

# Winning Black Friday: How to turn demand into Direct Bookings





WEBINAR

# Winning Black Friday

## How to turn demand into direct bookings

Tuesday 30<sup>th</sup> September  
3pm BST | 4pm CEST | 10am EST



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Triptease



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Co-Founder  
Market Movers

TRIPTEASE



# Agenda

- Black Friday Insights: What we've learnt from hoteliers' campaigns
- Importance of Personalization for Black Friday success
- Examples of campaigns that you can set live
- Key takeaways



# Black Friday Insights





# Traffic acquisition impact

+50%

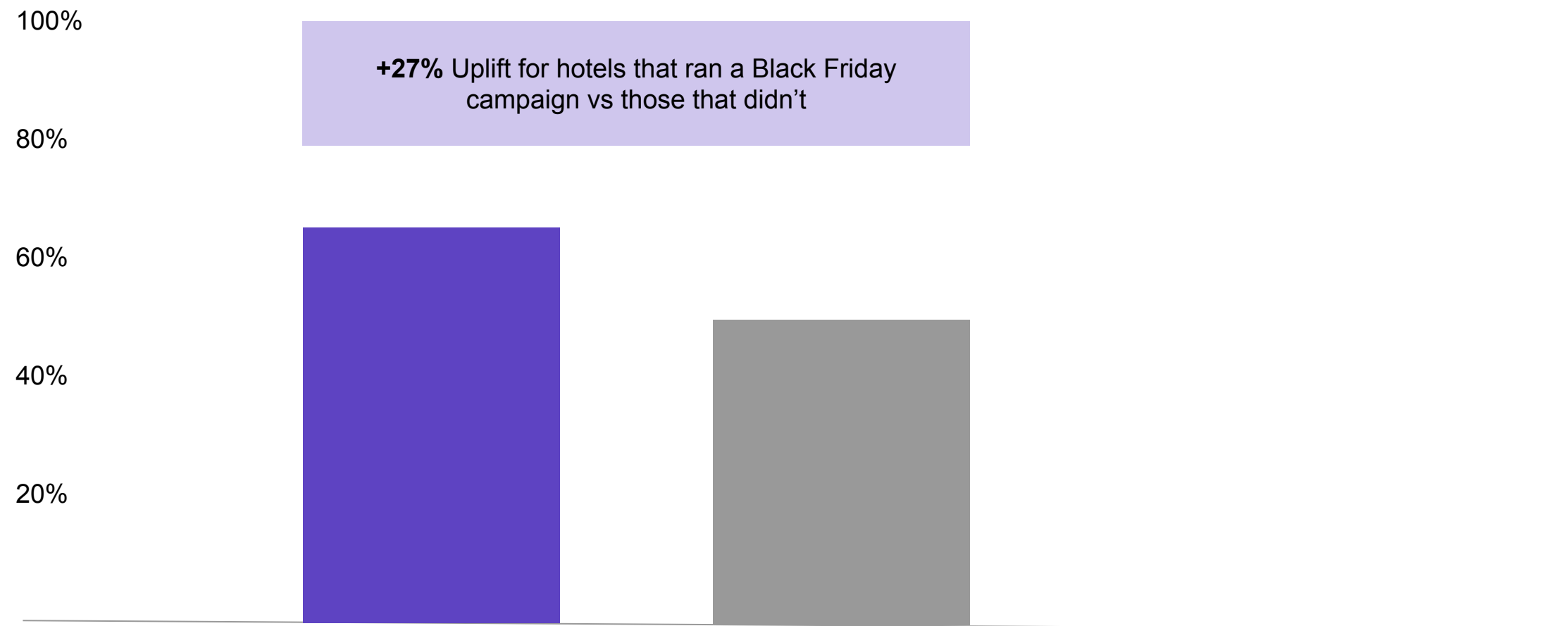
Visitors

+64%

Bookings

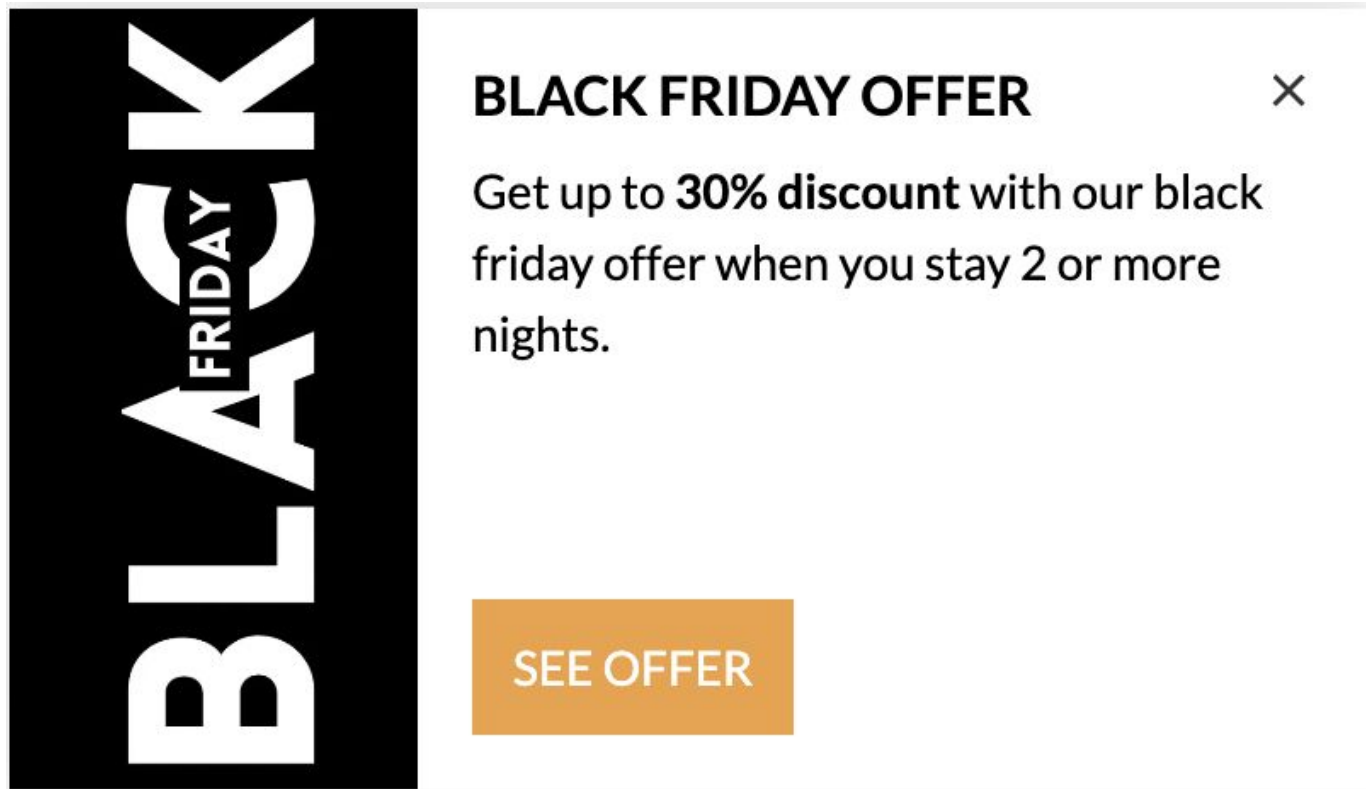


# Direct bookers





# Black Friday discounting

A promotional banner for Black Friday. On the left, a black vertical bar contains the text 'BLACK FRIDAY' in white, with 'BLACK' and 'FRIDAY' stacked vertically and 'FRIDAY' in a smaller font. To the right of this bar, the text 'BLACK FRIDAY OFFER' is displayed in bold black font, followed by a close button 'X'. Below this, a paragraph states: 'Get up to 30% discount with our black friday offer when you stay 2 or more nights.' At the bottom, there is an orange button with the text 'SEE OFFER' in white.

