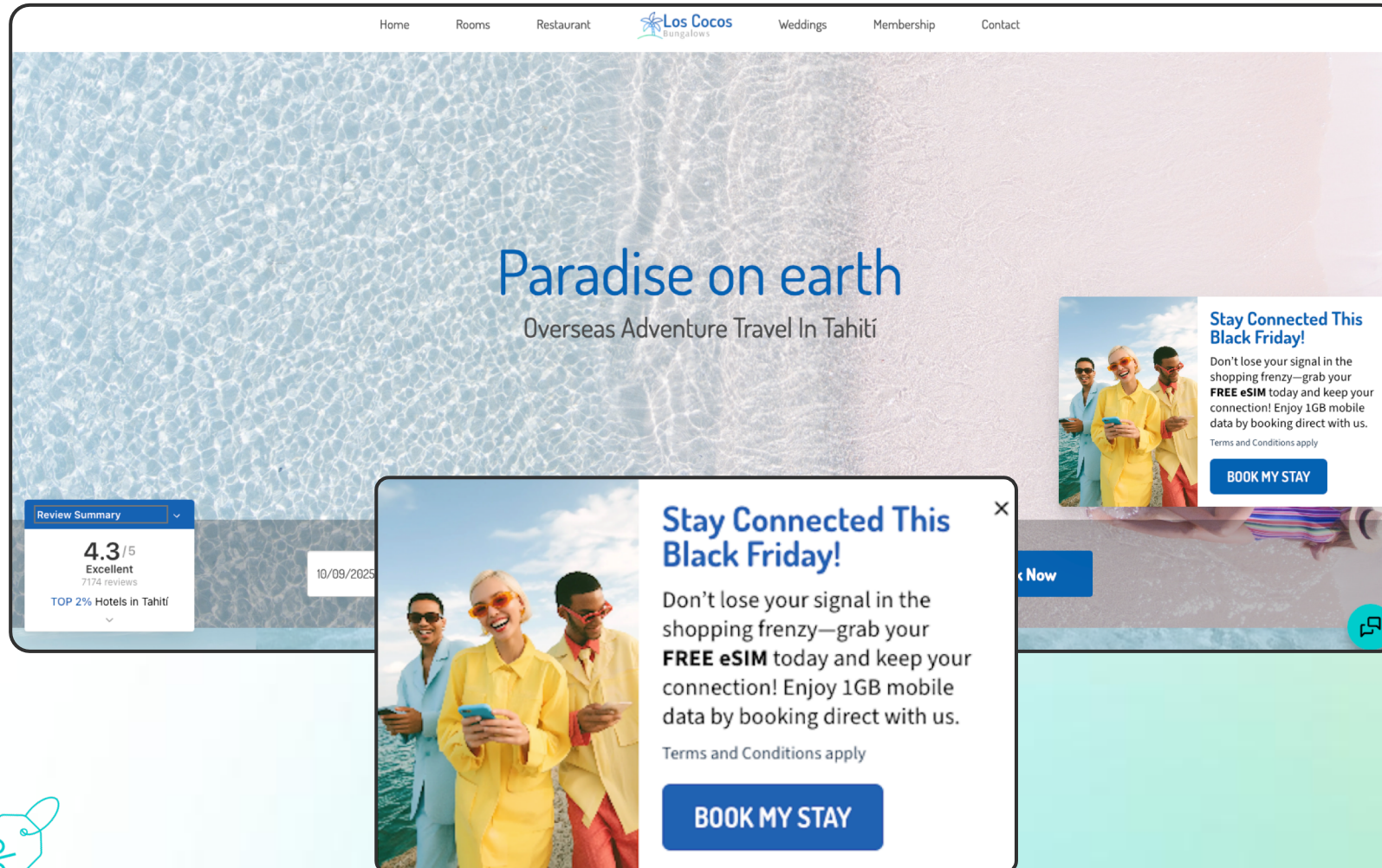
12
hours

27
minutes

10
seconds



Keep your guests connected



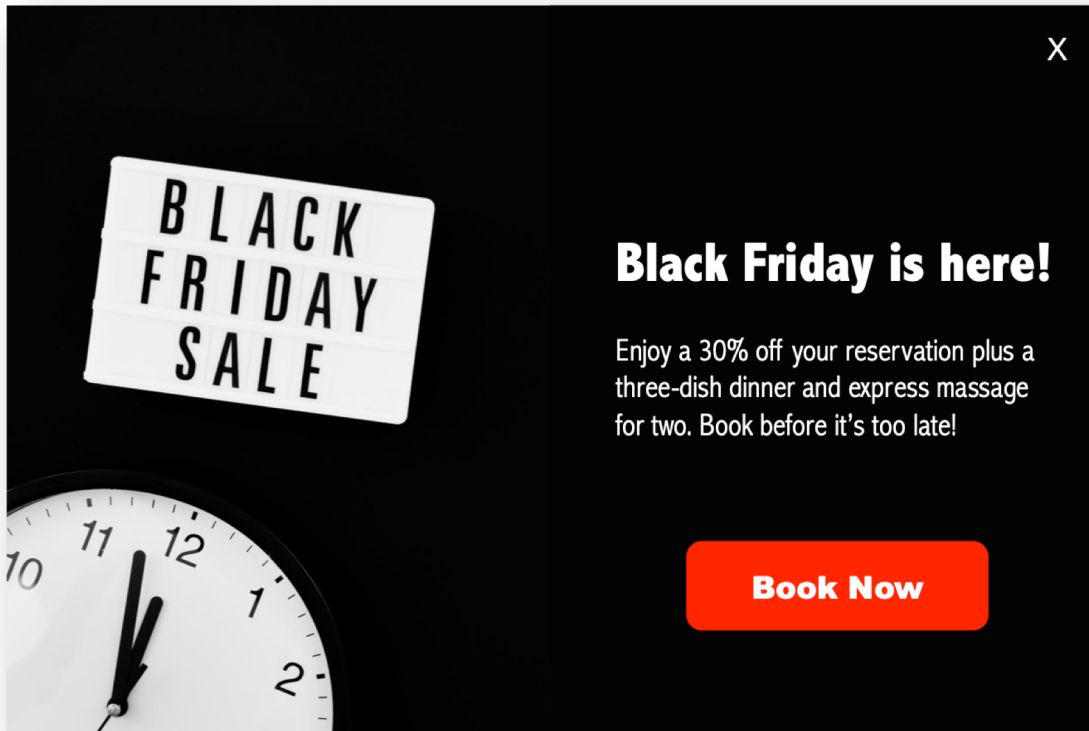
Provide guests with the tangible, easy-to-understand benefit of free eSIM data



Personalize Engagement According to Visitor History



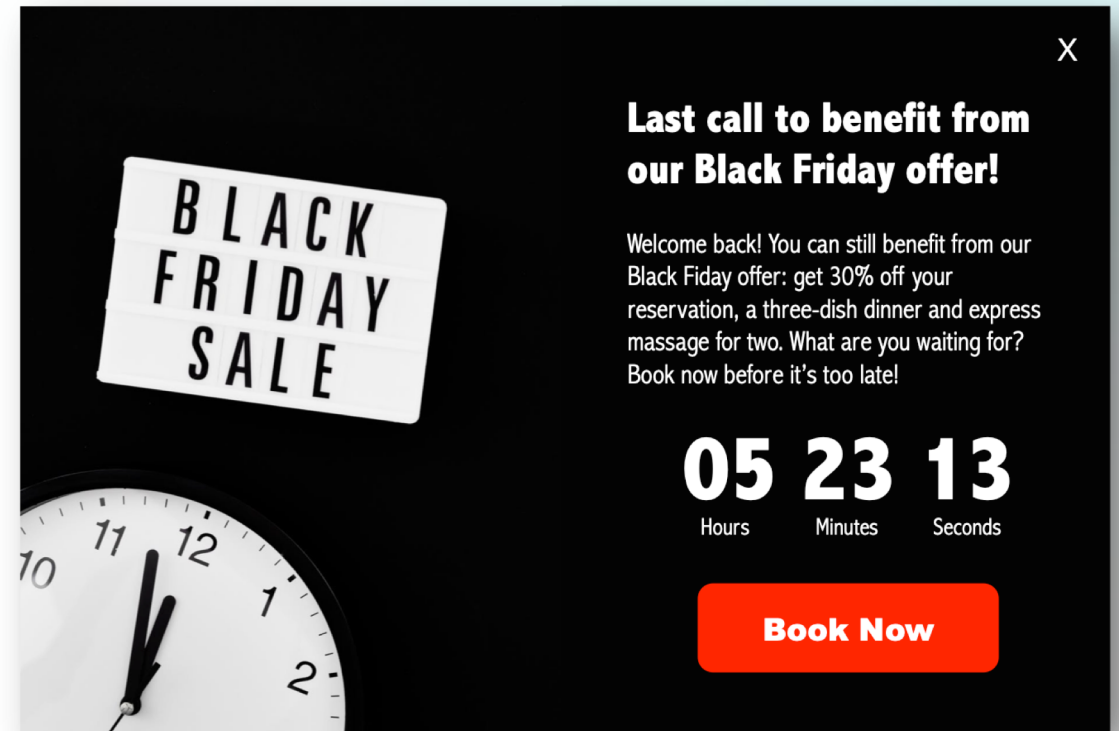
Targeting: First visit



A black rectangular advertisement with a white 'X' in the top right corner. On the left, there is a white clock face showing approximately 11:10. Above the clock is a white sign that reads 'BLACK FRIDAY SALE'. To the right of the clock, the text 'Black Friday is here!' is displayed in white, followed by 'Enjoy a 30% off your reservation plus a three-dish dinner and express massage for two. Book before it's too late!'. At the bottom right, there is a red button with the text 'Book Now' in white.



