



Smart Packages and Best Practices for Working with Third Parties

Nick Hurley
28 April, 2022



What is Travelzoo?

TRUSTED GLOBAL INFLUENCER

Publishing travel, hotel, and local content for 20+ years

PROVEN PRODUCT LINE

Storytelling and performance-driven products that drive results for hotel partners

LARGE AUDIENCE

30M members worldwide | 4.5M UK members
4M social media followers | 3.6M on Facebook
7.1M mobile app users



Why Work With a Third Party?

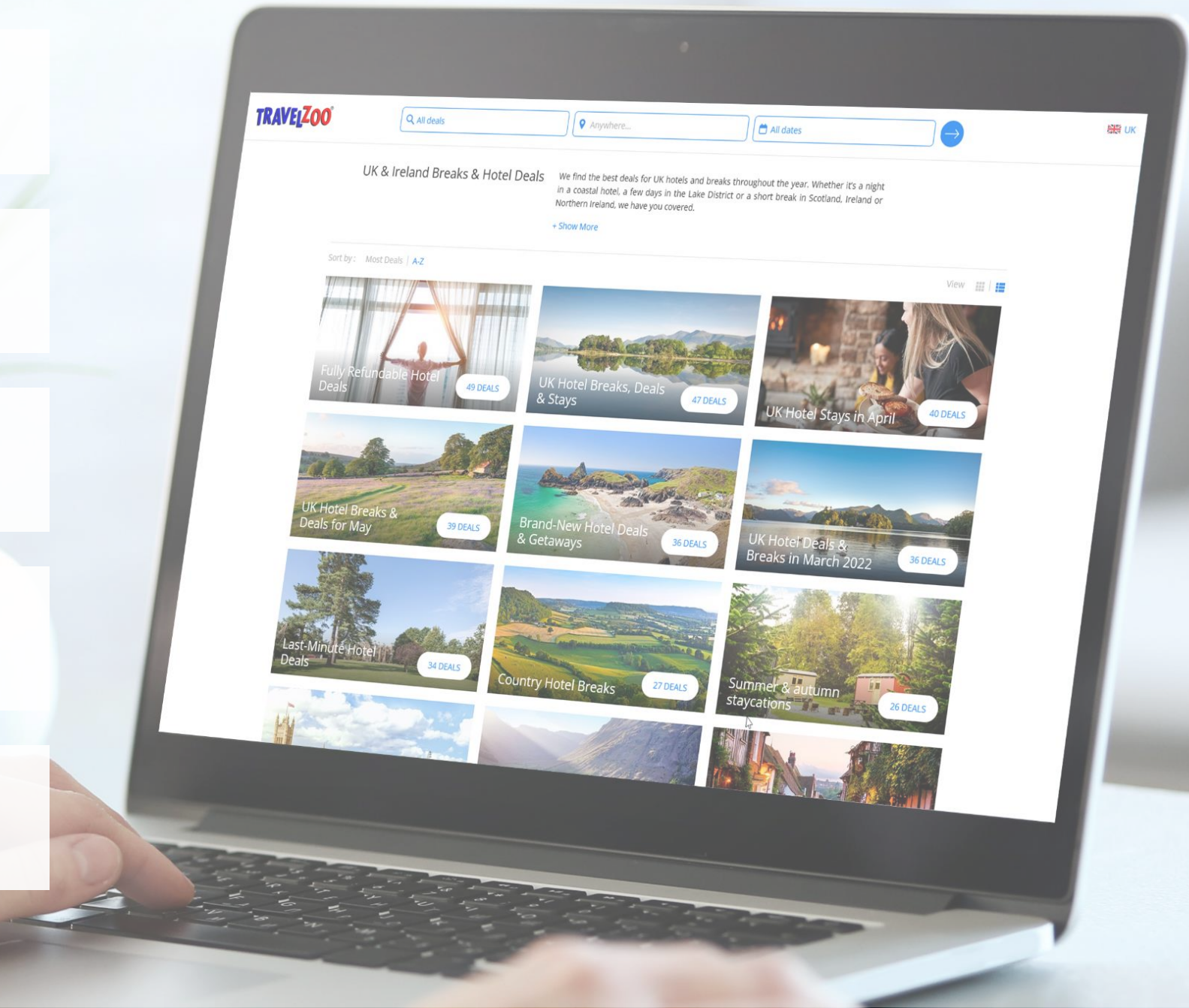
Engaged audience

Occupancy benefits

Marketing/brand exposure

Revenue

Global reach



Why Work With a Third Party?

