

Creative Hotel Campaigns to Capture Your Domestic Market

Finding Your Summer Inspiration

8 clever hotel marketing campaigns to boost domestic bookings this summer

Although there are positive signs that the return to normalcy is within reach, there are still many border restrictions in place and so domestic travel will be a vital source of revenue for hotels this summer.

Travelers who want to avoid uncertainty and complications are likely to opt for a vacation in their own country as the best choice for escaping their daily routine. To ensure a successful summer season, it's important for hoteliers to take the appropriate steps to capitalize on this growing opportunity.

With so many options out there, simply marketing your hotel rooms as before may not be enough to capture their interest. Knowing that thinking outside the box is not always easy, we've put together 8 of our favorite marketing campaigns from travel brands who have found creative ways to attract more local guests.



1. Unconventional dining experiences

As restaurants slowly start to reopen, there's still uncertainty about indoor dining and seating restrictions that have completely changed the way guests enjoy a meal out.

One novel initiative was the "Chambres du Chef" campaign launched by Penta Hotels at their properties in Belgium. By transforming connecting rooms into a private dining experience, guests at the hotel were able to feel a sense of normalcy and safety, all while enjoying an amazing meal in an intimate setting. Partnering with local restaurants, the hotel was able to provide a unique dining experience for guests that highlighted their personalized service. By offering something unique that was unavailable in most parts of the city at that time, the hotel inspired people to stay with them and attracted new bookings. Selling out in 24 hours most days, this campaign was definitely a hit with local guests!



Want to know more about Penta Hotel's strategy to attract local guests? [Check out our chat](#) with Amanda Du, Head of E-commerce at Penta Hotel's





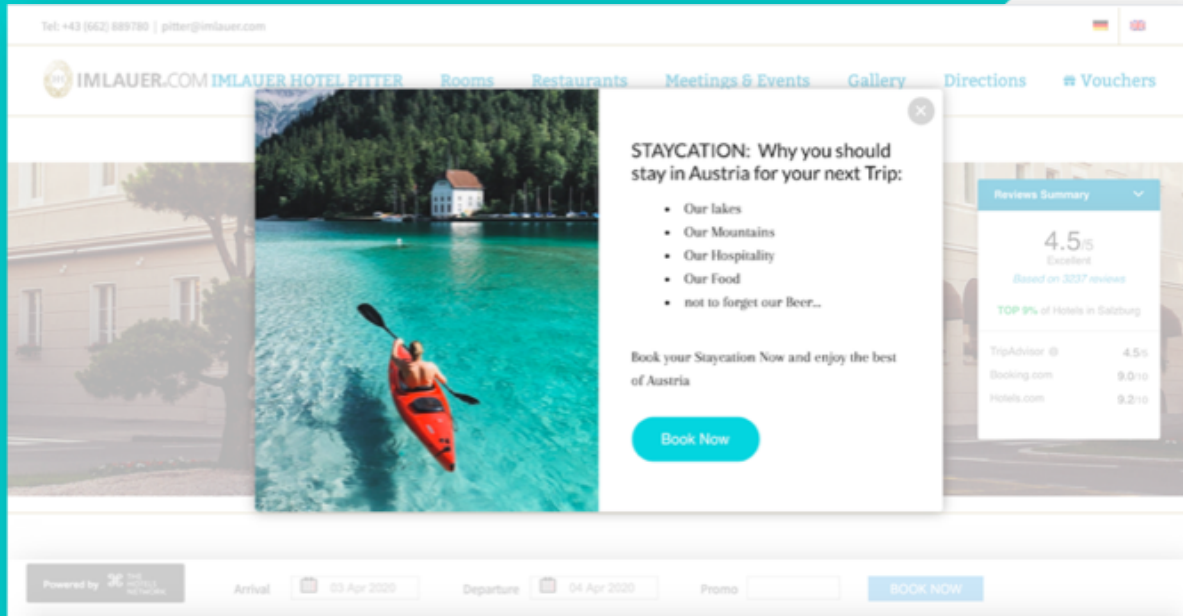
2. A COVID-friendly concert

At a time when concerts were the last place most people thought of being, The Zeitgeist in Vienna came up with a great way to bring back one of the most missed parts of normal life and sell more rooms in the process. The property converted their center courtyard into a stage and sold the rooms that overlooked it as seats for the show.

