

Black Friday Campaign for Hoteliers: All You Need to Know

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Black Friday is the biggest shopping event of the year – and it's also a **key date for the travel industry**. Each year, travellers know they will find exceptional discounts for their future trips. For many, Black Friday is the perfect moment to book those holidays or experiences they've been waiting for all year.

And how does HBX Group contribute to this? We satisfy this growing demand by offering the best hotels to our extensive network of travel distributors.

This is where your property comes in. To help boost hotel room sales, we are once again launching our successful Black Friday campaign – one of the most popular among our hotel partners.

Below, you'll find **all the essential details about the campaign** and how you can take part to make the most of this opportunity.

HBX Group's Black Friday campaign: Why it's good for your property

To begin with, offering attractive deals during these campaigns is an excellent way to attract guests who tend to stay longer, come from distant markets, and spend more on average.

Participating in our campaigns also gives your property visibility to **over 60,000 travel distributors worldwide** – including travel agencies, tour operators, airlines, banking institutions, and more.

How do we do it?

We implement a wide range of promotional actions, including mass email campaigns, banner placements on our booking engines, dedicated landing pages, and social media promotion, among other initiatives. In this way, we reach a global audience eager to take advantage of this highly beneficial campaign.

- **Targeted exposure:** We use smart data and local insights to connect your hotel with the right type of traveller, at the right time, with the right offer – helping you stand out where it matters most.
- **Increased visibility:** The better your offer aligns with the campaign's focus, the more exposure you'll receive across landing pages, sales emails, banners, and more – all in multiple languages and promoted in over 190 countries.
- **Open to all hotels:** Our campaigns are open to any property that meets the relevant criteria – regardless of size, category, or location. Whether you're a boutique retreat, a city business hotel, or a luxury resort, Black Friday is your chance to increase room nights, attract new guests, and appeal to travellers seeking extraordinary deals on extraordinary stays.

- **Communication channels:** Clients will see your property featured across landing pages, banners within Bedsonline's booking engine for retail agencies and Hotelbeds' platform for wholesale clients, sales emails, newsletters, and social media campaigns, among other channels.
- **Track your impact:** After the campaign, you'll receive a performance report comparing your results with similar hotels that didn't participate - helping you measure your return clearly and effectively.

Need more reasons to join? Last year, **hotels that took part in our Black Friday campaign achieved an average 50% increase in bookings compared to those that didn't.**



All the details you need to know

Here are the key dates and details to help you make the most of HBX Group's Black Friday campaign:

- The booking window for travel distributors will be from **14th November to 5th December 2025.**
- As for the travel window, customers will be able to travel between **14th November 2025 and 31st December 2026.**

If you already work with HBX Group, you will receive detailed information by email about this campaign very soon, as well as guidance on how to take part.

If you haven't registered yet, now is the perfect time to maximise your partnership with us. Simply click below, complete the form, and we'll get in touch to guide you through the onboarding process - so you can start distributing your rooms as soon as possible.

The Black Friday campaign is one of our key global initiatives, but it's not the only one. As an HBX Group partner, you'll receive regular updates about upcoming global and regional campaigns, along with the conditions required to participate.

On average, hotels that join our campaigns gain a significant competitive advantage over similar properties in their area that don't take part. It's a fantastic opportunity to stand out - whether you're

offering everyday comfort or a touch of luxury.

[Register your property](#)

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