Create successful website messages for Black Friday, Travel Tuesday and all your flash sales

Sales season examples and tips from high-performing hotels

Thousands of hoteliers use [Triptease On-site Messages](#) to personalize their website and show bespoke content and offers to their guests. As a result we have access to a huge database of hotel messaging, which the Triptease team regularly analyzes to understand what high performing messages look like.

In this guide we've looked at the top converting messages for previous Black Friday sales and uncovered the tips and tricks from real hoteliers whose Black Friday campaigns had great conversion rates.

If you'd like to start using Triptease On-site Messages to increase direct bookings and revenue for your hotel for flash sales like Black Friday, Travel Tuesday and beyond, [get in touch with the Triptease team today](#).

If you have multiple hotels, use relevant imagery for each hotel website

A key unique selling point of your direct website that Online Travel Agencies (OTAs) and third parties can't offer is that you have access to better photos of the property. Potential guests are often coming to your website to get a sense of what the hotel is like and what kind of experience they can expect there. **High performing messages use relevant imagery for each individual hotel**, rather than one generic image across all websites.

Black Friday & Cyber Monday ✕

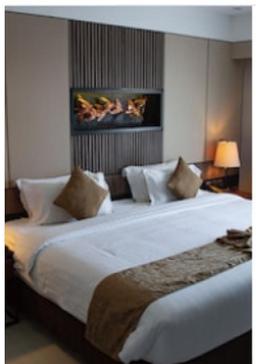It's our deal of the year! Book now and get 40% off.

Book now

Black Friday & Cyber Monday ✕

It's our deal of the year! Book now and get 40% off.

Book now

Black Friday & Cyber Monday ✕

It's our deal of the year! Book now and get 40% off.

Book now

Black Friday & Cyber Monday ✕

It's our deal of the year! Book now and get 40% off.

Book now

Create urgency! Try using a countdown timer message on your website

Creating a sense of urgency is a reliable way to increase conversion rates. You can now make this even easier with a **Countdown timer message.** Just input the date when your promotion is due to end, and guests will literally be able to watch the time ticking away. This is standard practice on major e-commerce websites, and something that works brilliantly for hotels too.
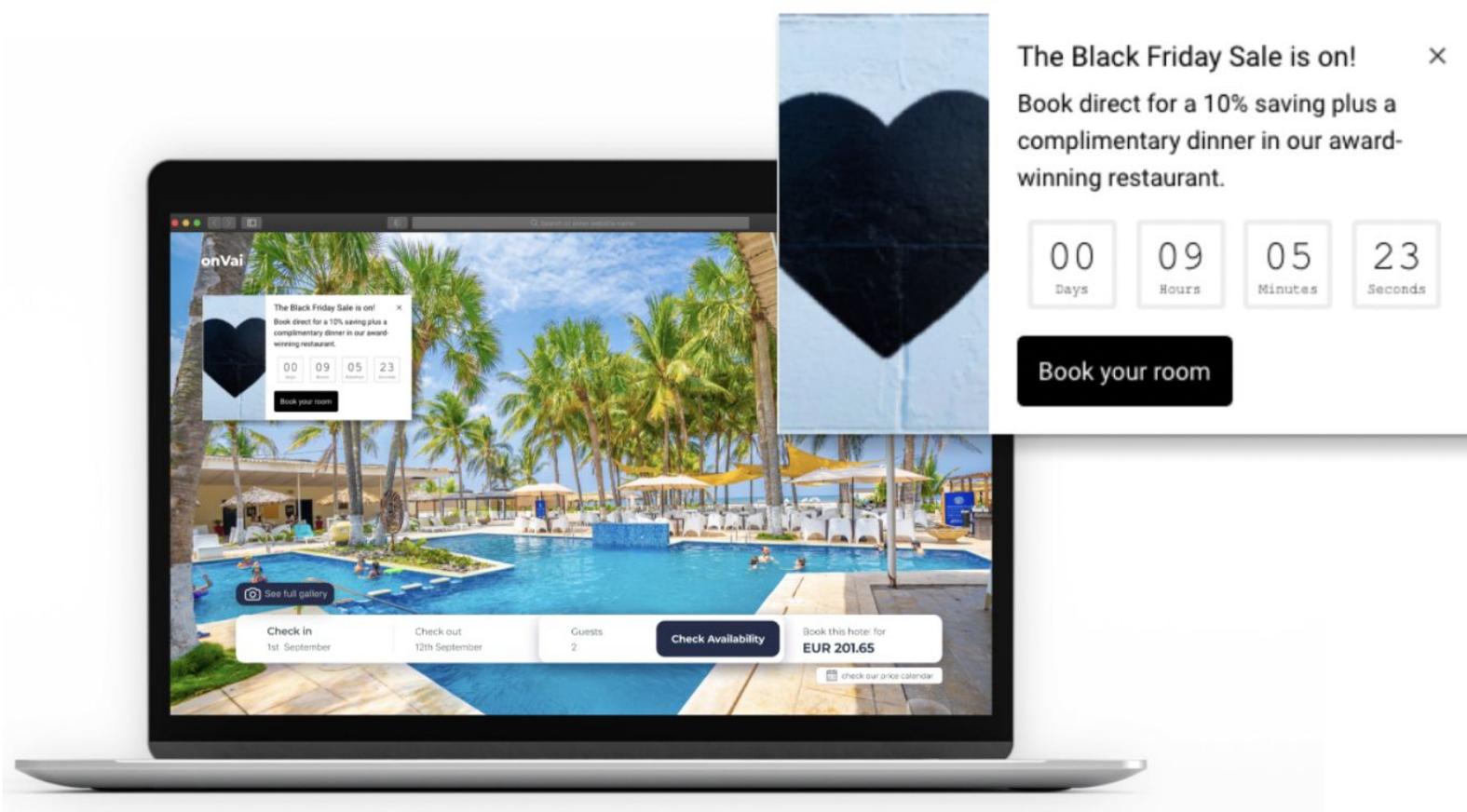
Don't just countdown to the end of the sale - countdown to the start too

Black Friday promotions and seasonal sales often start earlier than their official calendar date, so it can be worthwhile **getting ahead of the crowd and promoting your sale early.**