With the opportunity to watch a live concert from an idyllic location, the hotel brought a sense of normalcy and excitement for guests all while meeting social distancing requirements. Guests could enjoy a meal and drinks in their room while viewing the concert, adding that extra layer of service to the experience. Selling the concert as just a viewing or with an overnight stay, the hotel was able to entice bookings by promoting the concert as the main event while emphasizing that an overnight stay would complete the experience beautifully .



Want to find out more about this creative initiative? Read all about it in this [blog article](#)!!



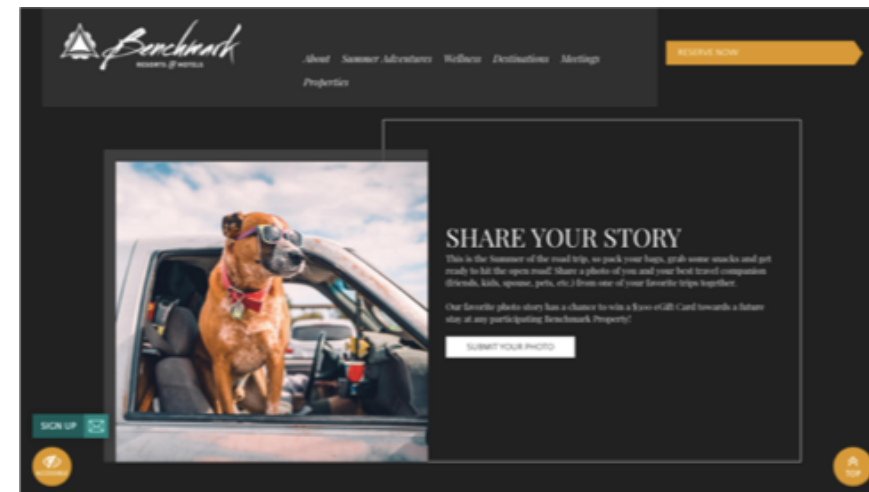
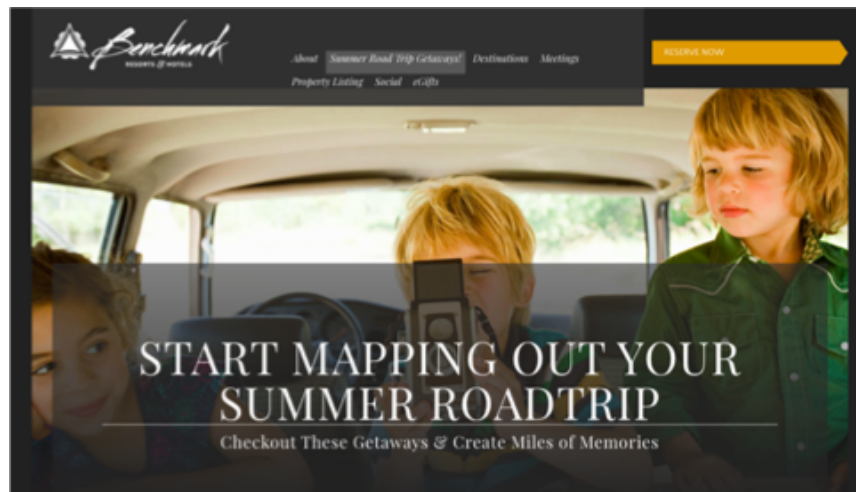
3. The great outdoors is calling

Preferring being outdoors than indoors has been a growing trend throughout this past year. So highlighting the best of the outdoors in your hotel's surrounding area is a great way to remind visitors of the beauty on their own doorstep.