**BLACK FRIDAY OFFER** X

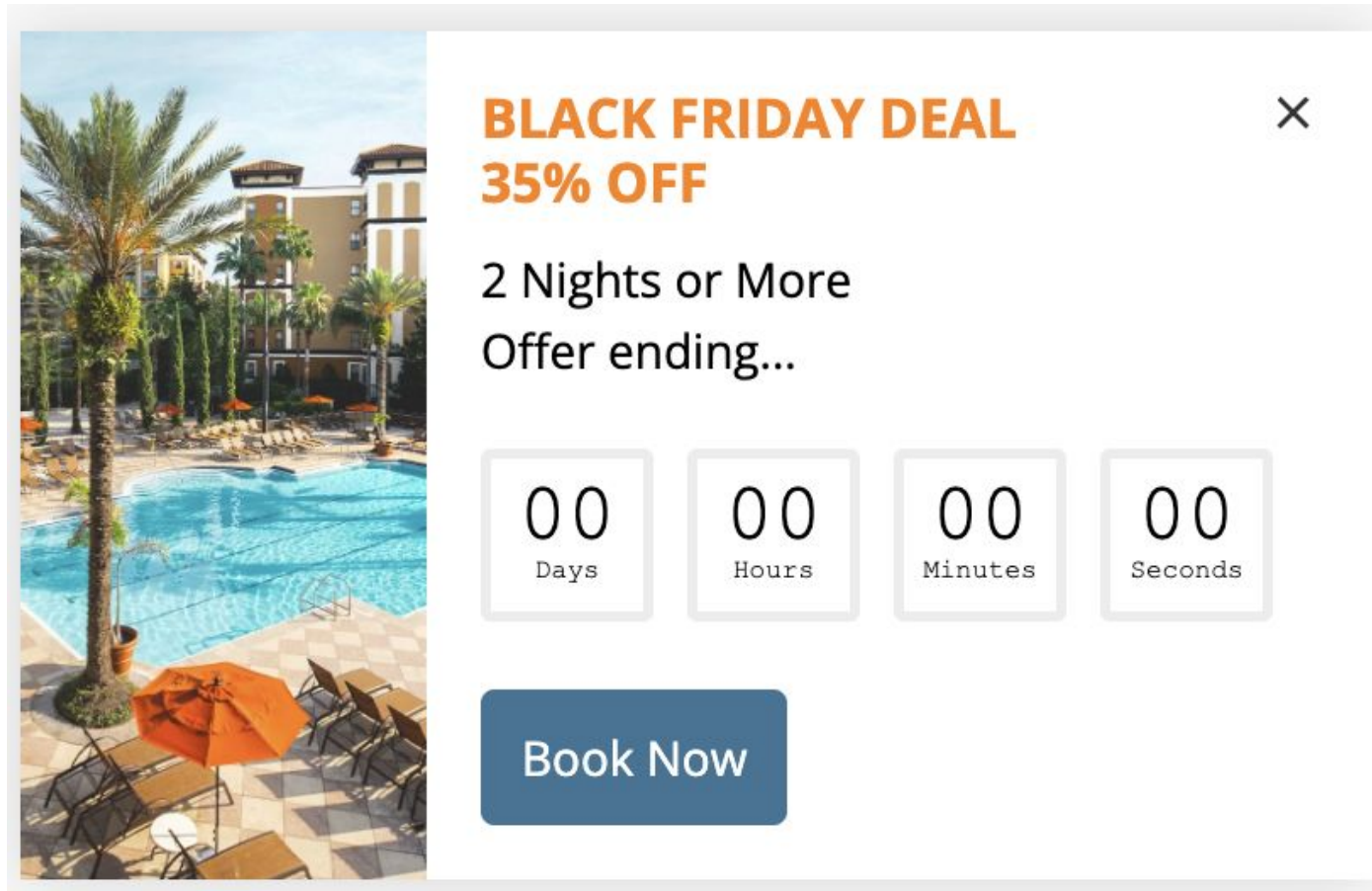
Get up to **30% discount** with our black friday offer when you stay 2 or more nights.

