

# Off-Season Online Promotions for Boutique Hotels

Using Retargeting & Email to Drive Weekend Bookings

## Introduction & Why Off-Season Marketing Matters

### The Unique Challenges of Boutique Hotels

Unlike major chain hotels, boutique properties typically rely on unique experiences—charm, location, ambiance—rather than massive loyalty programs. However, when off-peak seasons hit (think cold winters at a beach resort or mid-week lulls in a mountain inn), small properties can see a drastic drop in occupancy.

### Why Focus on Digital Promotions?

- 1 Cost-Effectiveness:** Online marketing can be more budget-friendly than large-scale print or broadcast campaigns.
- 2 Precision Targeting:** Tools like Facebook/Instagram retargeting and email drip campaigns allow you to reach travelers who have already shown interest in your property.
- 3 Direct Bookings:** Encouraging guests to book directly (rather than through OTAs) helps you avoid hefty commission fees and maintain control over your brand experience.

In this guide, we'll explore how to combine targeted retargeting ads, seasonal bundles, automated email campaigns, and dynamic pricing to keep your rooms and restaurants consistently booked, even when tourist traffic is low.

#### Quick Navigation

- Introduction
- Digital Marketing Strategies
- Implementation Guide
- Case Studies

# Identifying Off-Season Windows & Target Audience

Strategic analysis for maximizing occupancy during low periods

## Off-Season Windows

### Calendar-Based Patterns

For a seaside boutique, the off-season might be late fall to early spring (excluding holidays). For a ski lodge, it might be spring and summer months.

### Mid-Week vs. Weekend Gaps

Some properties face fewer bookings on weekdays; others struggle on Sundays or Mondays.

### Quick Stats



**Peak to Off-Peak Drop**  
Average 40% occupancy decrease



**Booking Window**  
2-4 weeks advance notice

## Who Are You Targeting?



**Local Staycationers**  
Nearby residents looking for a quick weekend getaway at discounted rates.



**Regional Travelers**  
People within a 2-3 hour drive who can be swayed by a unique experience or package deal.



**Remote Workers / Nomads**  
With flexible schedules, they can travel mid-week if an enticing package is offered.



**Special-Occasion Seekers**  
Couples celebrating anniversaries, birthdays, or planning mini-honeymoons during less-crowded times.

Use your booking data from past years to spot patterns—when do you see the sharpest occupancy drop, and which types of guests tend to fill those spots?

TIP

# Building Seasonal Experience Bundles

Create compelling packages that drive off-season bookings

## Why Bundles Boost Off-Season Bookings



### Added Value

Guests feel they're getting more for their money (e.g., spa day + dining credit = a complete experience).



### Differentiation

Bundles stand out from generic discount rates, especially if they include local or on-property experiences unique to your boutique.



### Perceived Exclusivity

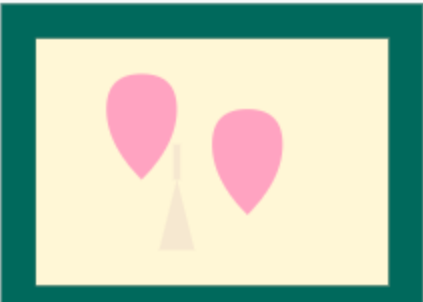
Off-season can be reframed as an "exclusive time" to experience the property without crowds.

## Examples of Seasonal Packages



### Winter Cozy Retreat

- ✓ Hot cocoa bar access
- ✓ Fireplace lounge access
- ✓ Spa treatment discount



### Romantic Off-Peak Getaway

- ✓ Champagne on arrival
- ✓ Candlelit dinner
- ✓ Late checkout



### Local Cuisine Experience

- ✓ Cooking class with chef
- ✓ Farm-to-table dinner
- ✓ Kitchen tour

#### PRO TIP

Tailor bundles to your specific amenities. If you have an on-site restaurant, include a dining voucher. If near a wine region, partner with local vineyards to add a tasting tour.