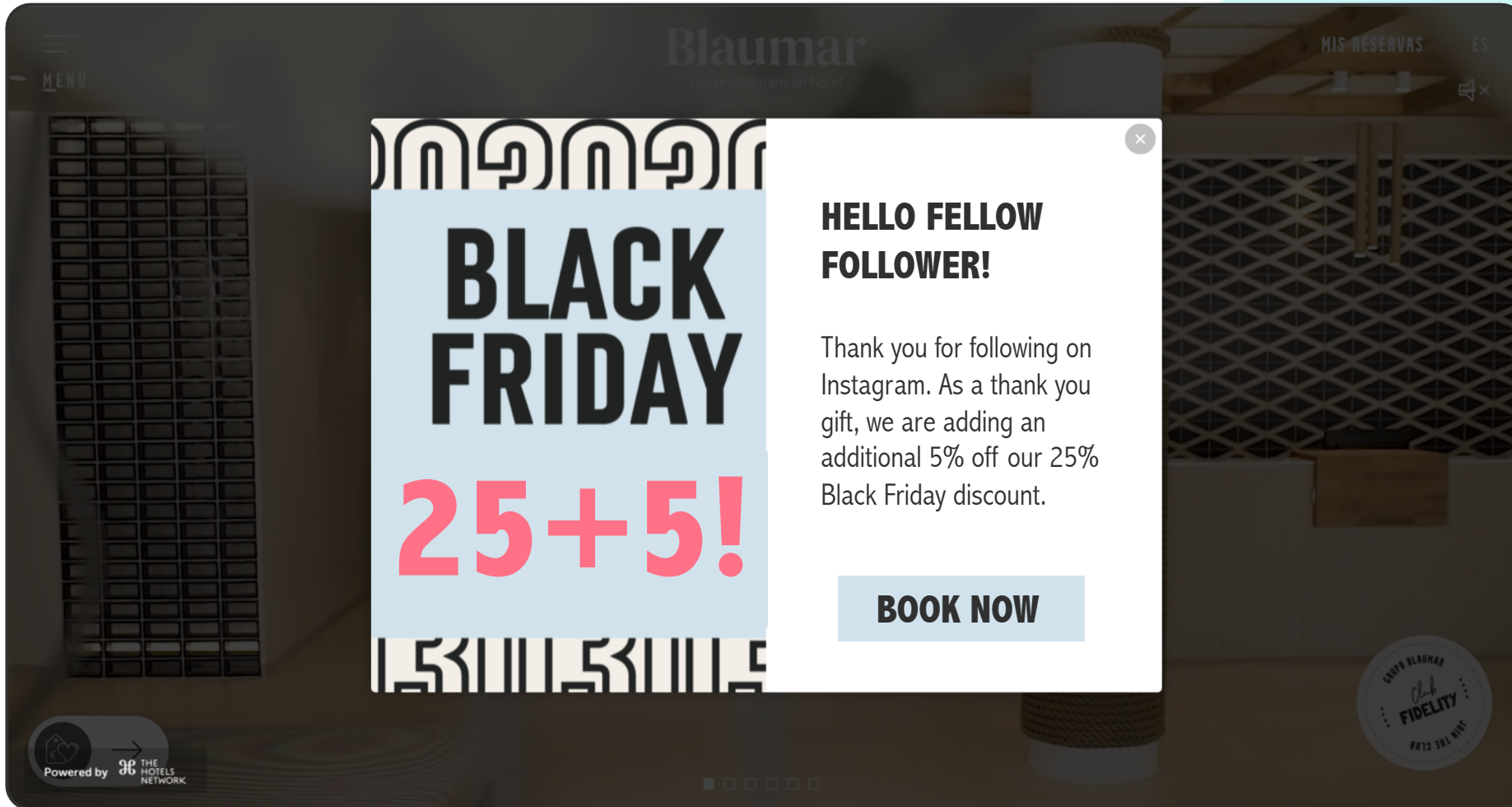
Targeting: Returning visitors



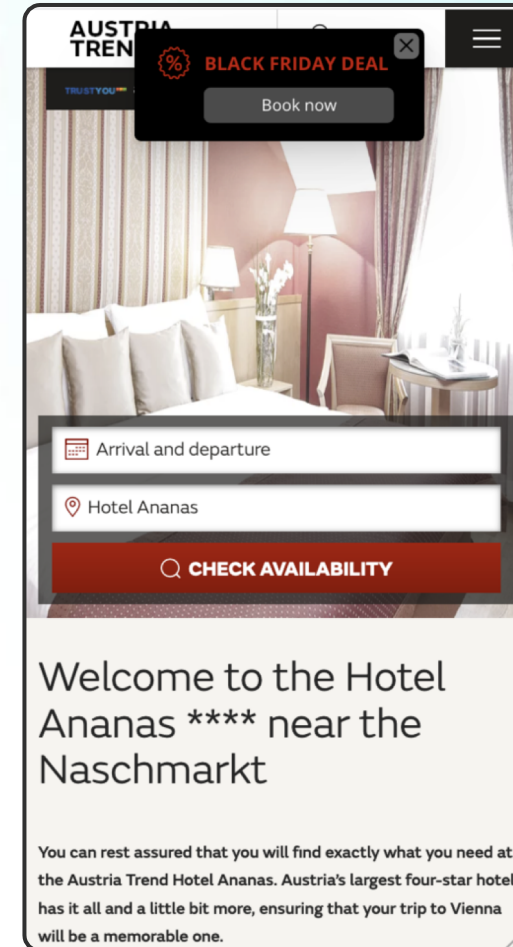
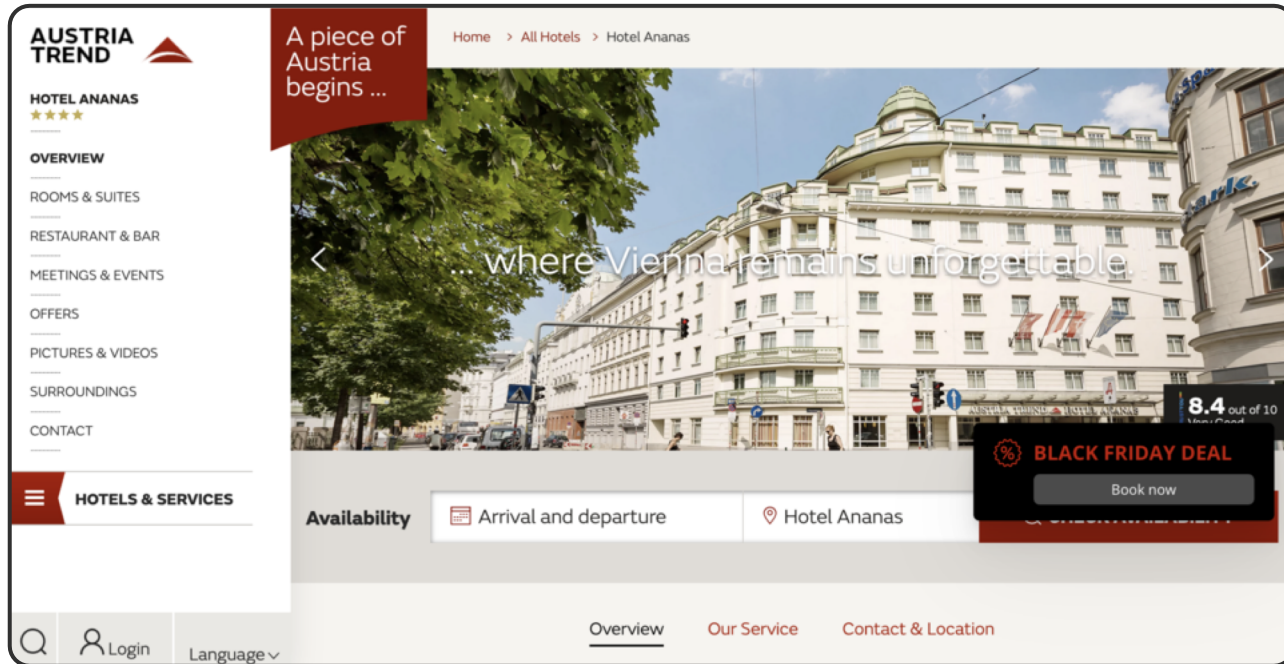
A black rectangular advertisement with a white 'X' in the top right corner. On the left, there is a white clock face showing approximately 11:10. Above the clock is a white sign that reads 'BLACK FRIDAY SALE'. To the right of the clock, the text 'Last call to benefit from our Black Friday offer!' is displayed in white, followed by 'Welcome back! You can still benefit from our Black Friday offer: get 30% off your reservation, a three-dish dinner and express massage for two. What are you waiting for? Book now before it's too late!'. Below this text is a large digital timer showing '05 23 13' in white, with 'Hours', 'Minutes', and 'Seconds' written below each number. At the bottom right, there is a red button with the text 'Book Now' in white.