**SEE OFFER**

\$75,000 revenue  
102 bookings



# Discounting + urgency



**BLACK FRIDAY DEAL**  
**35% OFF**

2 Nights or More  
Offer ending...

00 Days 00 Hours 00 Minutes 00 Seconds

[Book Now](#)

\$154,343 revenue  
174 bookings



# Discount + Loyalty play



Only from 25Nov to 2Dec

It's very easy:  
20% direct discount  
5% extra if you register *City Club+*

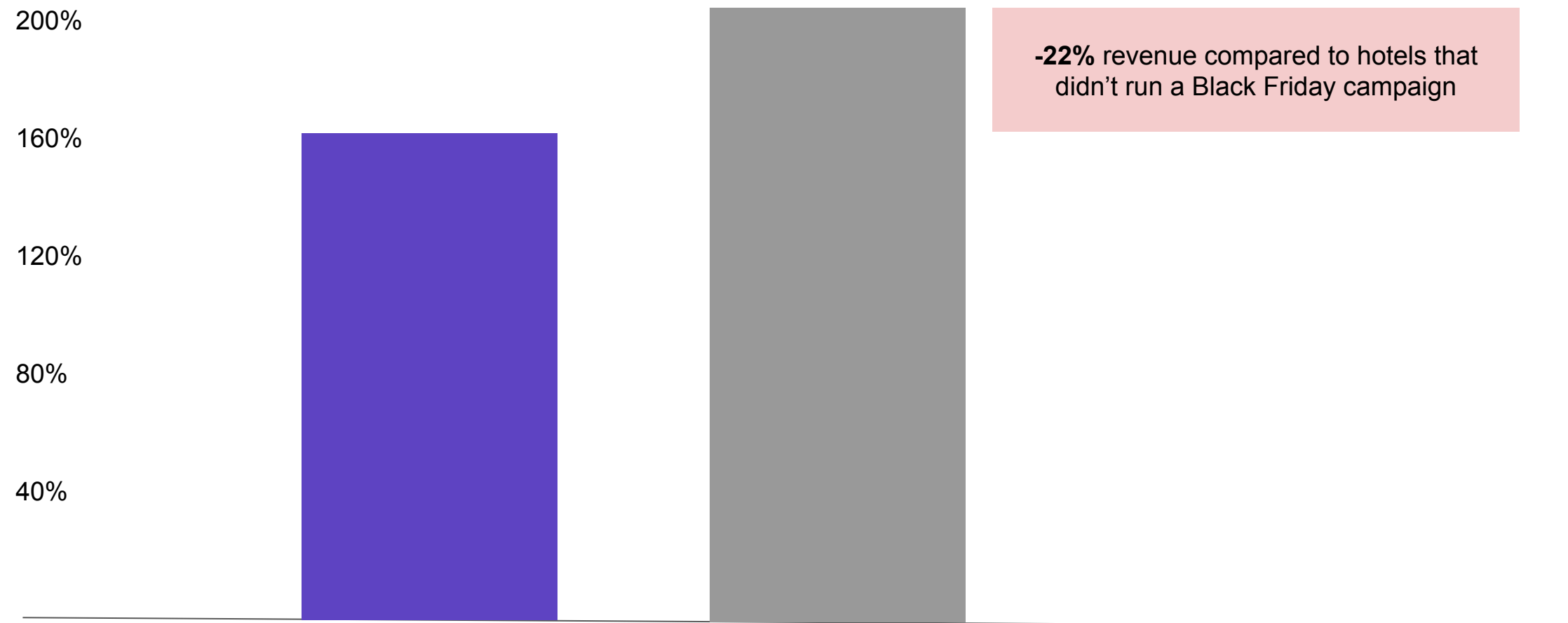
00 Days 00 Hours 00 Minutes 00 Seconds

BLACK FRIDAY WEEK

\$11,382 revenue  
28 bookings