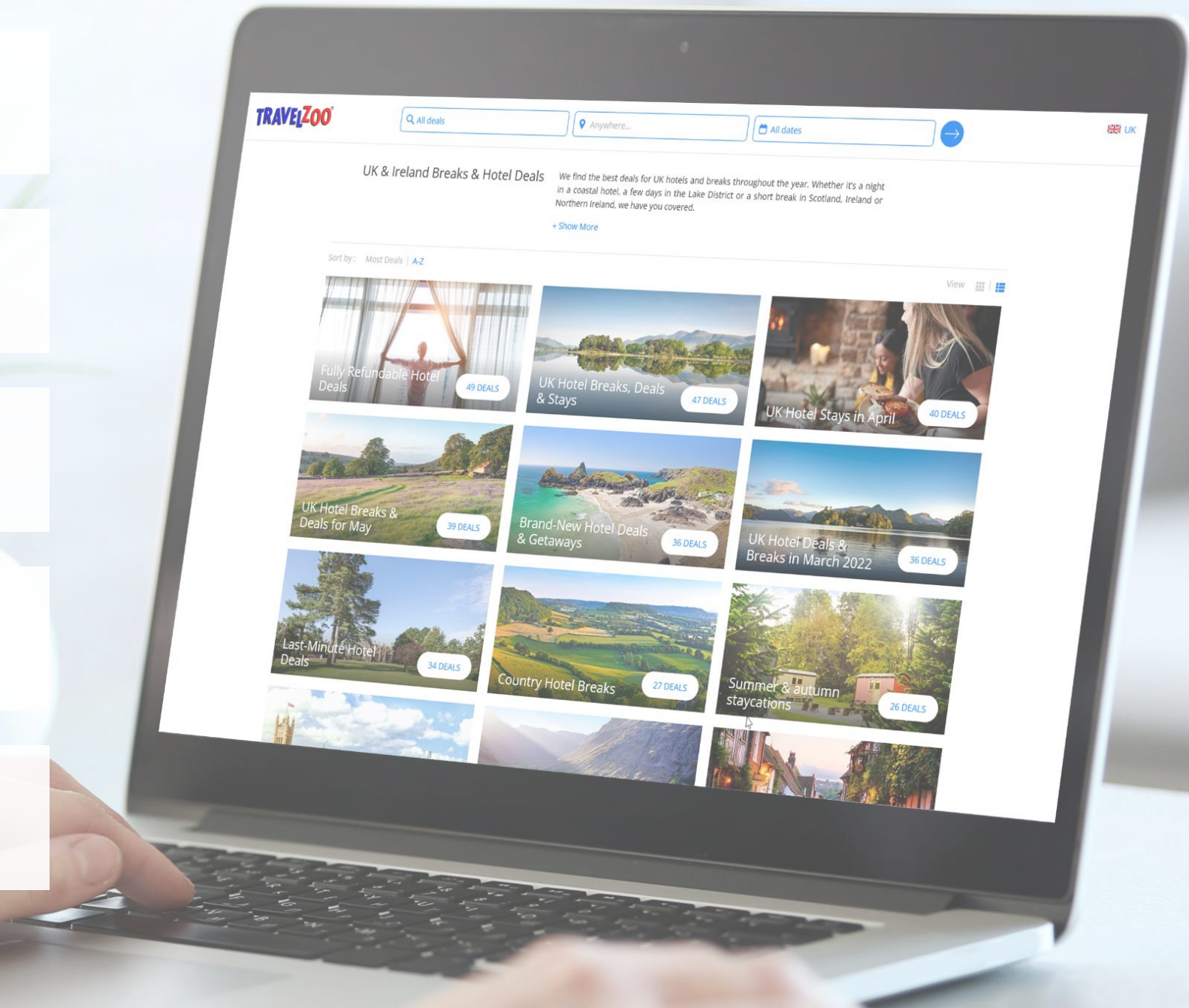
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Spontaneity Rules