Showcasing to local guests the unique outdoor activities your destination has to offer could help push them towards a staycation and choosing your hotel as their accommodation. Imlauer Hotel Pitter in Salzburg does this perfectly. Using a [Layer](#) to remind local website visitors of all the things that Austria has to offer, the hotel effectively draws users down the booking funnel. By highlighting the regional attractions and targeting the communication towards local guests, the hotel is able to capitalize on this newfound interest and generate bookings from this increasingly large target audience.

4. Bringing back summer road trips

Summer road trips are coming back in full swing this summer. As personal vehicles become the transportation choice for many, brands such as the Benchmark Hotels & Resorts have capitalized on this trend and are encouraging guests to choose a road trip as their summer vacation.



By launching a great promotional video, creating an enticing campaign and having a designated place on their website for guests to share their road trip stories, the brand has captured the essence of summer travel all while promoting their hotels as the places to stay along this journey. The brand is also featuring a favorite photo contest where guests have the chance to win a \$300 eGiftCard towards a future stay when they submit the best photo of themselves and their road trip travel companion! By rekindling old-time memories of these epic excursions and allowing guests to share their experiences in an engaging way, Benchmark Hotels & Resorts has successfully managed to stir guests' emotions and create excitement around the brand for this sunny season!

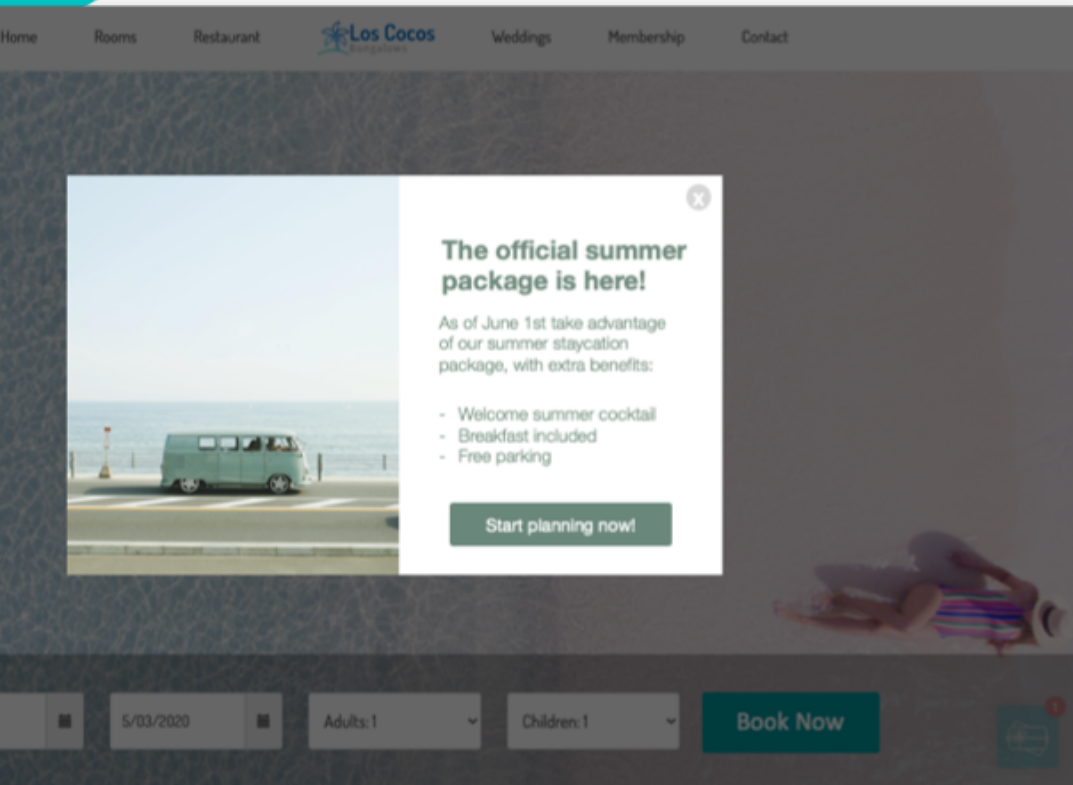
5. Government travel initiatives are not to be missed!