2-4X non Black Friday Messages

# Revenue implications





# Importance of Personalization for Black Friday success

# 1 Add **urgency and exclusivity** to stimulate more sales.

Use this tactic if you want to grow or reward loyalty.

Example: Sign up to get access to the Black Friday sale 48 hours before anyone else



# When Holiday Events Become a Booking Surge



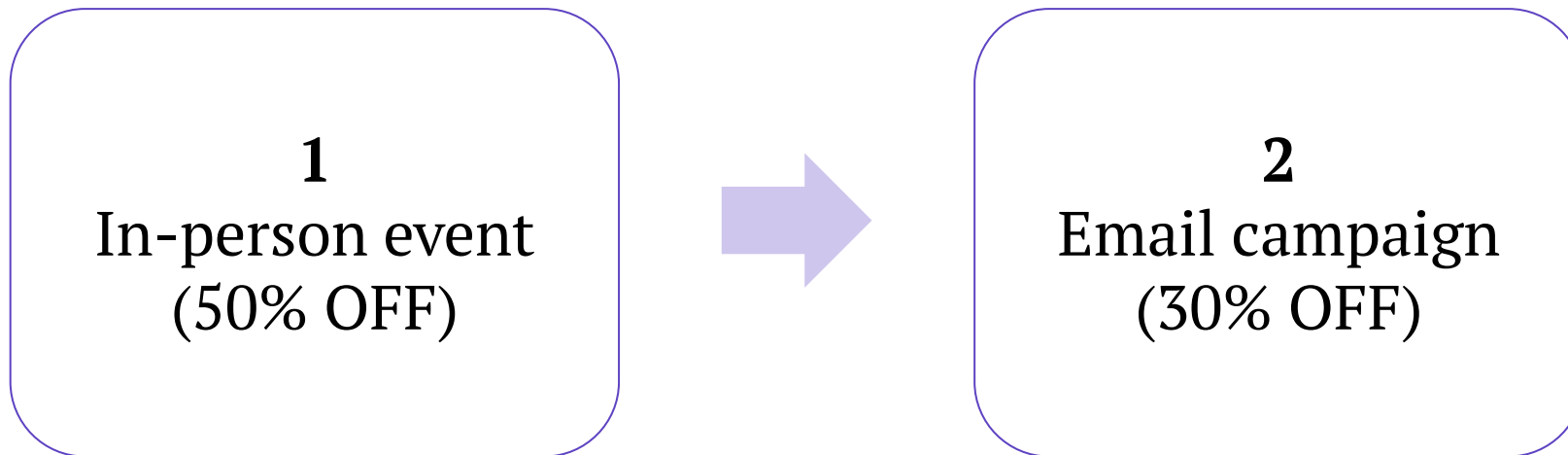
# When Holiday Events Become a Booking Surge

**1**

In-person event  
(50% OFF)