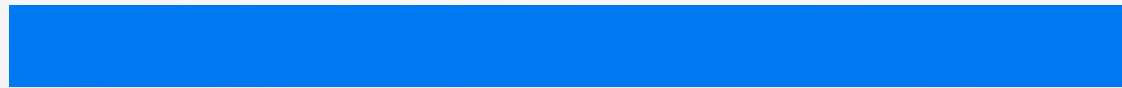
93%
would book
a spontaneous
offer

One is Not Enough

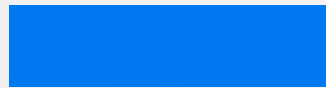
43% 1-2 stays



35% 3-4 stays



10% five or more stays

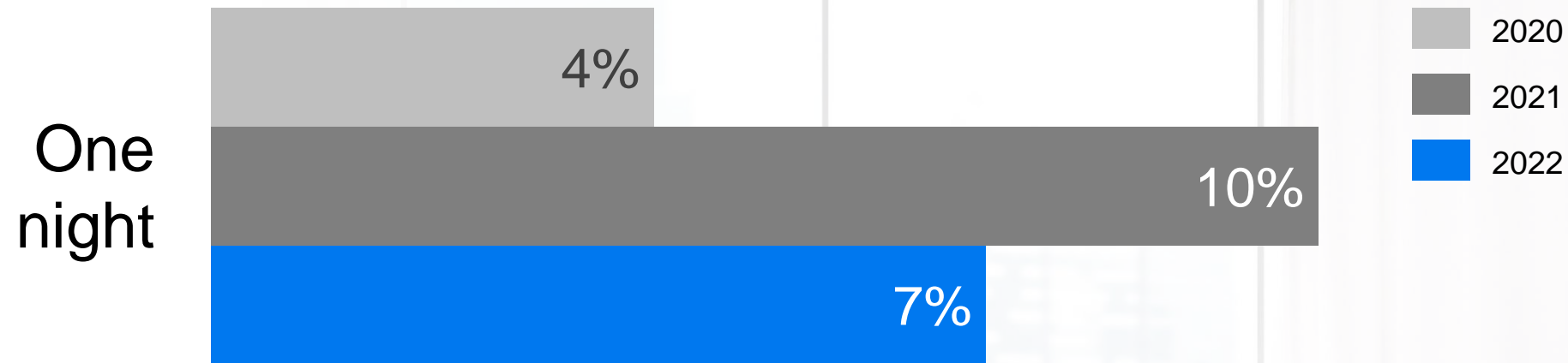


45%
will take
**THREE OR
MORE**
breaks

Number of leisure hotel stays in the UK likely to be booked in 2022



Customers Looking to Stay Longer



Long is the New Short!