This message was used to flag the start date of a hotel's Black Friday special, with a call-to-action (CTA) inviting them to 'Get Early Access'. Try getting something similar set up for your flash sale then switch over to your actual campaign messaging on the day your sale starts. And don't forget that a Triptease countdown timer could be used for pre-sale messaging too! You may find you begin to see an increase in bookings even before your sale is officially launched.
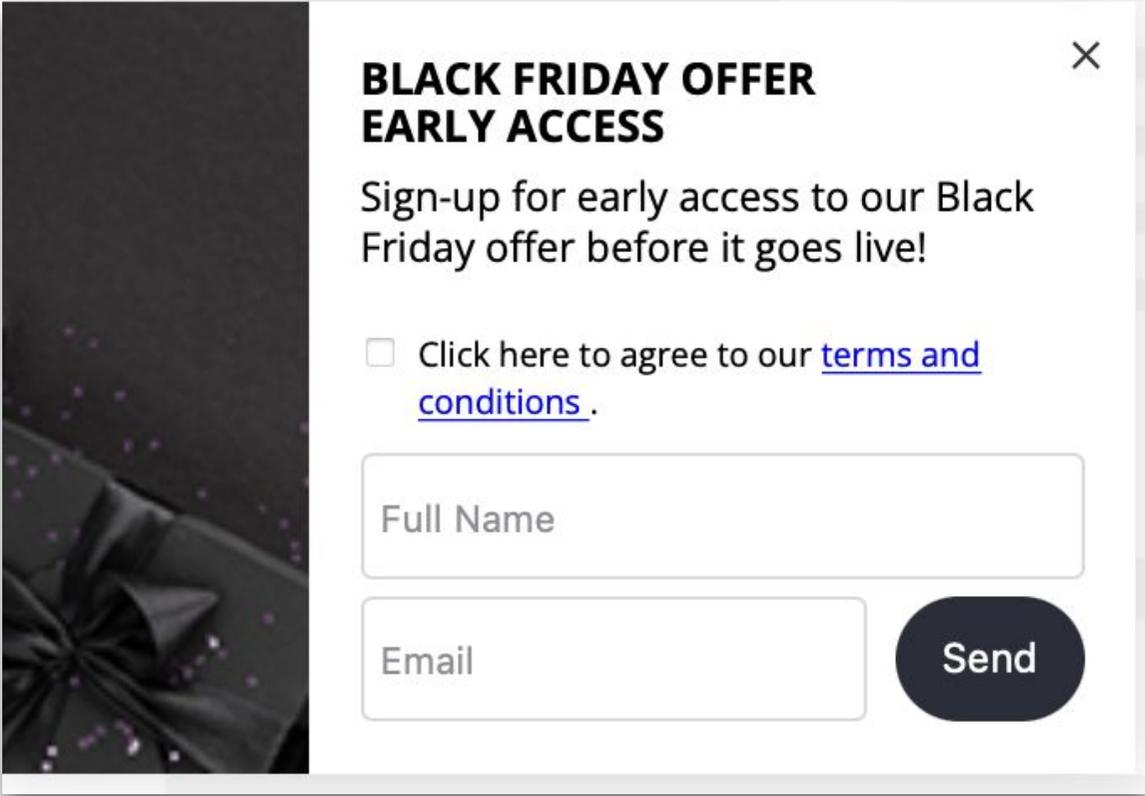
Black Friday Special Starts November 24 ✕

Extra savings for every season is just part of our
Save and Escape Black Friday Bundle offer.
Contact our reservations team to learn more.

Get Early Access

Generate email sign-ups by offering early access to your sale

As well as promoting their Black Friday sale early, this hotel is cleverly using the opportunity to generate sign-ups to their email list. **They've used a Triptease Email Capture Message to encourage website visitors to sign up for exclusive access to the sale**. That's great news for your guests - and for your marketing team!

Use variant testing to find the best performing messages for your audience

If you're exploring what type of personalized messaging resonates with your guests, flash sales like Black Friday, Cyber Monday, or Travel Tuesday are great opportunities to experiment. With the increased website traffic during these events, you'll gather more data on what converts than at quieter times of the year.

Using the variant testing feature in the Triptease Message Builder, **you can test everything from headlines to discounts, offer - or even which images grab the most attention**.

Keep in mind that while flash sales bring higher traffic, it may not always reflect your typical audience. Use these insights to refine your messaging, but remember to test throughout the year to optimize for all visitor types.

Black Friday sale 30% off!

Save on stays from now until March 2023

Book now

Black Friday sale 30% off!

Save on stays from now until March 2023

Book now

This is the one time of year when it's ok to go BIG

Guests searching for bargains are actively looking for promotional offers. This means that **a larger message with lots of information won't have the same disruptive impact on their booking journey that it would at other times of the year**.

The first example here is promoting two different offers, highlighting the fact that their deals could be used to buy gifts for friends - or yourself. Ordinarily this amount of text in a message might feel overwhelming. On Black Friday it performed really well.

The second example has gone big on bright, noticeable branding to grab attention, with lots of information about what's included in their Black Friday special.
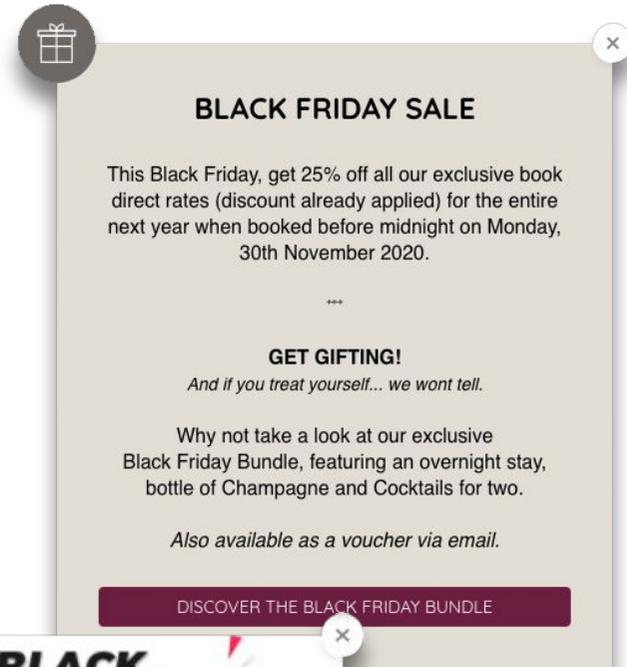
BLACK FRIDAY SALE

This Black Friday, get 25% off all our exclusive book direct rates (discount already applied) for the entire next year when booked before midnight on Monday, 30th November 2020.

***

GET GIFTING!
And if you treat yourself... we wont tell.

Why not take a look at our exclusive Black Friday Bundle, featuring an overnight stay, bottle of Champagne and Cocktails for two.

Also available as a voucher via email.

DISCOVER THE BLACK FRIDAY BUNDLE

BLACK FRIDAY BOGO

BUY 2 NIGHTS FOR THE PRICE OF 1
AND GET A FREE ROOM UPGRADE

Plus FREE breakfast daily, unlimited FREE non-motorized water sports, FREE Wi-Fi and unlimited FREE water park passes!

