

Revenue Unwrapped: A BFCM & Travel Tuesday Blueprint for Hoteliers

For years, Black Friday and Cyber Monday (BFCM) were viewed as retail-only events. But today, these shopping holidays extend far beyond consumer goods. Travel has emerged as one of the fastest-growing sectors to benefit, giving hotels and resorts a golden opportunity to capture more direct bookings, deepen guest loyalty, and boost revenue. This holiday season, discover how to own the moment with this comprehensive list of proven strategies and campaigns.

Why It Works

Experiences Over Things

More and more, consumers are prioritizing experiences over things—and travel makes the perfect gift.

Primed to Spend

Shoppers are primed to spend and actively seek out travel deals during this window.

Prioritize Guest Loyalty

Direct-booking promotions reduce OTA commissions and strengthen guest relationships.

Proven Strategies for Success



Create Time-Sensitive Offers

Tease deals early, then launch exclusive, limited-time promotions with compelling add-ons.



Bundle Experiences

Pair stays with dining, spa, or activities to increase perceived value and differentiate your offers.



Promote Travel As A Gift

Provide bonus-value gift cards and giftable packages that extend your revenue beyond the booking window.



Segment & Personalize

Use your guest data to tailor campaigns for families, couples, solo travelers, or loyalty members—ensuring the right message reaches the right audience.



Drive Urgency Across Channels

Maximize conversions with countdowns, “last chance” messaging, and optimized landing pages.

Campaigns That Drive Revenue



Stay Longer, Save More

Tiered discounts for extended stays boost occupancy and on-property spend. Guests perceive strong value in getting a better nightly rate the longer they stay, making it an easy incentive to extend vacations.



Flash Sales

24- or 48-hour deals create a sense of urgency and “scarcity”. The perception of scarcity motivates faster decision making from travelers who might otherwise hesitate or shop around.



Book Now, Travel Later

Flexible packages allow revenue capture today with future travel options. This tactic offers the guest peace of mind while capturing early revenue for your property.



Exclusive VIP Access

Offer your most loyal guests access to early or extended deals. This makes your VIP guests feel recognized and valued, which boosts loyalty, occupancy, and revenue.



Festive Experience Packages

Pair stays with seasonal experiences like wine tastings, spa treatments, or holiday dinners to elevate every visit. It’s a powerful way to delight guests while driving incremental revenue throughout your property.



Target Local Guests

Target local guests with a special promo code they can share with family and friends who are visiting. This type of campaign keeps your hotel top-of-mind and results in more revenue, direct bookings and guest loyalty.



Free Nights

Offers like “Book three nights, get the fourth free” are a simple and transparent way for guests to calculate the value of the offer. Hoteliers benefit because the guest commits to a longer stay, driving higher occupancy and increased ancillary revenue opportunities.



Friends & Family Referrals

Encourage existing guests to share the joy of travel with referral bonuses or discounts for later stays. This creates an organic word-of-mouth effect, helping drive new bookings during the post-holiday period.

Getting Started

Capturing demand during BFCM and Travel Tuesday is just the beginning—the real opportunity comes from turning seasonal interest into year-round loyalty. That’s where the proven & powerful Ascent360 Customer Data Platform comes into play. By unifying & enriching guest data, enabling precise segmentation, and automating multi-channel campaigns, Ascent360 helps hoteliers capture more direct bookings and keep guests engaged well beyond the holiday season.

Schedule a demo and start doing more with less (for less).