CASE STUDY

BEACH HOTEL, CORNWALL



164

**3- or 4-night stays
= 41% of purchases**



526

**room nights
booked**

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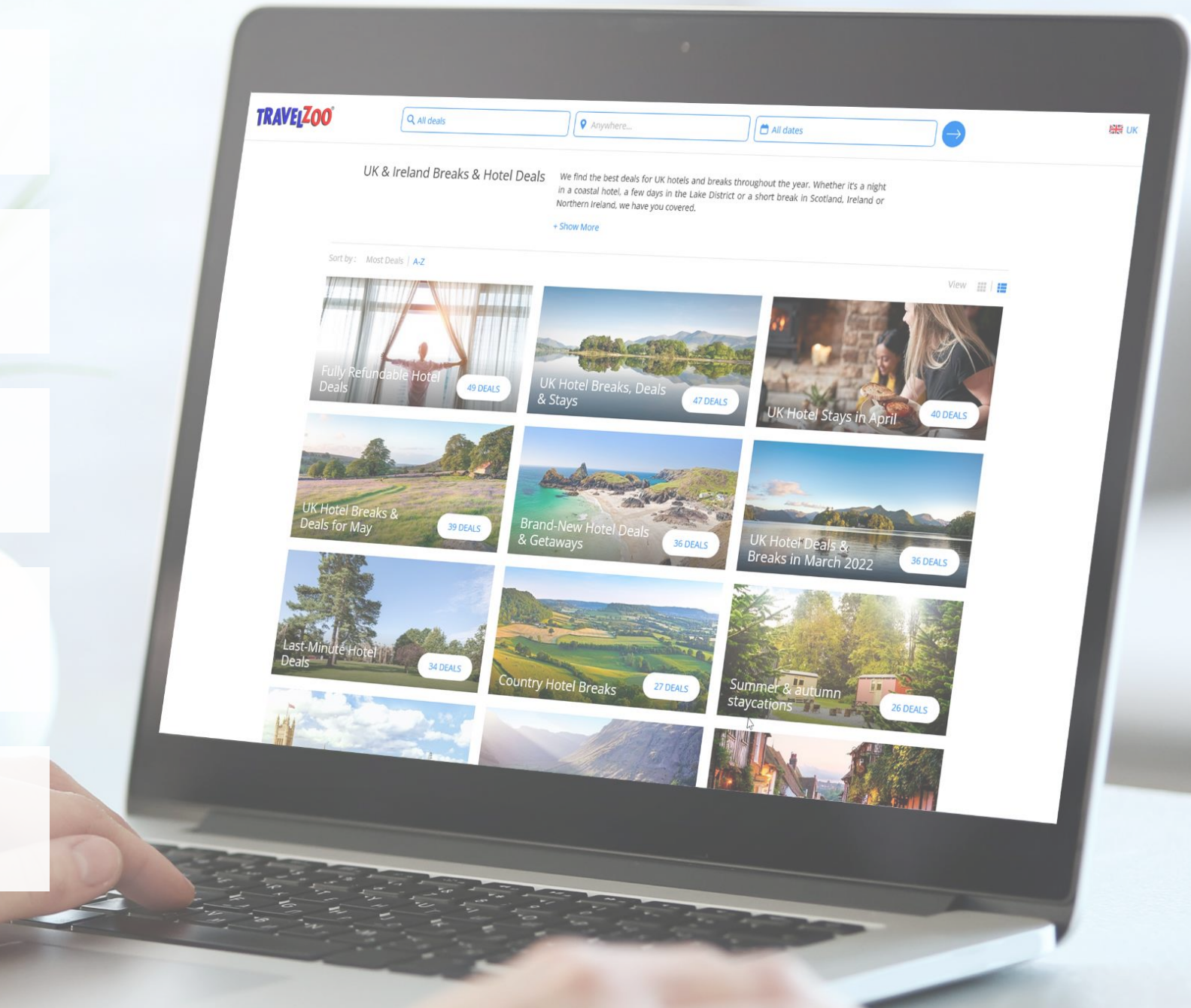
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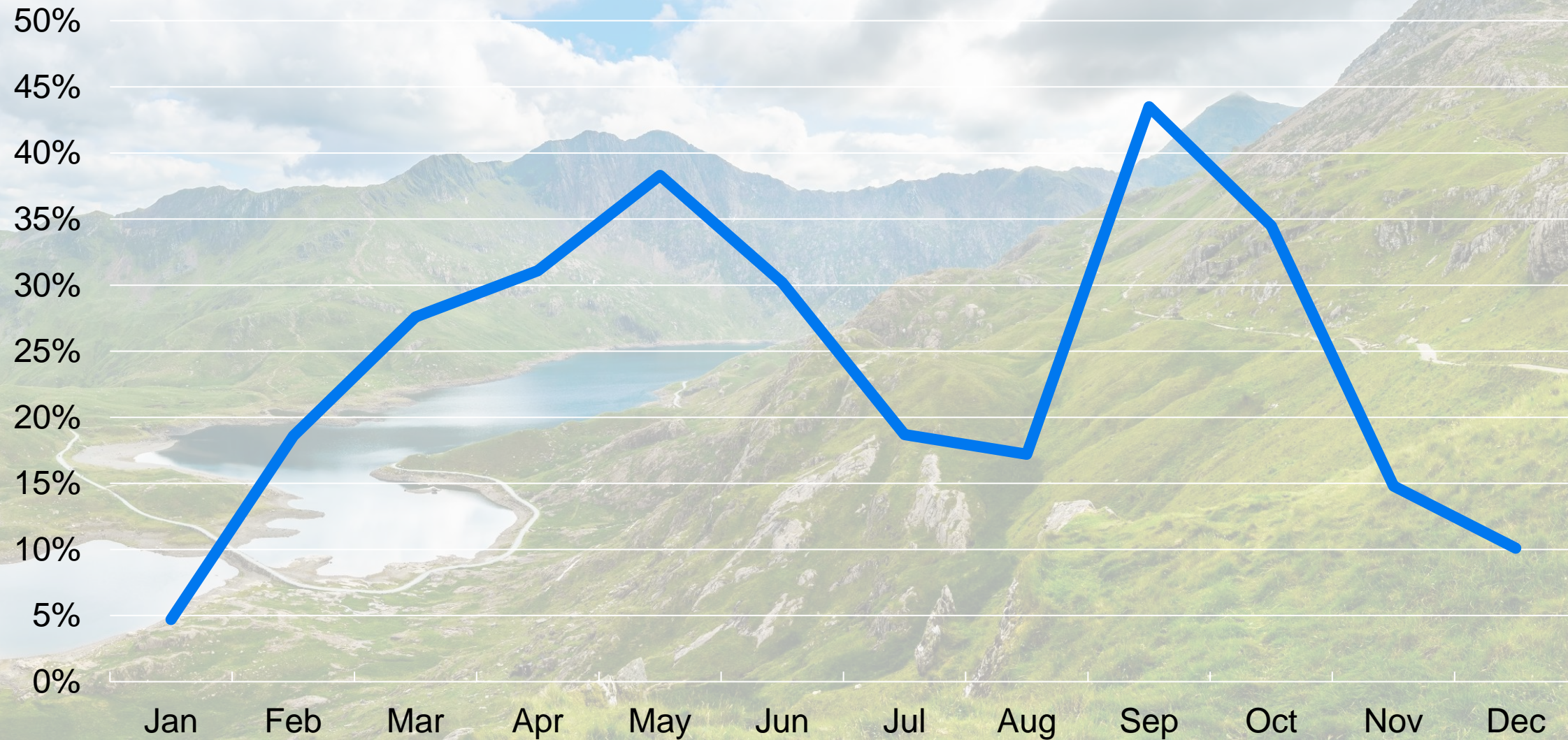
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Huge Demand for Off-Peak