Following months of lockdowns and restrictions, many governments are looking to stimulate tourism and boost local economies by launching campaigns to promote their regions as holiday destinations. For example, in the Somme region in the north of France, the council has decided to support local tourism by reimbursing 80 euros to travelers who book a minimum of 2 nights at a hotel in the area. Obviously this is a great way to entice local travelers to enjoy a few days vacation in the Somme, helping to boost reservations for hotels located there.



Quick tip: As a hotelier, find out if there are any similar initiatives in your region and make sure you communicate them across all your channels so that more potential future guests are aware of the benefits. With no additional costs for your hotel, you can take advantage of local tourism campaigns to encourage more guests to book at your property.





6. Dayketing is the way to go

Dayketing (think of the combination of *Day* and *Marketing*) is a great campaign approach to encourage travel around a specific calendar date, or any other occasion occurring throughout the summer. It's the perfect excuse to create a unique package linked to a specific date to tempt more guests to your hotel. Including exclusive dining, a spa session or an original experience in your destination can mean that your hotel becomes the obvious choice for locals.

Showcasing its "Official Summer Package", this hotel is welcoming the first day of the summer season with an irresistible offer. Targeted specifically towards local travelers who are looking for a staycation during the summer months, the package includes some fantastic perks for locals with a welcome summer cocktail, free breakfast and free parking. Using [THN's Layer tool](#), this property is able to showcase the offer directly on the homepage of the hotel website and use targeting rules to ensure it is only shown to the relevant audience: local travelers.



Discover more about Dayketing, along with a whole host of inspirational examples of compelling hotel campaigns, in our [Dayketing best practices guide](#).

Nordic Hotel Pass 2021

The Summer Flee

Valid 01/6 - 31/8

Nordic Choice Hotels

The Summer Flee - 5 nights

€450

Buy

The Summer Flee allows you to choose between more than 100 hotels at over 50 destinations. Stay at five different hotels or check into one place, either as one trip with five consecutive nights or with several nights away throughout the summer.

The Summer Flee - 10 nights

€750

Buy

The Summer Flee allows you to choose between more than 100 hotels at over 50 destinations. Stay at ten different hotels or check into one place, either as one trip with ten consecutive nights or with several nights away throughout the summer.

7. Summer flee passes... what could be better?

Inspiring a sense of summer adventure during the online booking journey can help your guests feel more excited about their upcoming travel plans, and Nordic Choice Hotels is doing just that.

Offering The Summer Flee pass, the brand is encouraging guests to stay at a variety of their properties throughout the summer. Allowing them to choose between 5 or 10 nights and giving them access to all the properties within the group at a fixed discounted rate, guests can choose when and where they travel, creating a sense of freedom for their summer plans. Giving people this price security, with the added flexibility of choosing their dates and destination, helps to reassure guests and ensures that Nordic Choice Hotels are the first choice whenever they feel like a quick getaway this summer.



Find out more about why offering flexibility is key this summer, and other factors that impact your hotel's direct booking channel, in our recent [blog post](#).