Optimize Campaigns with Source-Specific Targeting



Enhance User Experience with Mobile-Optimized Design





5. Strategies for Effective Traffic Acquisition

Channels

Organic

Direct Channel

Social Media

Email Marketing

Paid

Social Media

Google Ads



Email Marketing

- Set your email marketing strategy: message, target audience, timing
- Prepare the content and visuals
- Resend emails to non-openers

Email #1 Early access to Black Friday offers

Email #2 Black Friday offers launch

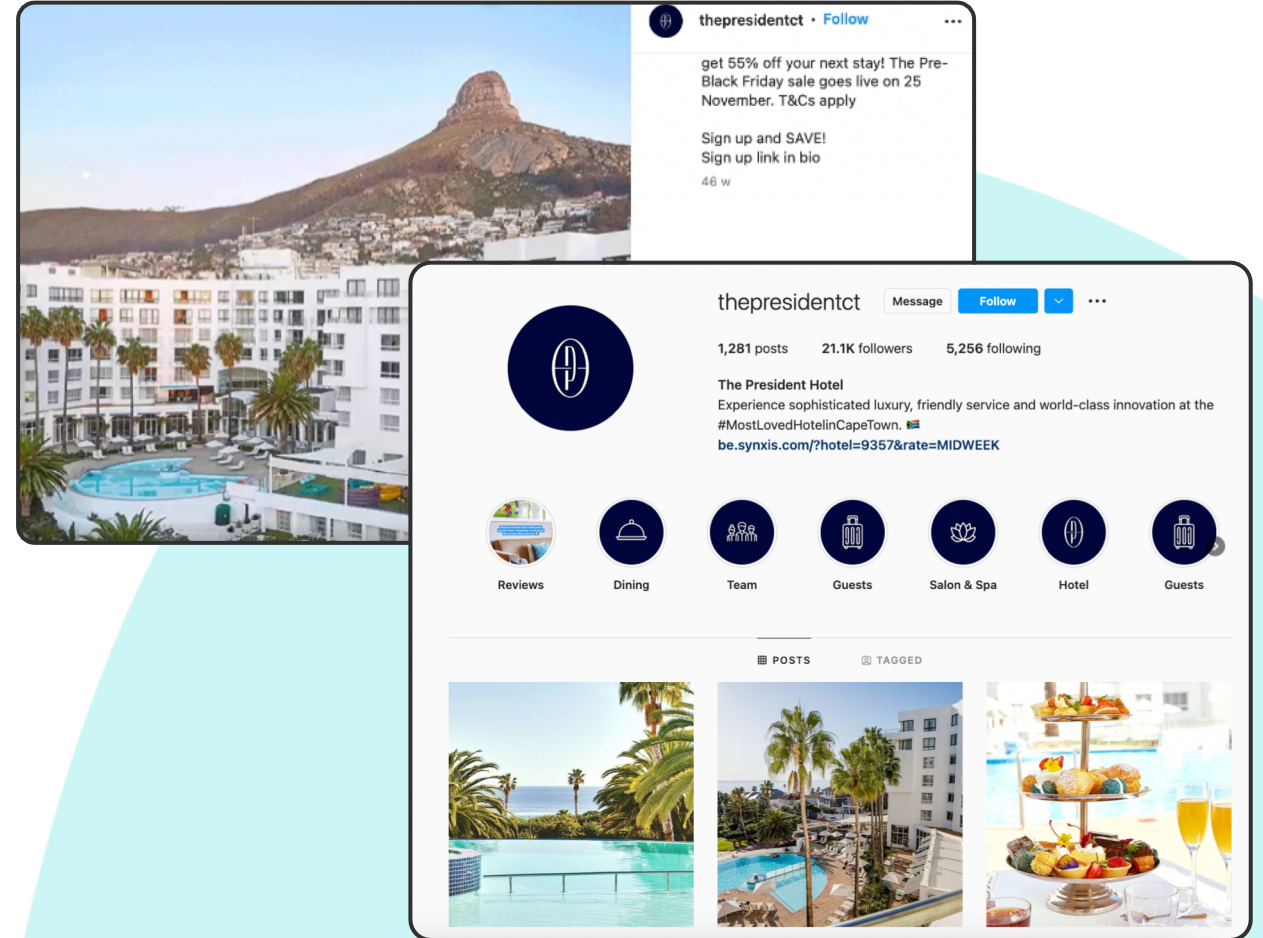
Email #3 24 hours left

Email #4 24 hours bonus



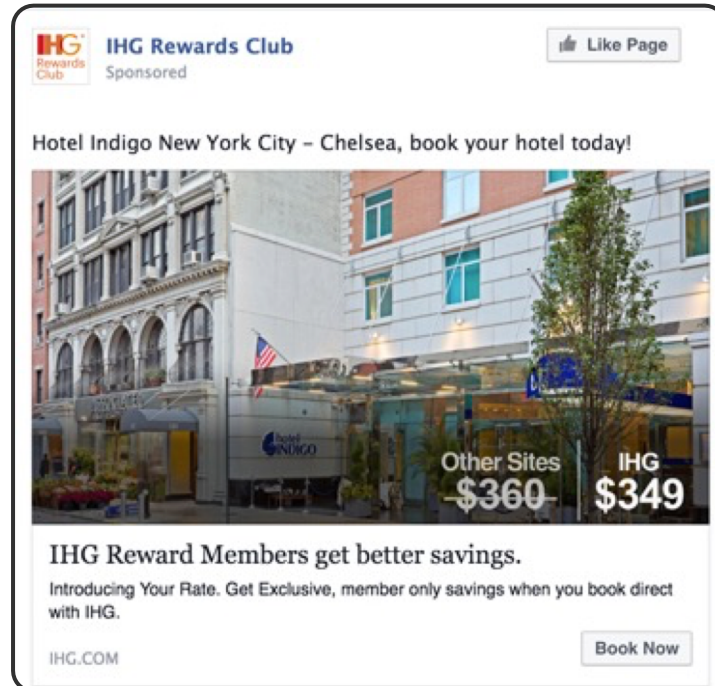
Boost Visibility Through Organic Social Media