Travelzoo members are key to off-peak & other need periods

Percentage of members that plan to take a domestic trip each month in 2022

The Off-Peak Peaks

CASE STUDIES

BEACH HOTEL, CORNWALL



1,270+

room nights
booked



£113K+

gross
revenue

CITY HOTEL, LONDON



3,730+

room nights
booked



£477K+

gross
revenue

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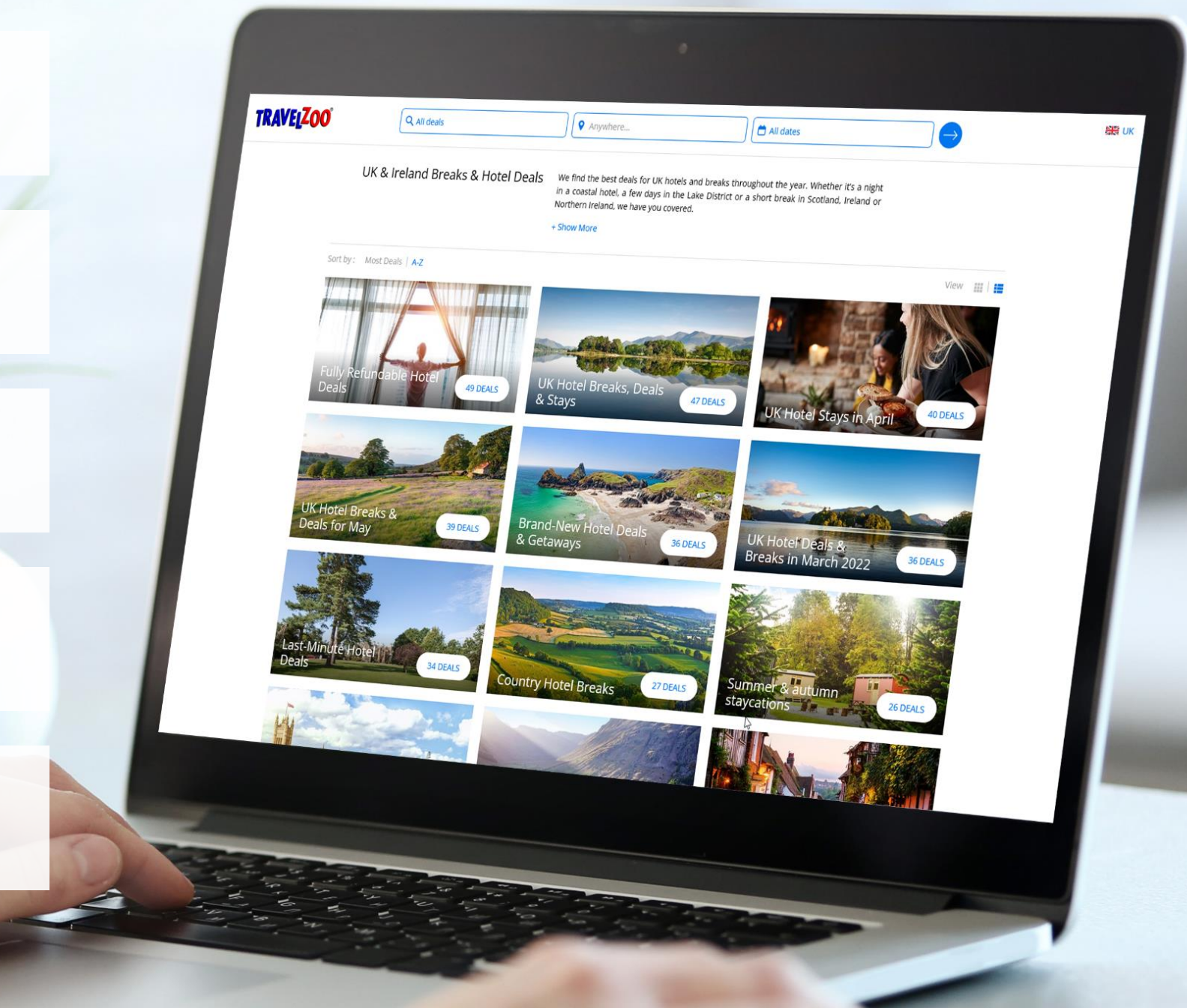
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Advocacy Adds Value




59%
would
leave a
Tripadvisor
review

**Excellent**
Review of Metropole Hotel
★★★★★ Reviewed 23 February 2022 via mobile

Phillip D
Winscombe, United Kingdom
180 93

TravelZoo deal. We had to change our booking twice due to hospital appointments . No problem at all . Excellent value , we loved the idea of complimentary glass of Prosecco with dinner. Good selection and all freshly cooked and good quality, liked the bread !
Breakfast was buffet but very good as hot plates and they only put out only modest amounts but kept topping up so all fresh and hot .
We upgraded the room which was large and well furnished


Date of stay: February 2022
Room tip: Worth up grading to a larger room
Trip type: Travelled as a couple

**Harrogate trip**
Review of Cedar Court Hotel Harrogate
★★★★★ Reviewed 3 weeks ago via mobile

shansmith55
Leyland
38 18

My brother and I stayed one night with the travelzoo deal and were very happy with all aspects of our stay. Beautiful hotel great staff friendly and efficient from the reception to the dining room . Would definitely recommend a stay here . Thank you [More](#)