Blackout dates apply - Must book by November 29, 2020

Book Now

But it's okay if you can't go big too. Use the Inline Message for subtle looks

Hoteliers looking to balance sleek design with effective messaging may feel that adding pop-ups to a website does not align with brand guidelines nor customer expectations. Those who do not want to use pop-ups can instead **use our subtle Inline Messages** to promote offers throughout the sale season.
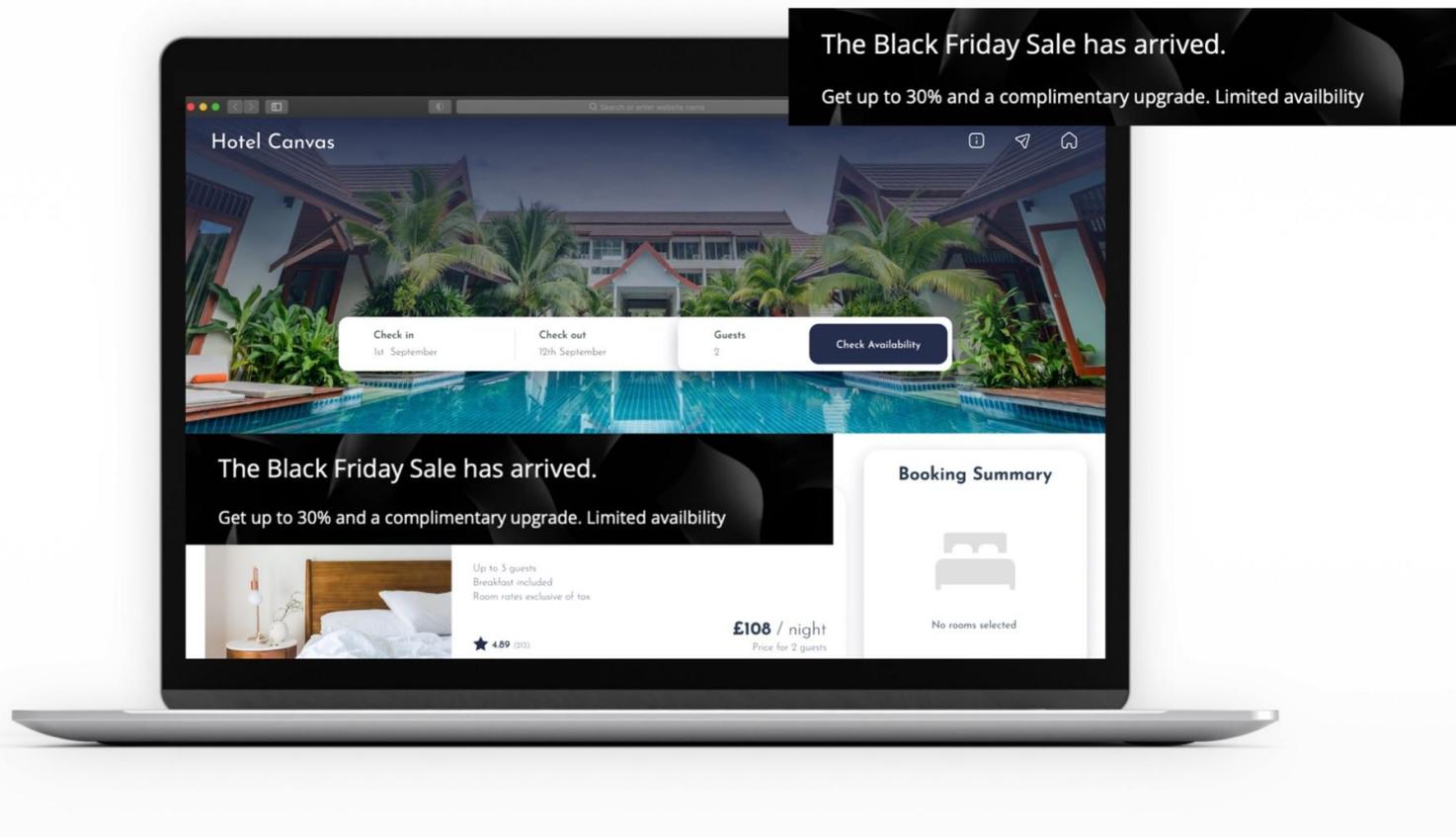
Remember to translate your messages for your international visitors

It's a bad user experience to show a customer a personalized message in a language that doesn't match the language of the website that they're on. **If your website is available in multiple languages, don't forget to duplicate your messaging and use the automatic translation functionality** in the Triptease Message Builder to ensure each message is set to appear in the right language, on the right versions of your website. It's a quick and simple process that makes a huge difference to the customer experience.
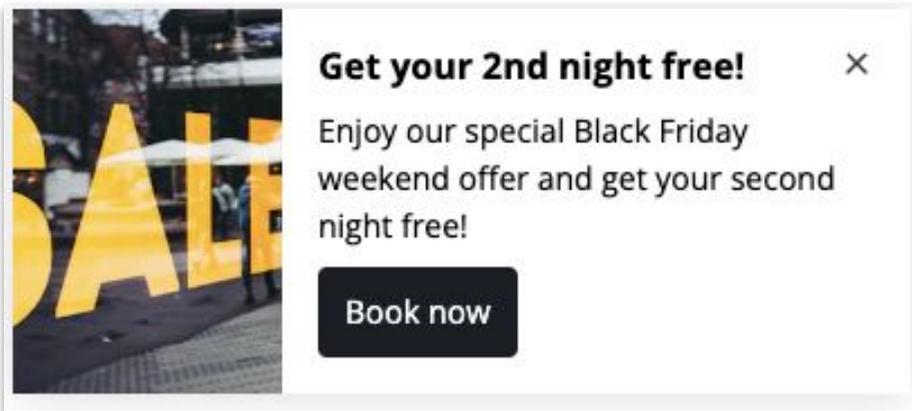
Get your 2nd night free!   ×

Enjoy our special Black Friday weekend offer and get your second night free!
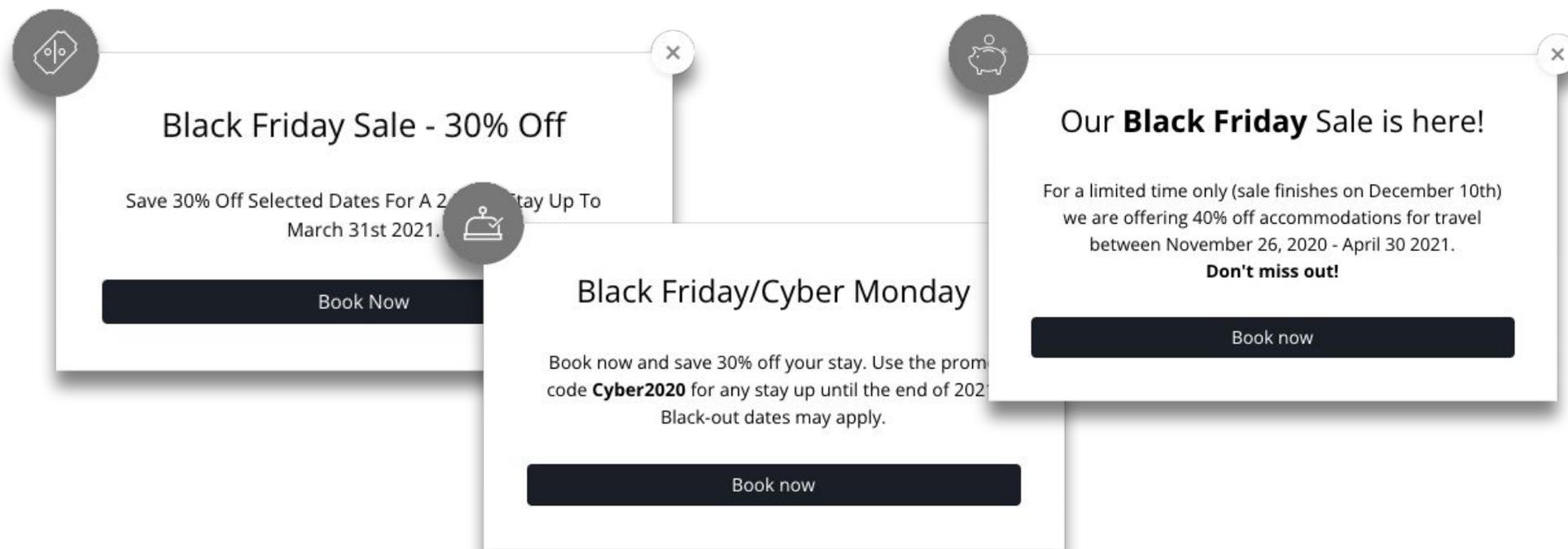
Book now

Obtenez votre 2ème nuit gratuite!   ×

Profitez de notre offre spéciale pour le week-end du Black Friday et obtenez votre deuxième nuit gratuite.

Réserver maintenant

For Black Friday, try a monochrome message to grab attention

Try experimenting with going off brand and create messages with a monochrome finish. While on this page they seem bland, the real magic comes when they appear on a hotel's website. **Removing brand colours can make a message truly stand out to the customer,** especially when there is a great offer attached to it. Of course, it's up to you if you want to stay on brand, but if you want to take a risk, Black Friday is the best time to do it!

Black Friday Sale - 30% Off

Save 30% Off Selected Dates For A 2 ... tay Up To March 31st 2021.