- Prioritize channels that best support your brand's goals.
- Define your organic social media strategy, including platform, format, messaging, and timing.
- Plan and schedule your posts in advance.
- Greet website visitors with tailored messages based on their originating social channel.
- Ensure your website offers are consistent and aligned with your social messaging.

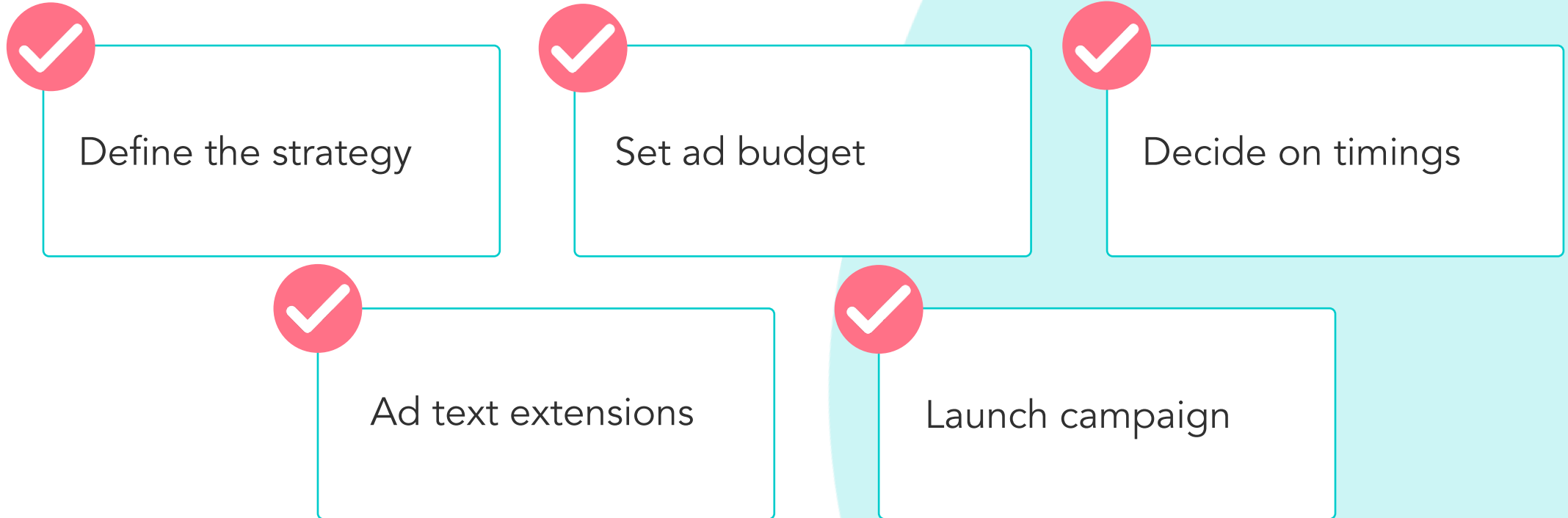


Maximize Reach with Paid Social Media Strategies

- Concentrate on the channels that deliver the best results for your brand.
- Define your paid social media strategy, including budget, platform, format, messaging & timing.
- Plan and schedule your campaigns ahead of time.