Date of stay: March 2022
Trip type: Travelled with family

**Elizabeth Sample**
2 reviews GB

★★★★★ Invited 13 Feb 2022

Just stayed at the Cedar Court Hotel in...
Just stayed at the Cedar Court Hotel in Harrogate with a Travelzoo Voucher. Such a fantastic deal in a top quality hotel. Over the last six years I've had so many amazing experiences all over Europe thanks to Travelzoo, with newsletters once a fortnight or so with all the most up to date deals.
Lila

Mixing Up Your Marketing

Endorsement
Page

Top 20

FLOOP

Social

LONDON

£99 – Top seller: London Hard Rock Hotel stay, save 63%

Hard Rock Hotel London

Click to view gallery | Jonathan Kho

Fully refundable voucher
Secure this deal now and choose your travel dates when you're ready. If your plans change, you can get a refund and have your money back within five days. [Learn more.](#)

UP TO 63% OFF
£99 ~~£269~~
SOLD OUT
at 11:00 PM CT on Sep 24

TRAVELZOO THIS WEEK'S TOP 20®
14 JULY 2021

Every week we search more than 2,000 companies worldwide for their very best deals and compile the **Travelzoo Top 20®**.

The Top 20®

£16 & up – Green & amber list: return flights this summer
Source: Various airlines

£99 – 'Iconic' London Hard Rock Hotel stay, save up to 63%
Source: Hard Rock Hotel London – Fully refundable voucher

Customer Insights

95%  +935 -48	88%  +737 -96	95%  +788 -45
Enjoyed their experience	New customers	Will return

Travelzoo
Feb 23, 2021

It's the announcement we've been waiting for!

To help you celebrate as England reopens, we've put together our roadmap out of lockdown complete with fully refundable deals [bit.ly/37FHkKk](#)

If you're ready for a proper adventure exploring the great outdoors, a room with a view you haven't seen for nearly 365 days in a row, or a Michelin-starred meal you didn't have to cook yourself, we have something for you!

All vouchers are fully refundable if you decide not to go, but we recommend booking early before peak dates sell out. If anything changes, you can get a full refund at the click of a button.

5

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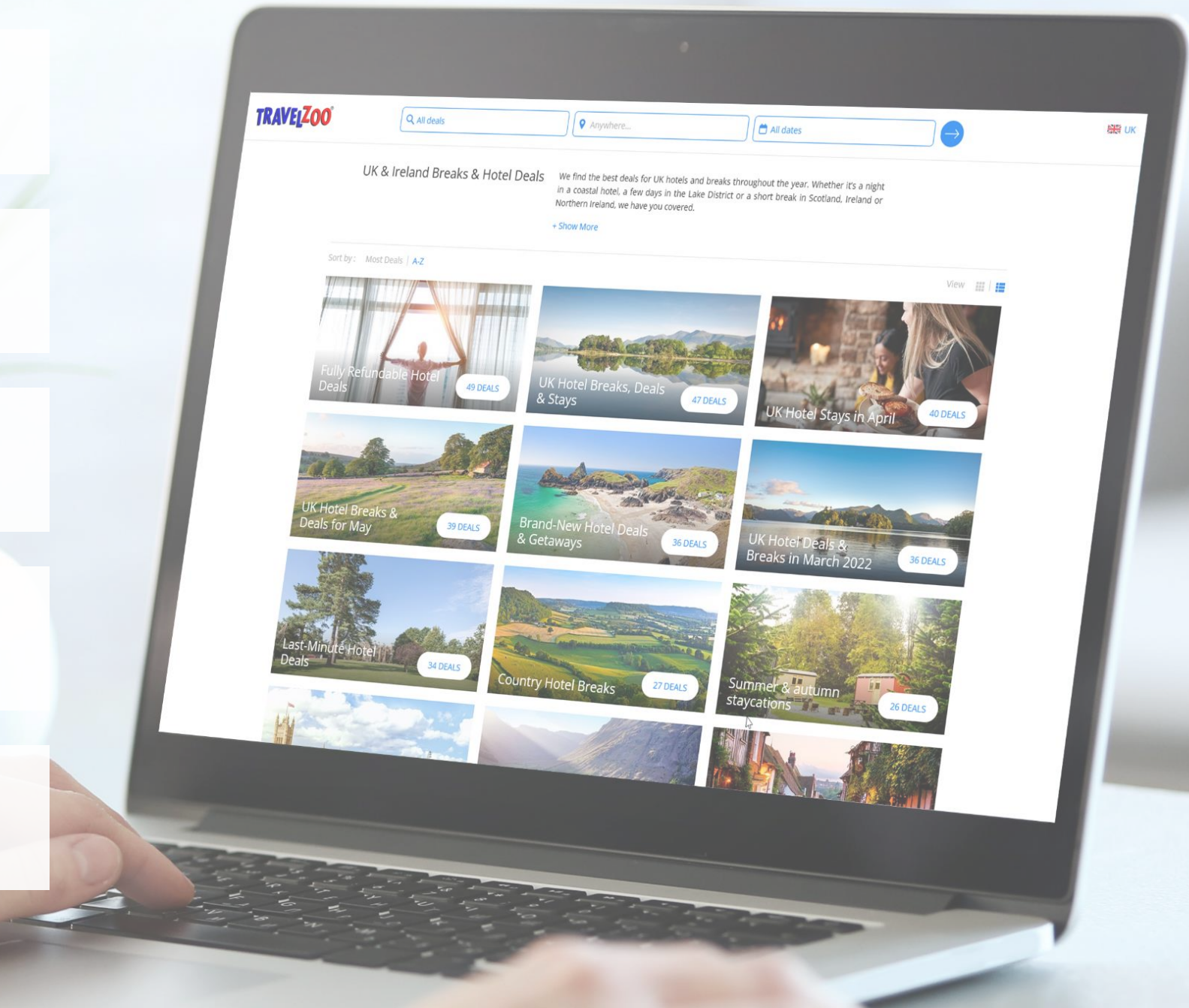
Engaged audience