Book Now

Black Friday/Cyber Monday

Book now and save 30% off your stay. Use the prom... code **Cyber2020** for any stay up until the end of 202 Black-out dates may apply.

Book now

Our **Black Friday** Sale is here!

For a limited time only (sale finishes on December 10th) we are offering 40% off accommodations for travel between November 26, 2020 - April 30 2021.
Don't miss out!

Book now

If it works for your brand, make your guests laugh

This high performing message might not work for everyone, but it definitely grabs the attention! **Sales seasons are a good time to take a slightly more experimental approach**. From Black Friday through to the January sales, visitors to your website are likely looking for bargains and gifts, so why not lighten up the mood of your messaging and see how that performs?
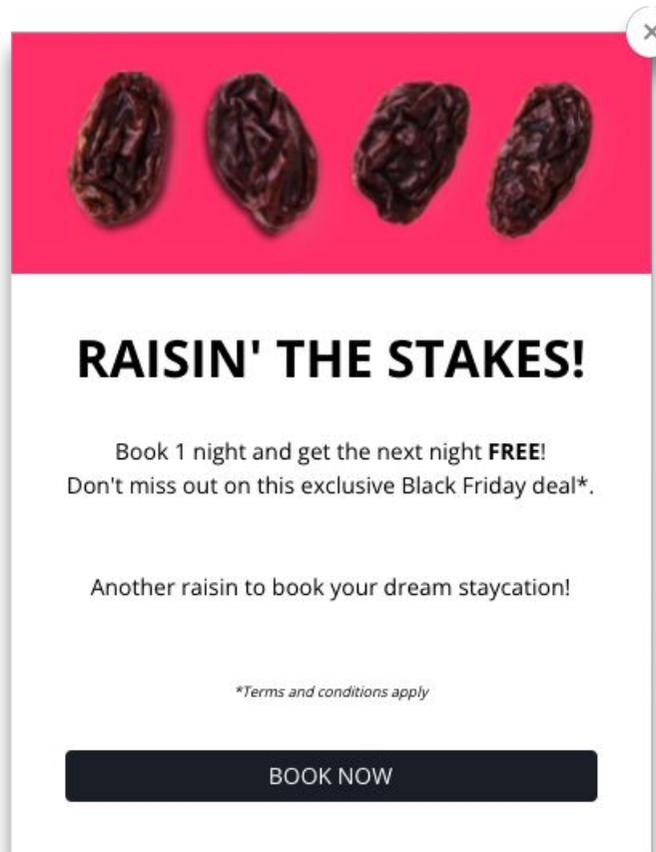
RAISIN' THE STAKES!

Book 1 night and get the next night **FREE**!
Don't miss out on this exclusive Black Friday deal*.

Another raisin to book your dream staycation!

*Terms and conditions apply

BOOK NOW

Upload a custom message design

Another way to grab customer attention (and to ensure your hotel branding appears exactly as you want it) is to upload a custom message design. You'll see the option to do this in the Triptease Message Builder. This means you won't be using one of Triptease's range of message types, but you can get an in-house designer to create an advert design that you then upload and set live on your website.
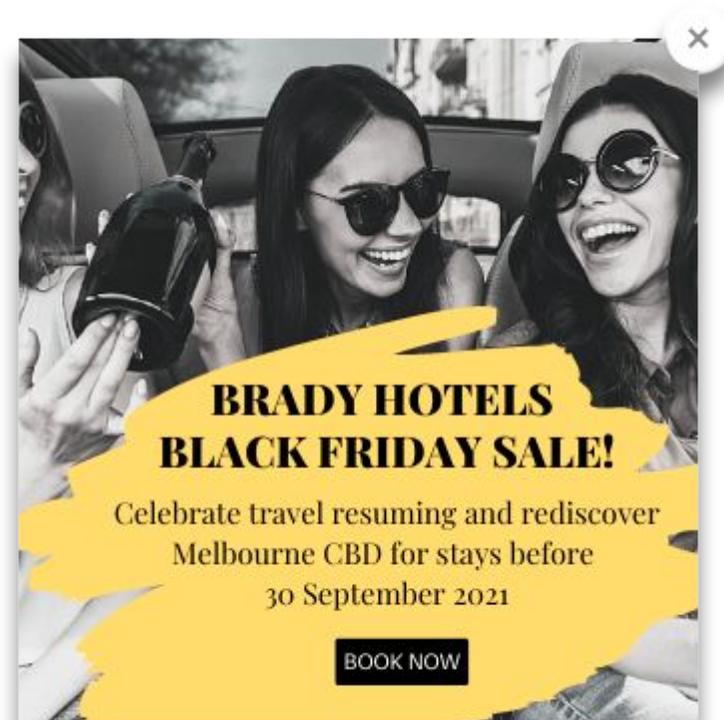
No time to design images? Create beautiful messages with our Unsplash integration

Unsplash hosts a library of free images that you can now use for your message campaigns. This means you can quickly choose relevant images that resonate with guests, improving the overall customer experience.
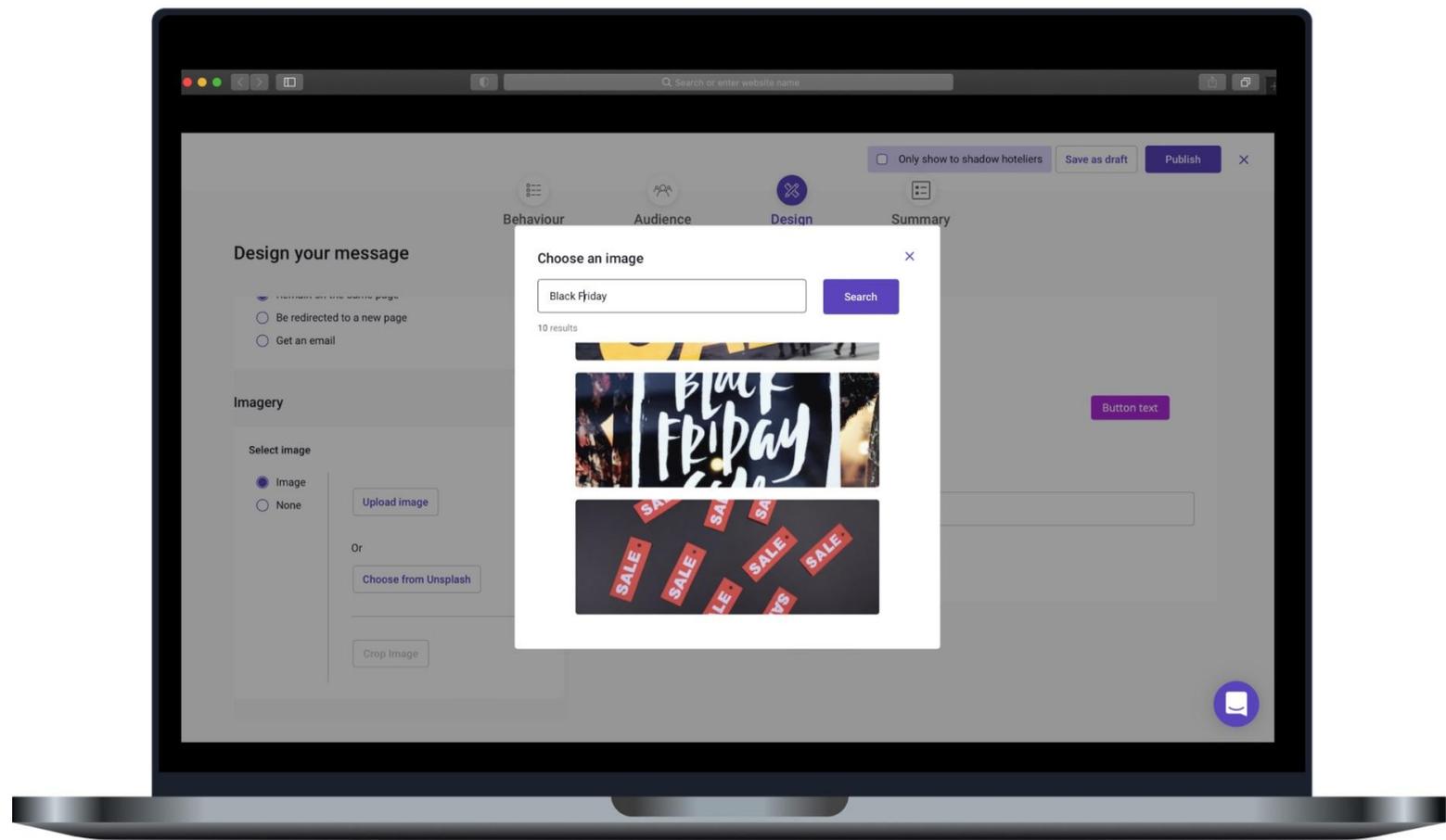
Think carefully about your call-to-action button