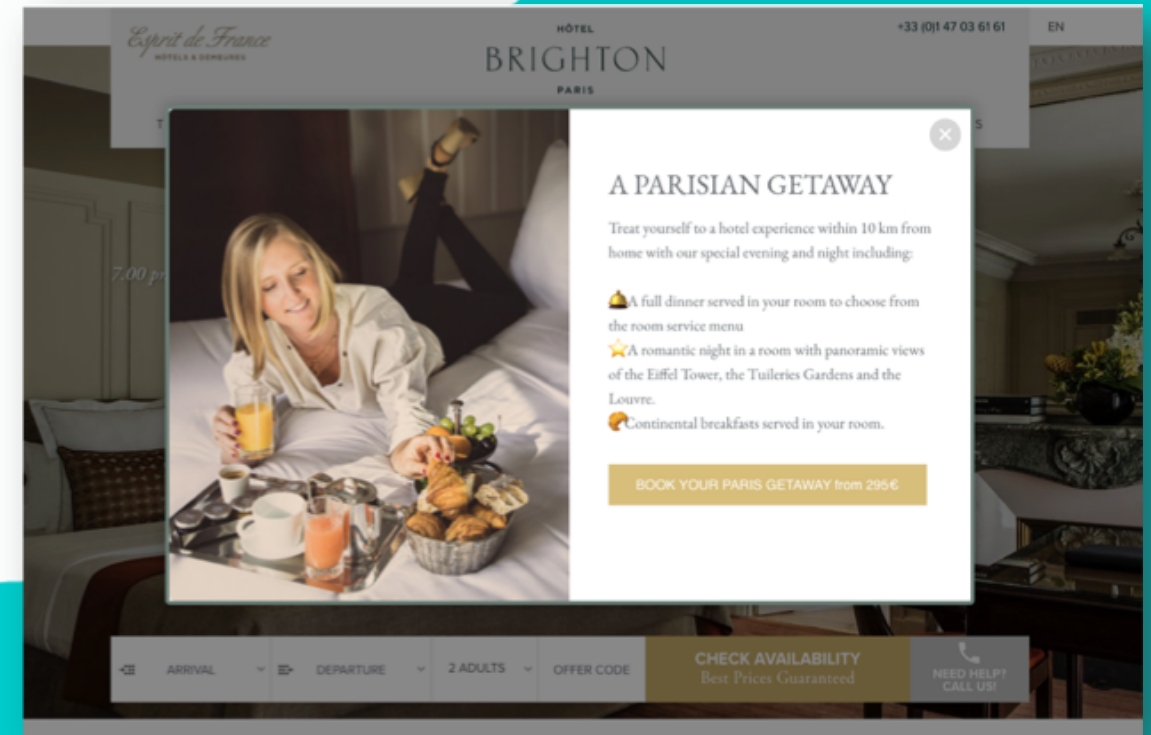
8. A romantic getaway is always a winner

A classic hotel package, it's no surprise that romantic getaway bundles are often a bestseller. So, why not remind locals that an amorous escape is just what they need this summer? Offering a dreamy package for couples can be a great way to boost room sales as well as ancillary spend at your hotel.

Take the Hotel Brighton in Paris. Making the most of their location in the much romanticized City of Lights, the property is offering guests the ultimate summer romantic getaway, complete with dinner, breakfast and a gorgeous view of the Parisian skyline. Using THN's [Layer](#) to showcase the offer on the homepage and addressing it exclusively to their local website visitors, the hotel is able to have an optimal distribution (and impact!) of the deal.



Looking to attract more love birds to your hotel? Read all about the best romantic packages our hotel clients created for [Valentine's Day](#) to boost direct reservations.



A summer full of opportunities

With these examples, it's clear that there are hotel brands who have understood the importance of thinking outside the box this summer in order to capture local demand and boost bookings. Therefore, it's key to ensure your hotel is also offering a unique value proposition and communicating it effectively across your channels. This will not only help boost your summer revenue but also grow your direct booking channel!



Curious how you can convince more locals to book directly with you this summer? Check out our [Conversion & Personalization tools](#) that will help you convert more of your website lookers into bookers.



About The Hotels Network

The Hotels Network is an innovative technology company working with over 12,000 hotels around the globe. Boasting an international team of experts, 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 full suite of personalization options, THN's Oraculo product harnesses machine learning techniques to predict user behavior and then automatically personalizes both the message and the offer for each user. The company's latest innovation, BenchDirect, is the first benchmarking product for the direct channel, providing hotels with never-before-seen competitive data that empowers smarter decision-making.

Our mission is to improve the online booking experience, grow direct bookings and strengthen the relationship between hotel brands and their guests.

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



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