# When Holiday Events Become a Booking Surge



The catch: Bookings had to be made within 24 hours of receiving the code

# When Holiday Events Become a Booking Surge

70%

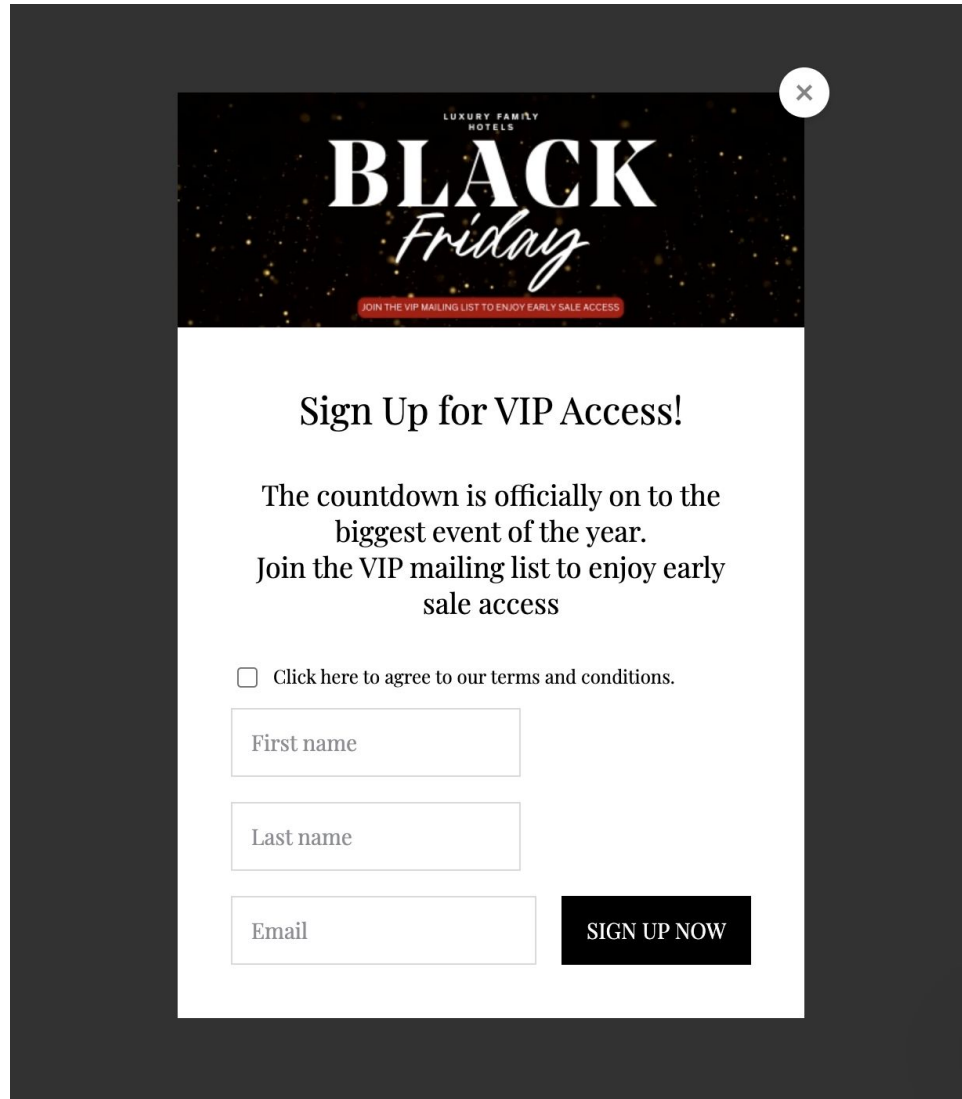
Bookers

\$35K

Incremental  
revenue



# Adding exclusivity and urgency



A dark-themed sign-up form for Black Friday VIP access. The header features the text 'LUXURY FAMILY HOTELS' and 'BLACK Friday' in a large, stylized font, with a small red button below it that says 'JOIN THE VIP MAILING LIST TO ENJOY EARLY SALE ACCESS'. The main heading is 'Sign Up for VIP Access!'. Below it, a paragraph reads: 'The countdown is officially on to the biggest event of the year. Join the VIP mailing list to enjoy early sale access'. There is a checkbox for 'Click here to agree to our terms and conditions.' followed by three input fields for 'First name', 'Last name', and 'Email'. A black button labeled 'SIGN UP NOW' is positioned to the right of the email field.