The words you choose for your call-to-action (CTA) matter. **They need to clearly convey the benefit and action while fitting into limited space**. For example, "Save now" effectively tells the customer what to do and adds urgency, suggesting the offer might not last.

CTA buttons are perfect for variant testing. Try running your message with two identical variants, changing only the CTA. You might discover high-performing text to use in future campaigns!

CYBER SALE - 4 Days Only! ✕

Limited Time Special. Black Friday-Cyber Monday

*Starting at **$106/night + free parking***

Save Now
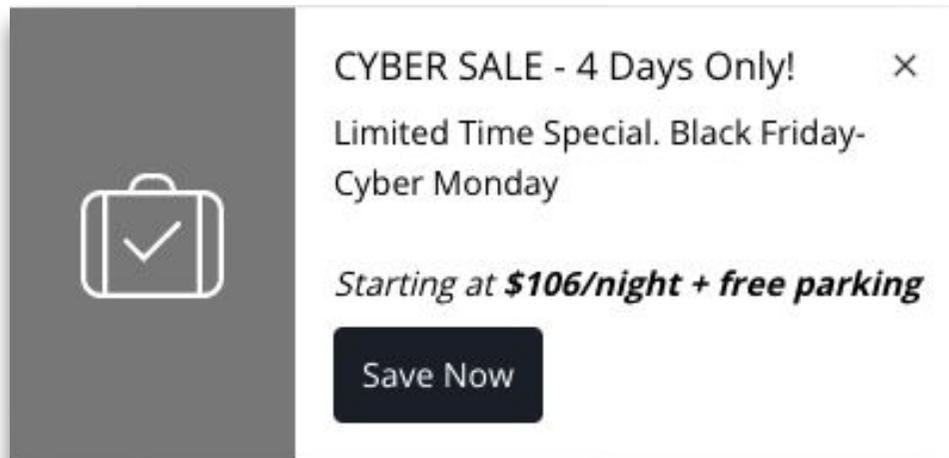
Stuck for CTA ideas? Try one of these

Claim your saving	Don't miss out
Book direct & save	Book now
Get your discount	Save on your trip

Add a promotional code to your message

Everybody loves a promo code, and from Black Friday onwards your guests will be actively hunting for them. The examples below all added promotional codes to their Black Friday messages and had great conversion rates as a result.
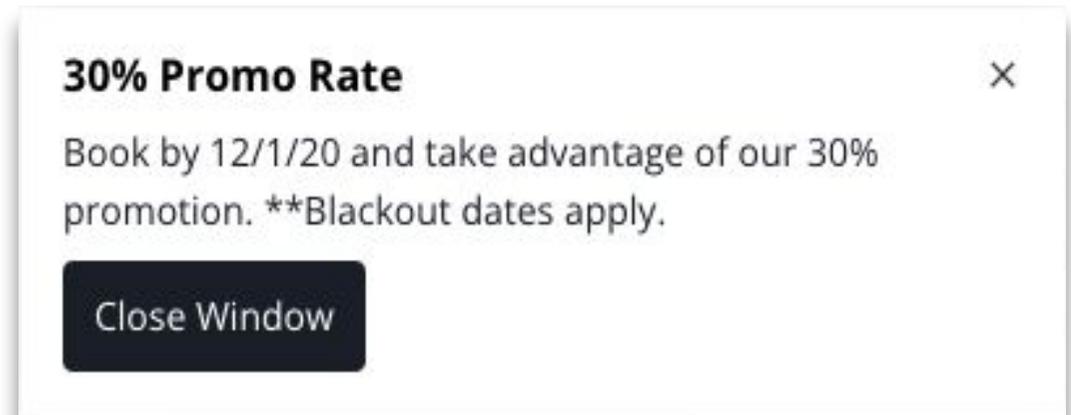
Add the 'copy code' feature to your message

The 'Copy code' feature allows your guests to easily click a button to copy a promo or discount code to their clipboard, ready to use when making their booking.
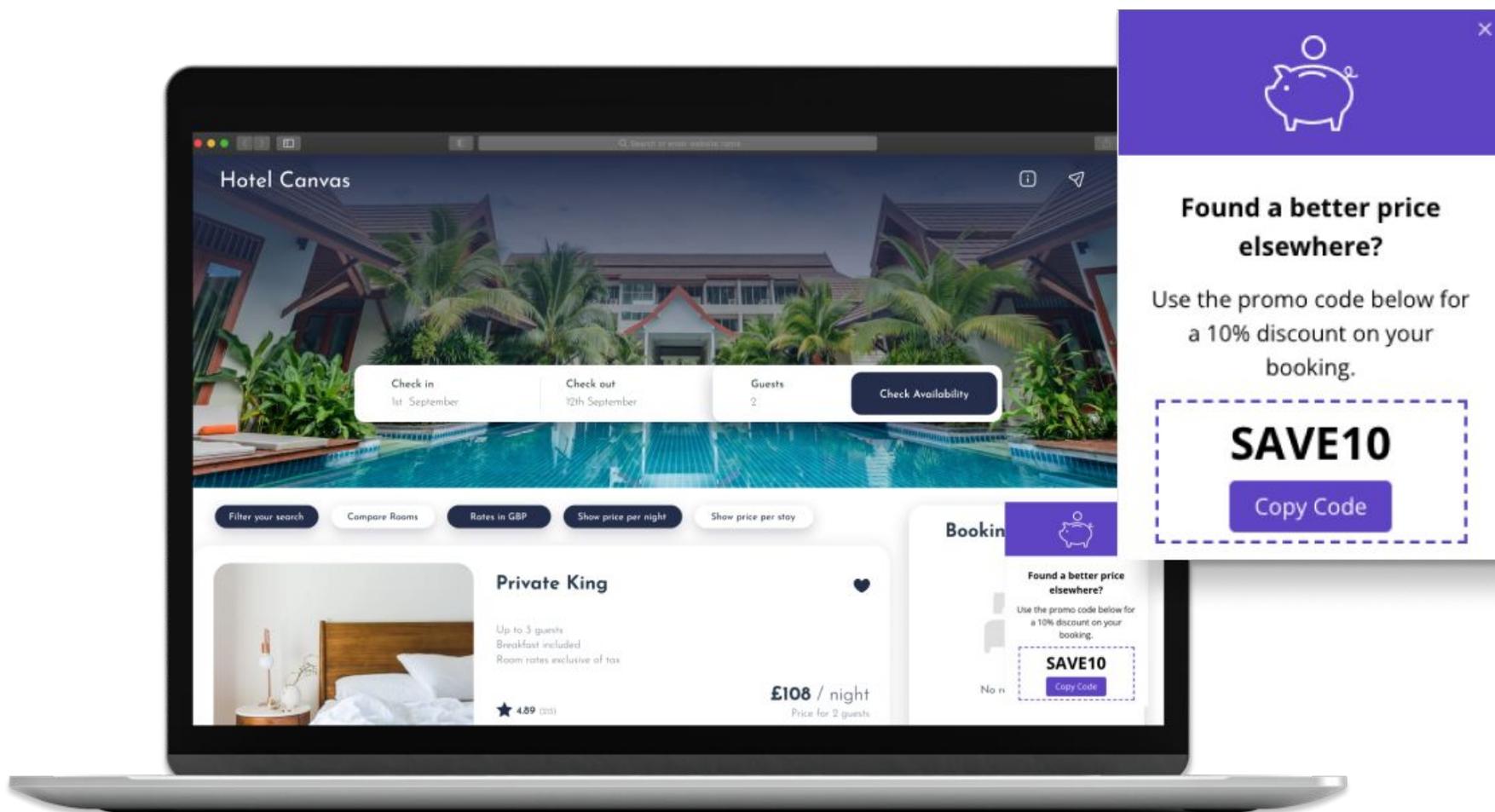
Create messages for both mobile and desktop