Drive Traffic Effectively with Google Ads

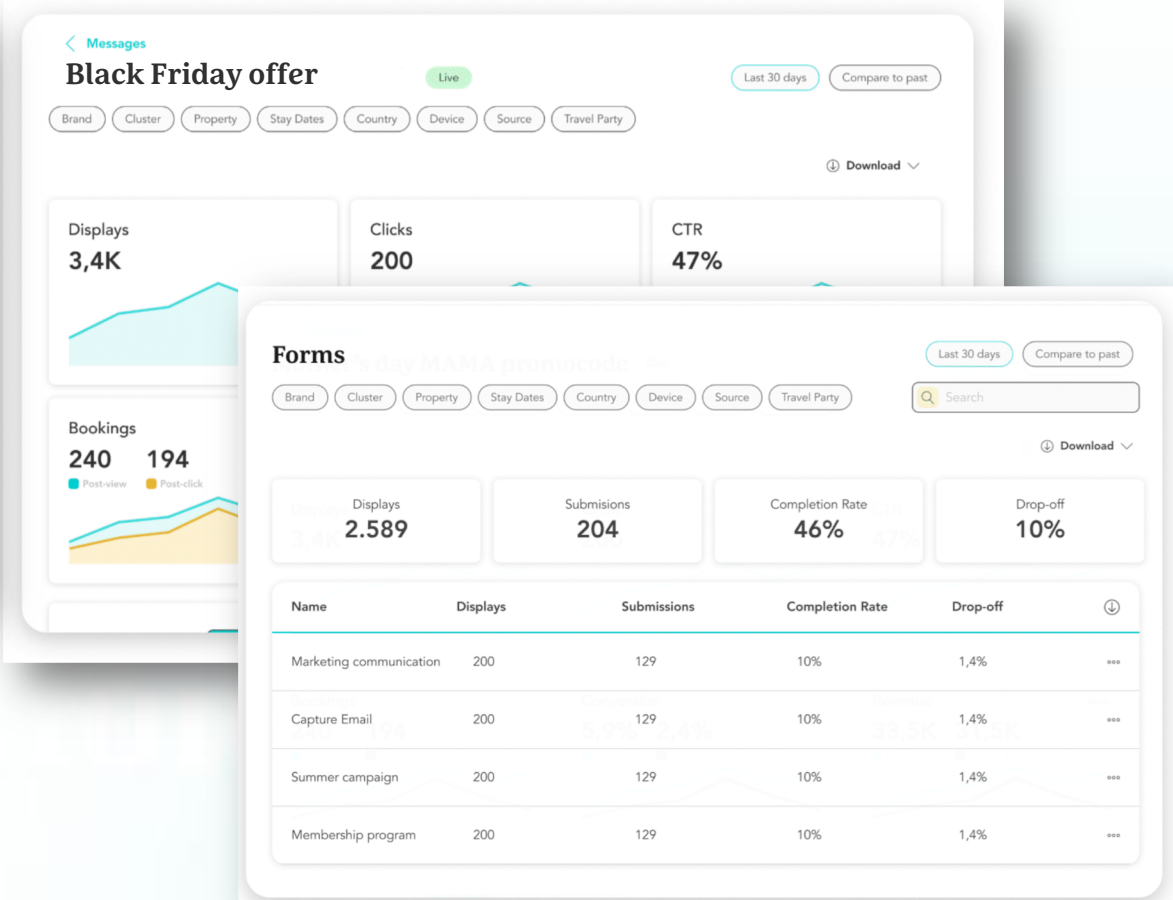
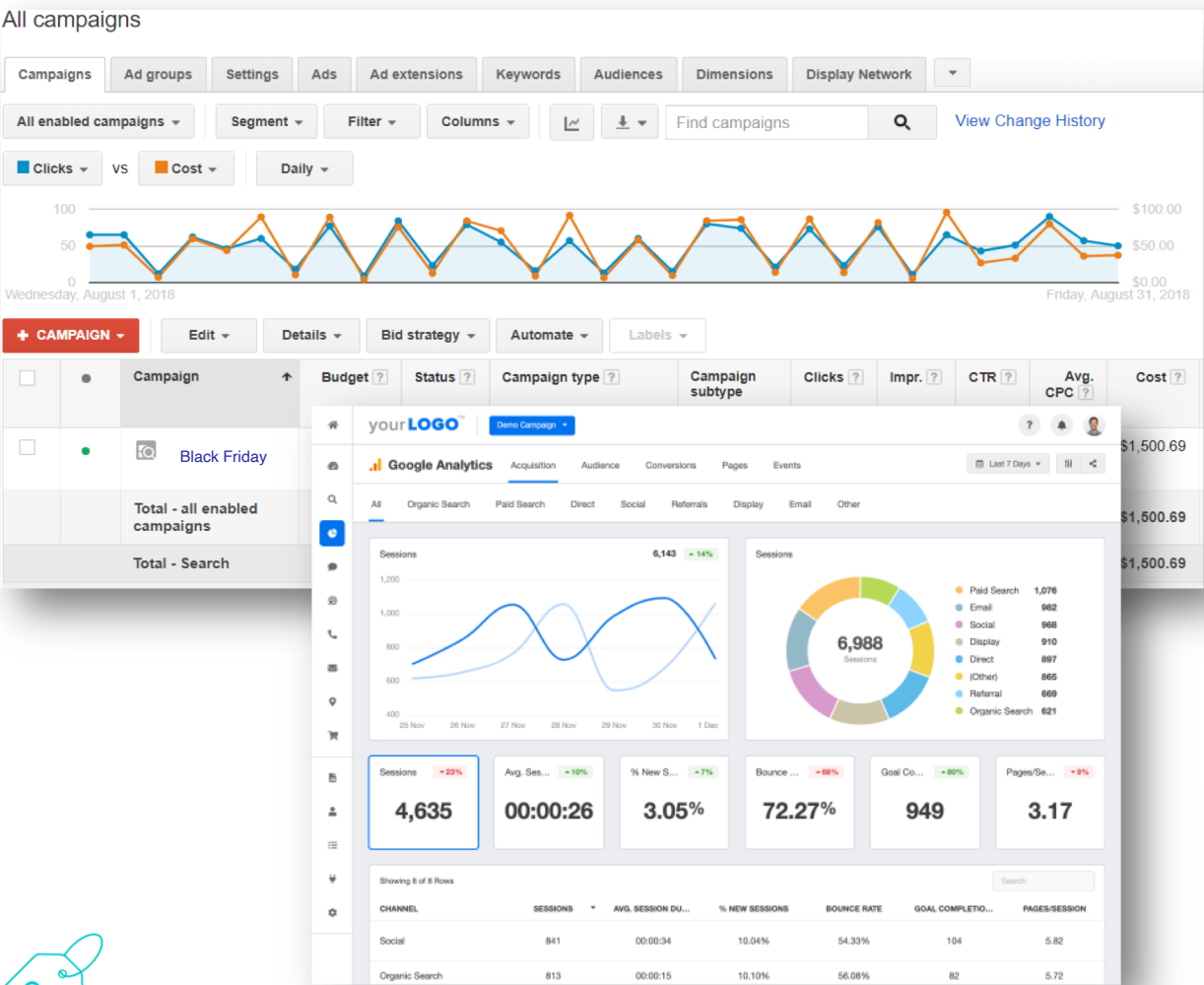


The background of the slide is a photograph of a modern dining room. It features large, multi-paned windows that let in natural light. There are several round tables set with white tablecloths, and modern-style chairs are arranged around them. The entire image is overlaid with a semi-transparent teal color, which serves as a background for the white text.

6. Insights and Learnings from Your Campaign Results

Measuring the Success of Your Campaign Efforts

Use Google Analytics or [BenchDirect](#) to assess the effectiveness of your messaging.



The background image shows a bright, modern dining area. It features several round tables with white tablecloths, each surrounded by white chairs. Large, multi-paned windows line the back wall, letting in natural light. Three large, white, dome-shaped pendant lights hang from the ceiling. The tables are set with white dishes, glassware, and bottles. The overall aesthetic is clean and minimalist.

Key Takeaways

Key Takeaways

1

Plan your Black Friday strategy well in advance

2

Give priority to your direct channel

3

Get creative with offers and urgency messaging

4

Boost traffic and engagement on key dates

5

Optimize web conversion (personalization, mobile...)

6

Do a post-campaign analysis



Ready to **boost your hotel's bookings** this Black Friday?

Book a meeting with one of our
experts today to see how we can help.

[Contact us](#)



About The Hotels Network

The The Hotels Network is an inventive 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.





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