# Retargeting 101—Re-Engaging Website Visitors

Master the art of bringing potential guests back to complete their booking

## 1 Setting Up Your Pixel

### Meta Pixel Implementation

```
<script> !function(f,b,e,v,n,t,s) { // Meta Pixel implementation code } </script>
```

### Google Tag Manager Setup

```
<script> (function(w,d,s,l,i) { // GTM implementation code } </script>
```

## 2 Crafting Retargeting Campaigns

### Ad Creative

Show visuals of your off-season bundles, emphasizing the unique ambiance.

### Headlines & Copy

"Still Thinking About a Getaway?  
Book Now and Save!"  
"Escape the Crowd: Exclusive Off-Season Rates."

### Call-to-Action (CTA)

"Reserve My Retreat"  
"Book Your Cozy Getaway"

## 3 Frequency Capping & Timing

### Initial Window (Days 1-10)

Show ads frequently for the first 7–10 days after someone visits but doesn't book.

### Drip Off Period

Reduce frequency if they haven't engaged; you don't want to appear spammy.

### PRO TIP

Create separate ad sets for visitors who viewed specific pages—like wedding packages or spa services—and tailor your retargeting ads specifically to those interests.

# Dynamic Pricing & Promotional Landing Pages

Optimize your pricing strategy and conversion rates



## Dynamic Pricing Strategies

### Price Drops on Slow Nights

Adjust rates based on occupancy levels



Occupancy: 70%

~~\$299~~ **\$249**

### Threshold-Based Discounts

Automatic price adjustments based on booking patterns

2 weeks out, 40% occupancy

**15% off**

## Limited-Time Offers

Book in the next:

**47:59:59**

for an extra 10% off

**Book Now**

## Booking Widget Integration



Check availability and rates

**Search Dates**

## Landing Page Best Practices



### Match Ad to Page

Maintain consistency between ad messaging and landing page content



### Clear Pricing

Show original vs. discounted rates transparently



### Social Proof

Include testimonials and ratings to build trust



### Single CTA

Focus on one primary action - "Book Now"

### PRO TIP

Integrate your booking engine or a simplified booking widget right on the landing page so visitors can see availability and rates immediately.



# Email Drip Campaigns Based on Site Behavior

Automate personalized email sequences to re-engage potential guests



### Immediate Follow-Up

Once someone signs up for your newsletter or abandons a booking, an email can bring them back before they forget.



### Personalized Touch

Highlight relevant packages based on their browsing (e.g., if they looked at the spa page, mention spa deals).



### Long-Term Relationship

Even if they don't book right away, staying in their inbox keeps you top-of-mind for future travel.

## Sample Drip Framework

Day 1

### "We Saw You Checking Availability"

Quick note that you have an unbooked cart with a friendly reminder of your best rates or off-season perks.

Subject: Don't Miss Out on Your Perfect Stay

Hi [Name],  
We noticed you were exploring our availability...

Day 3

### "Exclusive Experience"

Spotlight your seasonal bundle or an upcoming local festival they could enjoy.

Day 7

### "Guest Testimonials & Photos"

Showcase real guest experiences or a short video.

Day 14

### "Last Chance for Off-Season Rates"

Imply scarcity (dates filling up quickly, limited-time discount).

## Email Marketing Platform Integration

Mailchimp

Cart Abandonment  
Trigger

Automated Email  
Campaign

ActiveCampaign

Page Abandonment  
Detection

Personalized  
Follow-up

Klaviyo

Behavioral  
Tracking

Smart  
Automation

PRO TIP

Use an email marketing platform like Mailchimp, ActiveCampaign, or Klaviyo, which can integrate with your website and fire off emails based on cart or page abandonment triggers.

Integration Benefits:

- Automated cart abandonment recovery
- Personalized follow-up sequences
- Behavioral targeting capabilities
- Advanced analytics and reporting



### Wedding Browsers

If they looked at wedding venue info, send a drip highlighting your event packages, photos of past weddings, and special group rates.



### Dining Enthusiasts

If your site analytics indicate interest in the restaurant menu, emphasize culinary experiences or chef specials.



# Local Partnerships & Cross-Promotion

Create compelling packages through strategic local collaborations



## Spa & Wellness Centers

Partner with local spas to create combined relaxation packages.

- Massage & stay combos
- Wellness retreat weekends
- Beauty treatment packages



## Tour Companies & Activities

Offer curated local experiences that enhance stays.