Guests expect the same personalized experience on mobile that they get on your desktop website. If you want to track how your messages are performing across both your mobile and desktop audiences, that's easy to set up in the Triptease Message Manager.

You can simply duplicate your selected message and set one to appear on mobile, while the other is set to appear on desktop. This means you can track their metrics independently of each other and understand more about what works for both types of customer journey.

Black Friday - Cyber Monday Sale! ✕

Book by 12/1/20 and take advantage of our 30% promotion. **Blackout dates apply.

Close Window

30% Promo Rate ✕

Book by 12/1/20 and take advantage of our 30% promotion. **Blackout dates apply.

Close Window

Use 'Crisis Messaging' to display an impactful message when the customer arrives

Triptease Crisis Messaging, introduced during COVID-19, allows hoteliers to display a full-screen message to website visitors. While typically reserved for urgent updates or exit-intent moments due to its disruptive nature, it can be highly effective during Black Friday or sales seasons. Successful customers have used it to **highlight special offers immediately, ensuring guests don't miss out—just use it sparingly for the best results**.

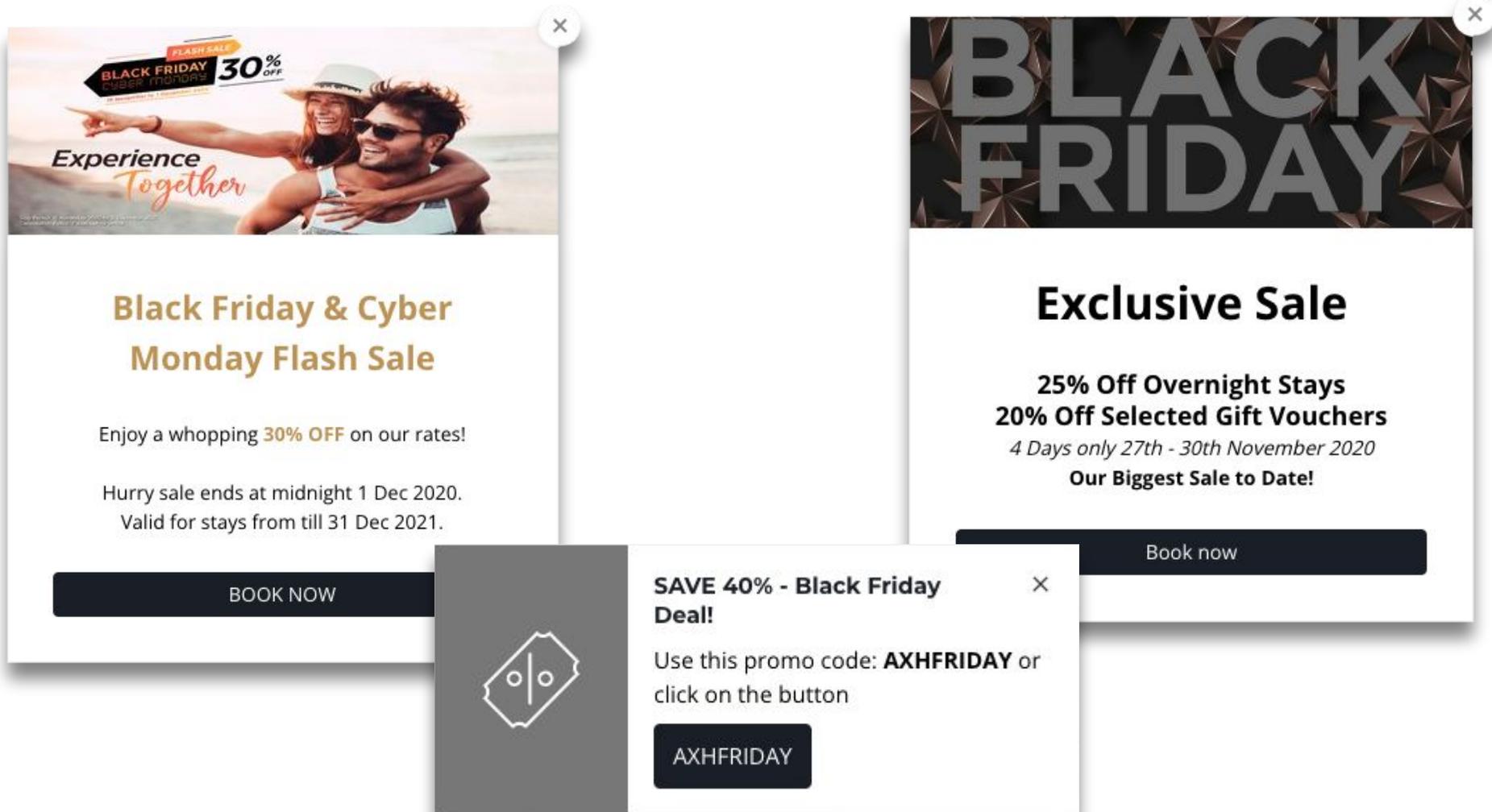|			
Inline ⭐ New! Embedded in the page Embed subtle messages anywhere within your webpage Desktop Mobile	**Save the Search** Timed Enable your visitors to save or share their current search Desktop Mobile	**Countdown** On arrival or timed Communicate urgency around deals and discounts Desktop Mobile	**Crisis Management** Full screen on arrival Communicate important information to visitors during times of crisis Learn more Desktop
Email Capture On arrival or timed Capture the email addresses of visitors to your website Learn more Desktop	**Notifications** Automatically based on visitor behaviour Encourage visitors to book direct with urgency and other notifications Learn more Desktop	**Nudge** On arrival or timed Help visitors move along their booking journey Desktop Mobile	**Full Screen** On exit Keep visitors on your website if they are showing signs of leaving Desktop
Price Check On the booking engine Let visitors know your direct rate is best with a price comparison tool Desktop Mobile	**In Page Price Check** Embedded in the booking engine Let visitors know your direct rate is best with a price comparison tool Desktop Mobile	**Undercut** On the booking engine Show visitors relevant messages depending on price and availability Desktop	

Use icons to send a quick, visual message

Here's a super simple tip - icons can convey what a message is about much faster than words.
If you're not uploading an image to your message, you could select from a library of different
icon choices in the Triptease Message Builder, as this hotel has done.