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Huge Up-Spend Potential

3/4

will spend
money on
additional
services

82%

for meals
at the hotel
restaurant

79%

for drinks
at the hotel
bar

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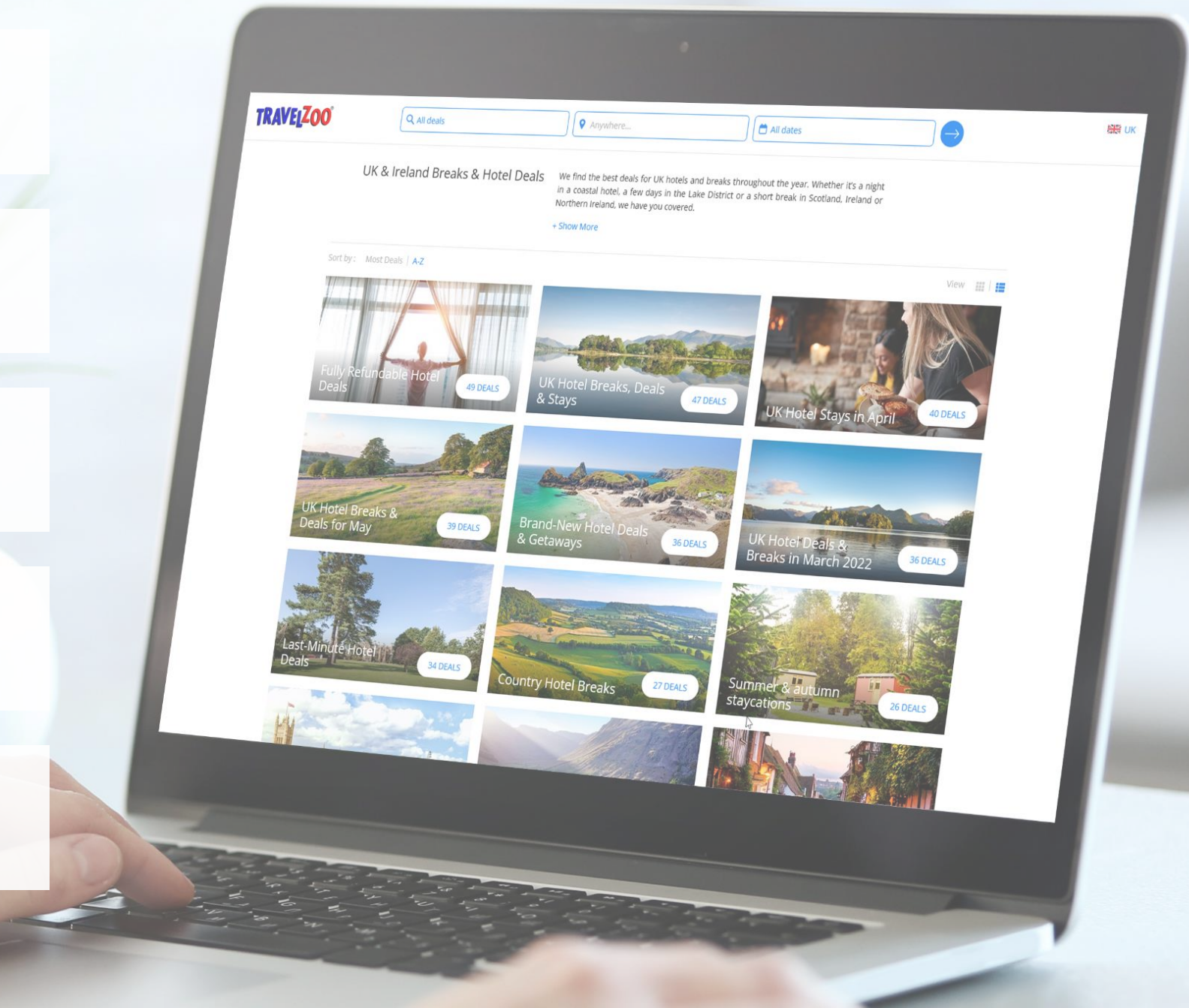
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Marketing Beyond Our Borders

CASE STUDY CITY HOTEL, LONDON



706
vouchers
sold



£89K+
gross
revenue
from the North American
market alone



TOP 5
UK is in the
Top 5 destinations
for U.S. and Canada
members

Top Five Perks



- #1** Free parking
- #2** Full English breakfast
- #3** Free room upgrade
- #4** Early check-in (before 3pm)
- #5** Late checkout (after 12pm)

What perks or extras do you value most highly when booking a UK hotel?
Select up to three.