LUXURY FAMILY HOTELS

## BLACK Friday

JOIN THE VIP MAILING LIST TO ENJOY EARLY SALE ACCESS

### Sign Up for VIP Access!

The countdown is officially on to the biggest event of the year.  
Join the VIP mailing list to enjoy early sale access

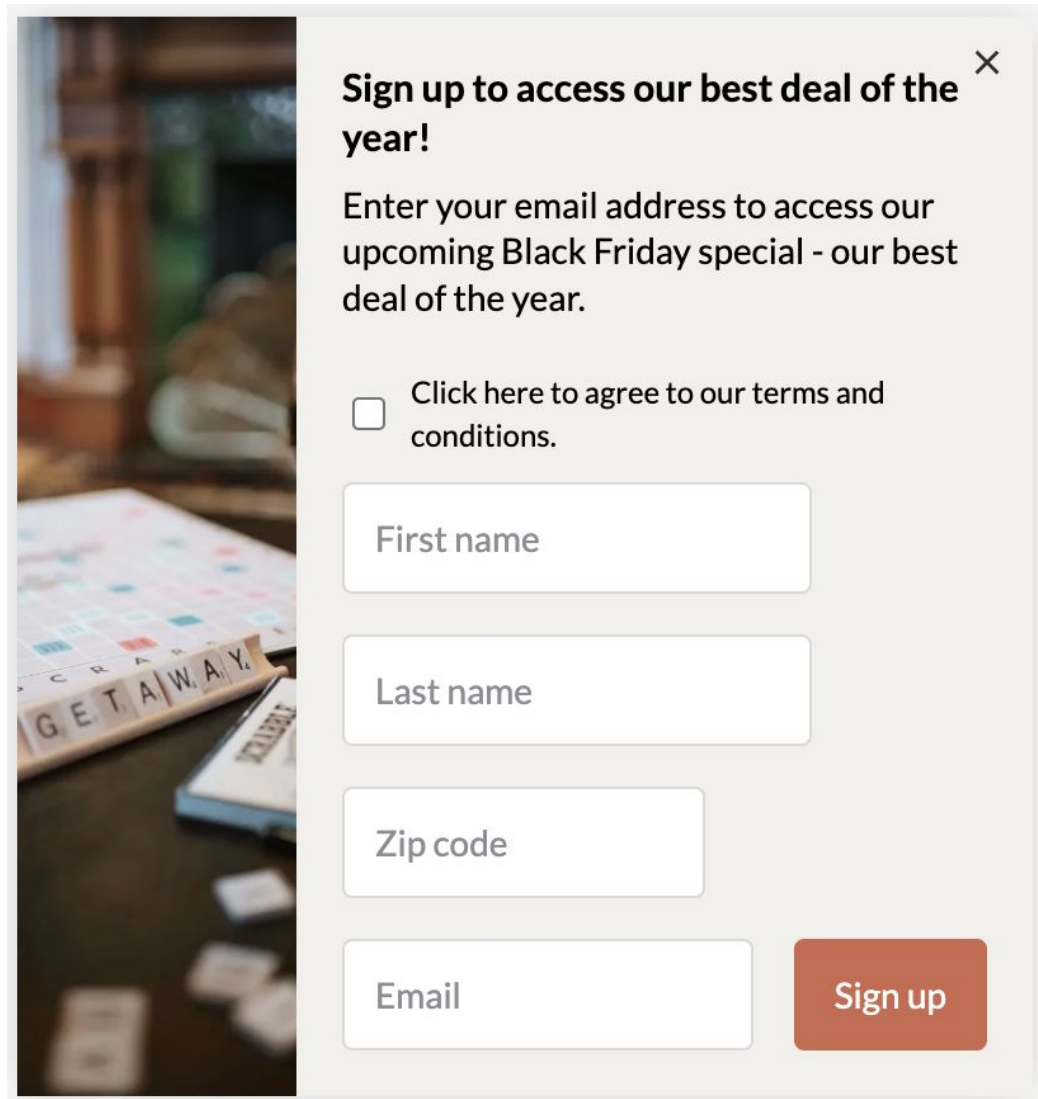
☐ Click here to agree to our terms and conditions.