Make the savings clearly visible

Guests tend to scan read text when browsing online, so make sure the key details of your offer are easy to spot. These examples have used **large, bold or coloured text** to highlight the savings on offer, or put the discount in the headline to make sure that guests see it.

Bring back guests who didn't complete their booking, with automated cart abandonment emails

Flash sales can drive traffic, but what about the guests who abandon their booking midway? **Without a follow-up, these potential guests often move on to other options**.

Manually setting up cart abandonment emails can be tricky, which is why many hotels miss this opportunity.

Triptease makes it easy to reduce cart abandonment rates. Our automated emails remind guests of their unfinished bookings, re-engaging them and encouraging them to complete their reservation. It's a hassle-free way to recover lost revenue and boost direct bookings.

Japaratinga Lounge Resort

Forgot something? Secure your dream vacation now before it's gone

To complete your reservation and guarantee incredible days here, just click the "Book now" button. Come recharge your energy!

Itinerary in your cart

Guests
2 adults, 2 children

↓ Check-in	↑ Check-out
Friday	Monday
September 01, 2023	September 04, 2023

Book your dream room from **$300**

Book now

One King West Hotel & Residence

Unsubscribe

Let guests sign up for cancellation alerts when their desired rooms are unavailable

Flash sales are great for filling empty rooms, but guests searching for unavailable rooms often hit a dead end and look elsewhere. **That's frustrating—you've invested in marketing to bring them to your website, only to lose them at the final hurdle.**

Setting up an automated process to capture emails from these guests and send reminders can be complex, which is why many hotels avoid it.

With Triptease, you can effortlessly capture marketing opt-in emails from guests who encounter no availability, and automatically send them an alert when a matching room becomes available

Show guests you have the best rate direct, and automatically price match when you don't

During flash sales your potential guests turn into bargain hunters, searching high and low for the best deal. **It's important to make their job as easy as possible by clearly showing that you have the best offer**. Our Price Comparison tool**,** Price Check, highlights when your rates are in parity or cheaper than Online Travel Agents like Booking.com. However, OTAs may aggressively undercut rates during high-demand periods like Black Friday and Travel Tuesday. That's where Triptease's Price Match comes in—automatically detecting when a selected OTA undercuts your price and applying the smallest possible discount to secure the direct booking.

When you're in parity or cheaper than OTAs

When OTAs are offering lower rates

Targeting the right guests

During Black Friday and the sales season you'll probably be showing your special offers to everyone. That said, Triptease On-site Messages provide the opportunity to show bespoke offers and content to different types of guests.

If you'd like to understand more about what types of audiences are coming to your website and how you can target them with exactly the right messaging, take a look at the **Triptease Guide to targeting guests with the right personalized content**.

Need some inspiration? Check out the best performing Black Friday messages

To finish off this guide, we have included the best performing messages for Nudge, Countdown, Full Screen and Crisis.

Of course, what works for one hotel may not work for another, but hoteliers love learning from other hotels so we hope the next few slides inspire you to create beautiful looking messages.
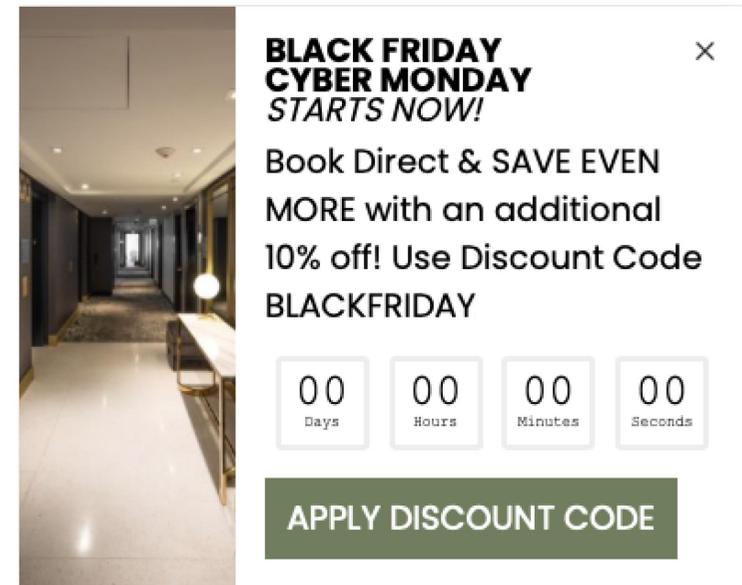
Message type: Countdown Timer
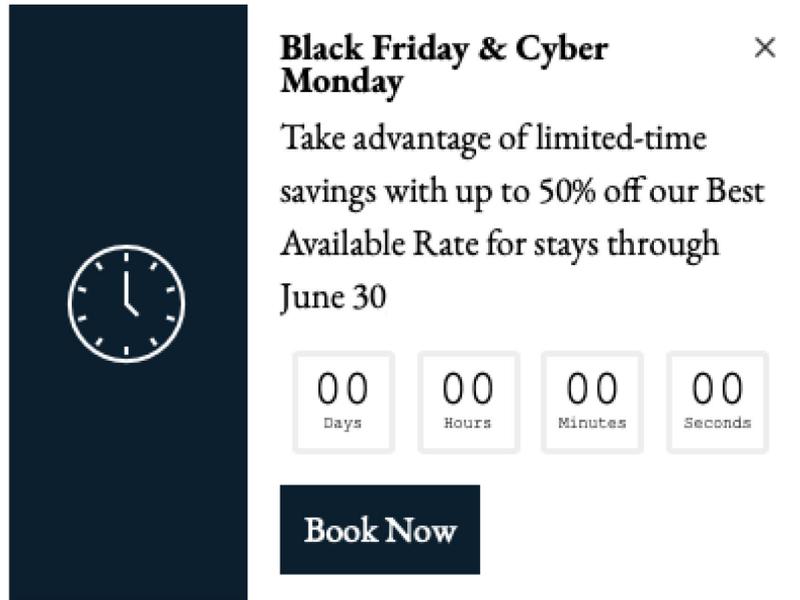
Black Friday & Cyber Monday   ✕

Take advantage of limited-time savings with up to 50% off our Best Available Rate for stays through June 30

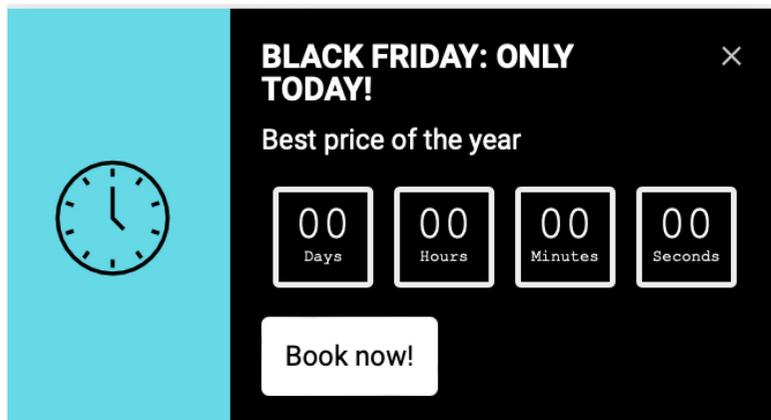| 00	00	00	00
Days	Hours	Minutes	Seconds

Book Now

BLACK FRIDAY CYBER MONDAY *STARTS NOW!*   ✕

Book Direct & SAVE EVEN MORE with an additional 10% off! Use Discount Code BLACKFRIDAY