Pre-Sell Sell Outs

- #1 Advance selling need period
- #2 High volume, pre-arrival upsell
- #3 Average LOS of nearly 2.5 nights
- #4 Targeting midweek occupancy
- #5 Marketing benefits

The screenshot shows a travel deal page for a 2-night autumn mini break at Grand Hotel Swanage. The deal is priced at £99, a 70% discount from the original price of £340. The deal is marked as 'SOLD OUT' and expired at 10:15 AM CT on Mar 11. The page features a gallery of images including the hotel building, a beach, and a cliffside view. A 'Fully refundable voucher' section explains the terms, and a 'What's Included' section lists the details of the stay. A 'When You Can Go' section specifies the dates from November 2022 to March 2023. A 'How to Book' section provides instructions for purchasing the voucher. A 'Getting There' section includes a map. A customer review is also visible at the bottom.

SWANAGE
£99 – Dorset coast: 2-night autumn mini break, save 70%
Grand Hotel Swanage

UP TO 70% OFF
£99 ~~£340~~
SOLD OUT
at 10:15 AM CT on Mar 11

Ross Palmer
Deal Expert

Share this Deal

Why We Love This Deal
For less than £50 per person, you can snap up a 2-night stay at the Grand Hotel Swanage, which boasts **panoramic views of Dorset's Jurassic Coast**. This mini break — valid for stays from November this year until March, 2023 — **saves up to 70%** on the regular rates.

What's Included

- Valid Sunday-Thursday 1 November, 2022-31 March, 2023. Fridays and Saturdays are an extra £30 per night (payable direct to the hotel)
- Two nights' accommodation in a Standard Inland Double or Twin Room, with daily full English breakfast, for two
- Stay in a **Sea View Double or Twin Room** for an extra £30 per night (subject to availability; payable to the hotel direct)
- Not available on** 24-31 December, 2022; 11-12 February; 3-5 March, 2023

96% Enjoyed This (see All 302 Member Ratings)
"Very helpful staff. We booked a sea view room which we

When You Can Go
Sun-Thu 1 Nov, 2022-31 Mar, 2023; +£30 Fri-Sat

How to Book
Click "Continue" to purchase your voucher(s). Then contact the hotel directly to complete your reservation.

Not available on 24-31 December, 2022; 11-12 February; 3-5 March, 2023.

Getting There

Last-Minute Marketing

- #1 Short-term, last-minute need
- #2 Increased LOS 1.7 to 2.2 nights
- #3 High conversion on room upgrades
- #4 Targeted direct F&B spend

MACHYNLLETH
£169 – April: 2-nt Wales coaching inn stay w/meals, 48% off
The Wynnstay

UP TO 48% OFF
£169 ~~£330~~
SOLD OUT
at 2:48 PM CT on Mar 29

Adam Potter
Deal Expert

Share this Deal

Why We Love This Deal

Book a **last-minute break** to Wales and escape to an 18th-century former coaching inn in Machynlleth — “a bustling little place with a great vibe” (*Rough Guides*) — on the southern edge of **Snowdonia National Park**. A 2-night break for two at The Wynnstay in April, including breakfast and dinner each day, is now £169, and **saves up to 48%** on regular rates.

When You Can Go
1-30 Apr, 2022

How to Book
Click “Continue” to purchase your voucher(s). Then contact the hotel directly to complete your reservation.
Not available on 15-17 April

Getting There
The Wynnstay
Heol Maengwyn

97% Enjoyed This (See All 349 Member Ratings)
“Great value two-day break in the Wynnstay. The food and

What's Included

- ✓ Valid seven days a week from 1-30 April, 2022
- ✓ A 2-night stay for two people in a Standard room, with full Welsh breakfast
- ✓ £30 per person, per night dining credit to spend in the **hotel's restaurant**
- ✓ It's £10 more per night to stay in a **Superior** room (larger than a Standard) or £20 more per night to stay in a **Four Poster** room, payable direct to the hotel
- ✓ **Not available on 15-17 April**
- ✓ *Note:* Entry restrictions may be in place for this destination, and services at the hotel may be disrupted due to the pandemic. Check advisories for the destination and hotel before making travel arrangements.

In Summary...

Engaged audience

Occupancy benefits

Marketing/brand exposure

Revenue

Global reach

TRAVELZOO[®]

THANK YOU

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