- Guided nature walks
- Historical tours
- Adventure activities



## Restaurants & Cafés

Create dining partnerships for enhanced guest experiences.

- Exclusive dining credits
- Chef's table experiences
- Food tour packages

## Cross-Promotional Strategies

### Collaborative Ads

Split ad costs with partners and create joint promotional campaigns.

#### Sample Ad:

"Stay & Spa Package:  
Luxury accommodation +  
60-min massage"

### Shared Email Lists

Create joint email promotions for wider reach.

#### Email Subject:

"Exclusive Dining + Stay  
Package"

### Social Media Spotlight

Cross-promote on social platforms.

Instagram  
Story

Facebook  
Post

### Pro Tip

Partnerships let you share both costs and audiences. This synergy can significantly boost off-season bookings as the package feels more robust and experiences are more memorable.

**+45%**

Booking Rate

**-30%**

Ad Costs

**2.5x**

Audience Reach



# Troubleshooting & Optimization Tips

Solve common challenges and optimize your campaigns

## 🔄 Low CTR on Ads

- ✓ Re-examine visuals and copy for off-season value proposition
- ✓ A/B test different images and headlines
- ✓ Highlight unique seasonal experiences

## 🛒 Cart Abandonment

- ✓ Streamline booking process
- ✓ Offer small deposit options
- ✓ Clarify refund policies

## ✉️ Poor Email Engagement

- ✓ Test personalized subject lines
- ✓ Optimize email frequency
- ✓ Reference specific interests

## Continuous Optimization

### Seasonal Themes

Rotate landing page visuals and ad creatives monthly

Winter Theme → Spring Refresh  
→ Summer Escape

### Dynamic Content

Show location-specific imagery based on user region

{userCity} →  
{destinationHighlight}

### Feedback Loops

Implement post-stay surveys for package feedback

NPS + Package Satisfaction  
Survey

## A/B Testing Examples

### Variant A:

"Winter Escape Package - 20% Off"



### Variant B:

"Cozy Winter Retreat + Free Spa Access"

### Pro Tip

Keep an eye on competitor pricing and local events. If a major festival or conference is happening in your area, tailor your promotions to capture that audience—even in what you'd normally consider an off-season period.

🔍 Monitor Competitors

📅 Track Local Events

📈 Adjust Pricing



# Conclusion & Implementation Roadmap

Your guide to transforming off-season periods into profitable opportunities



## Off-Season Analysis

Identify quiet periods and plan dynamic pricing



## Setup & Segmentation

Install pixels and segment audiences



## Launch Campaigns

Start retargeting and email drips



## Measure & Refine

Track metrics and optimize

## Why This Works for Boutique Properties



### Personalized Experiences

Excel at creating intimate, memorable stays that larger chains can't match



### Cost-Effective Marketing

Leverage retargeting and email nurture for maximum ROI



### Quality Guests

Attract visitors who value curated experiences

## Final Thought

The off-season doesn't have to be a revenue gap. With the right bundles, targeted retargeting, and timely email reminders, you can transform slow weekends into memorable stays for guests—and profitable months for your property.

**+40%**

Off-Season Occupancy

**-25%**

Marketing Costs

**2.8x**

ROI Increase

► [Start Implementation](#)

# How to Use This Guide

A comprehensive approach to off-season hotel promotion

## Strategic Foundations (Pages 1–2)

- Understand off-season challenges
- Define your target audiences
- Set strategic objectives

## Tactical Execution (Pages 3–7)

- Create enticing bundles
- Set up retargeting campaigns
- Automate email drips
- Develop promotional content

## Metrics & Optimization (Pages 8–9)

- Measure key performance indicators
- Analyze campaign data
- Continuously refine campaigns
- Track improvement metrics

## Roadmap & Wrap-Up (Page 10)

- Implement step-by-step approach
- Maintain consistency in execution
- Monitor occupancy rates
- Track success metrics

## Key Takeaways

By adopting these off-season promotional strategies, boutique hotels can consistently attract guests, elevate their brand, and ensure that even their quiet seasons remain profitable and lively. Bon voyage to your next wave of successful bookings!