00	00	00	00
Days	Hours	Minutes	Seconds

APPLY DISCOUNT CODE

BLACK FRIDAY: ONLY TODAY!   ✕

Best price of the year

00	00	00	00
Days	Hours	Minutes	Seconds

Book now!
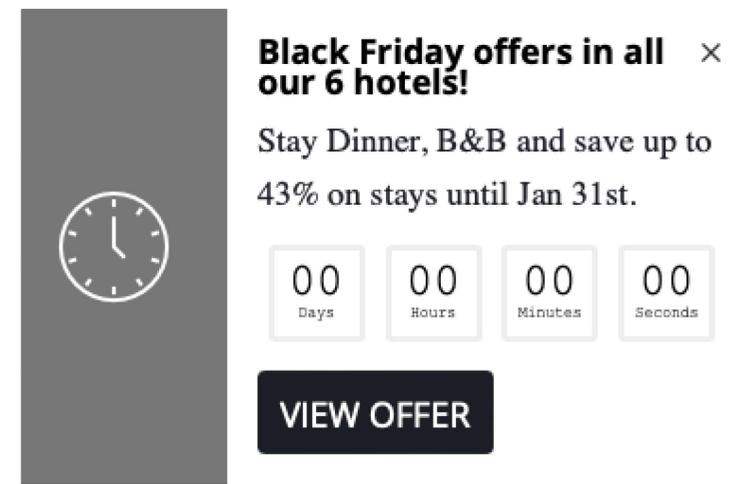
Black Friday offers in all our 6 hotels!   ✕

Stay Dinner, B&B and save up to 43% on stays until Jan 31st.

00	00	00	00
Days	Hours	Minutes	Seconds

VIEW OFFER

Message type: Nudge

Exclusive Black Friday Deal ✕

LAST CHANCE to book our best deal of the year. Only available to book now through Cyber Monday Rates starting at $85!

More Info

DEZEMBRO COM DESCONTÃO? ✕

Última chance para viajar esse ano! Descontos incríveis para você **aproveitar seu 13º** na Black Friday do Rio Quente.

EU QUERO!

black friday ATÉ 42% OFF

Up to 50% OFF ✕

BLACK FRIDAY OFFER - Promocode: **BLACKFRIDAY**
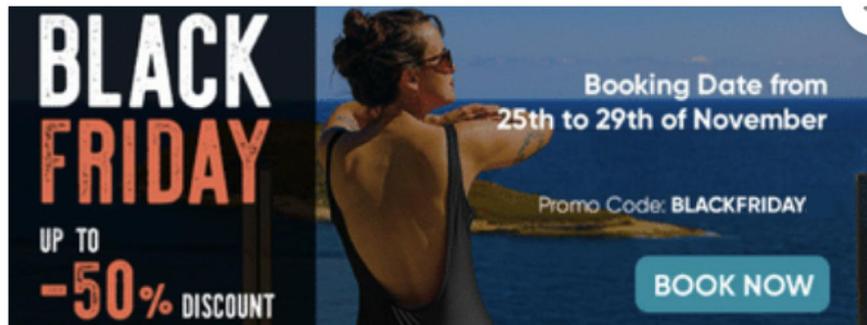
Book now

BLACK FRIDAY -50% DISCOUNT

BLACK FRIDAY 50% off ✕

Get 50% off selected rooms until November 29th.
Enter the code: **BLACK23** in your booking

Book now

Message type: Full Screen

About
Triptease

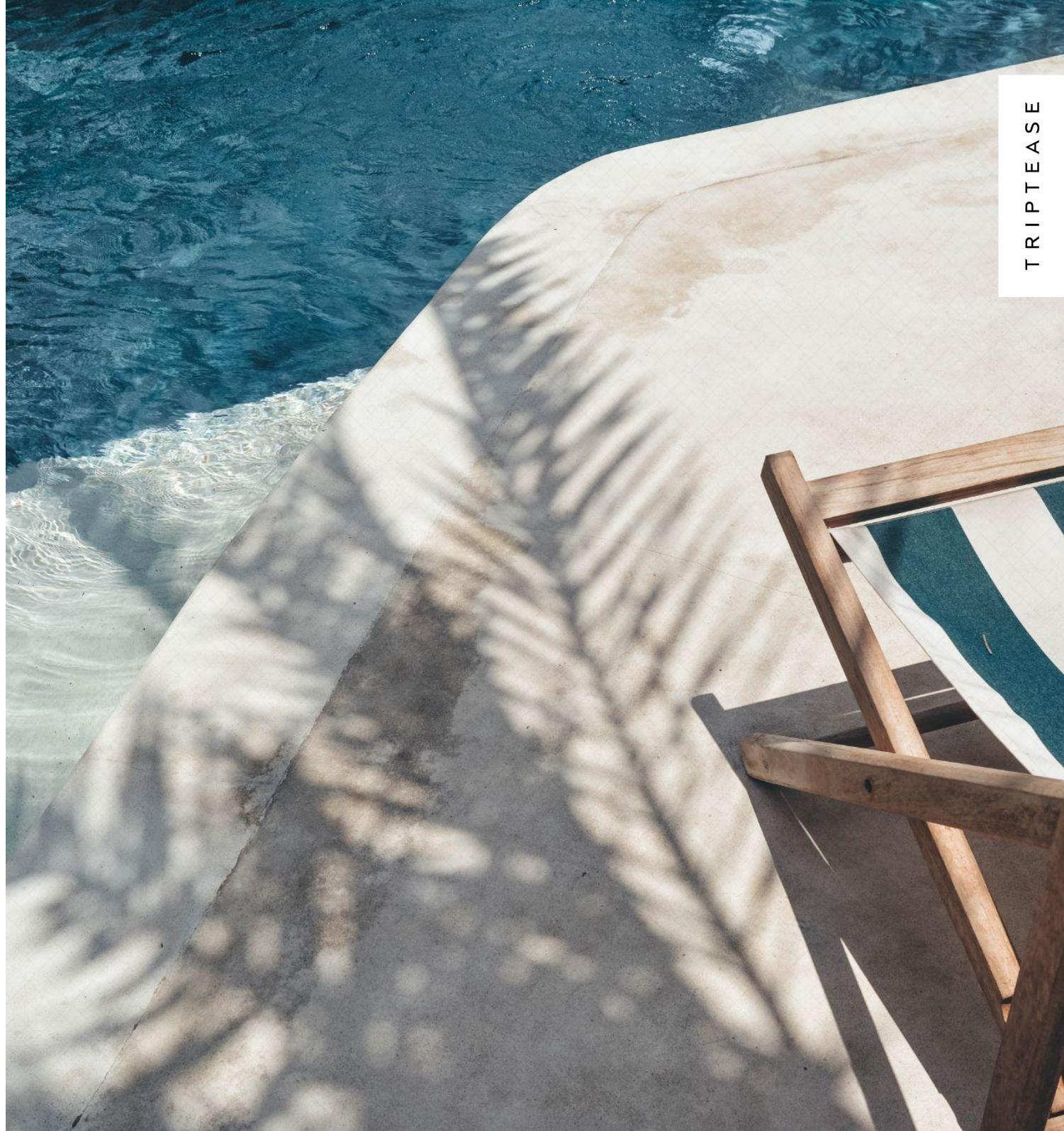**Ready to set up your
Flash sale messaging?**

We hope this guide has provided some inspiration and ideas for your own Black Friday, Travel Tuesday and seasonal sales campaigns. If you're not yet working with Triptease to personalize the customer experience on your website, get in touch with the Triptease team today to set up your bespoke direct booking solution.

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