First name

Last name

Email

**SIGN UP NOW**



A light-themed sign-up form with a background image of a desk with a calendar and a 'GET AWAY' sign. The heading is 'Sign up to access our best deal of the year!'. Below it, a paragraph reads: 'Enter your email address to access our upcoming Black Friday special - our best deal of the year.' There is a checkbox for 'Click here to agree to our terms and conditions.' followed by four input fields for 'First name', 'Last name', 'Zip code', and 'Email'. A red button labeled 'Sign up' is positioned to the right of the email field.

## Sign up to access our best deal of the year!

Enter your email address to access our upcoming Black Friday special - our best deal of the year.

☐ Click here to agree to our terms and conditions.

First name

Last name

Zip code

Email

**Sign up**

## 2 Make **spending more** feel rewarding

Use this tactic if you want to increase average order value.

Example: Adding vouchers or gift cards for a future stay

# When Gift Cards Became Your Black Friday Power Move





# When Gift Cards Became Your Black Friday Power Move

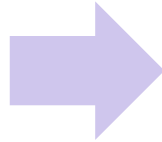
1

“Give the gift of the getaway”

# When Gift Cards Became Your Black Friday Power Move

1

\$100 Gift voucher  
stays in Nov/Dec



2

>\$250 = Branded  
wooden ornament

Plus personalised gift cards

# When Holiday Events Become a Booking Surge

80%

Bookers

\$49K

Incremental  
revenue



A close-up photograph of a hand reaching towards a black suitcase. A white suitcase is visible in the foreground, slightly out of focus. The background is a textured, light-colored surface.

Win  
*more valuable guests*  
this Black Friday

-  Targeting 
-  Creatives 
-  Overview 

Summary

Audience

All properties

Everyone

Channels

- Messages

Creatives (1)


No additional targeting

- Black Friday - Email capture



# What do you want to show guests?


Personalize the guest experience with relevant content throughout the booking journey.


 You have [11 messages live](#) in the old version of Messages. Pause them and create fresher, better-looking designs here.


Onsite Messages

1 message

Choose from templates


 Digital content must meet accessibility standards under the European Accessibility Act. [Learn how to meet the requirements in our help guide.](#)





Black Friday - Email capture 

Targeting everyone

Refine targeting







Confirm Creatives

## Template library



All

All sizes

All devices

All orientations

Seasonal

Price check

Promotion

Early bird & advanced booker

Party size

Event

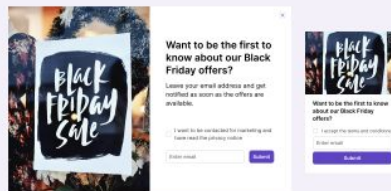
Upsell

Direct perk

Email capture

Exit intent

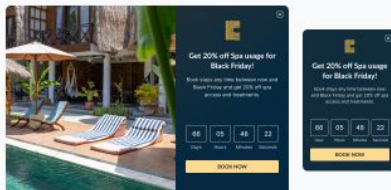
### Featured templates



Black Friday email capture 1



Black Friday simple discount



Black Friday minimalist



Black Friday glam countdown

Use template





# Key takeaways

## 1

Black Friday is a HUGE opportunity to drive traffic acquisition and direct bookings

## 2

Personalizing your Black Friday campaigns is important for increasing yield

## 3

All-new Triptease Messages, Audiences and Date Boost have been built to help you personalise your guest journeys not just a single moment

# Any questions?

**Triptease helps hotels  
increase their direct bookings**

Get in touch: [info@triptease.com](mailto:info@triptease.com)





# When Holiday Events Become a Booking Surge



# Make spending more feel rewarding

Use this tactic if you want to increase average order value

Example: Gift card stacking for next stay