

How Hotel Chains Achieved Record-Breaking Sales!

Cyberweek 2024 has shattered expectations, establishing itself as the most successful booking week of the year for the hotel industry. With an overall booking growth of 23% and an extraordinary 40.5% increase in revenue, this season's offers have captivated travelers like never before.

For those in the travel industry, these results demonstrate how Cyberweek can transform your business strategy.

Explore the data and discover the impact Affilired has delivered for its clients!


What is Cyberweek?

Cyberweek is not just about discounts; it's an incredible opportunity for hotel chains to fill rooms and secure revenue during the off-season. This event merges exclusive promotions spanning Black Friday, Cyber Monday, and the days before and after, attracting millions of travelers worldwide.

In 2024, Affilired's expertly managed campaigns have shown that strategic planning and optimization are the keys to outperforming previous years.

Cyberweek Global Results Solid and Consistent Growth

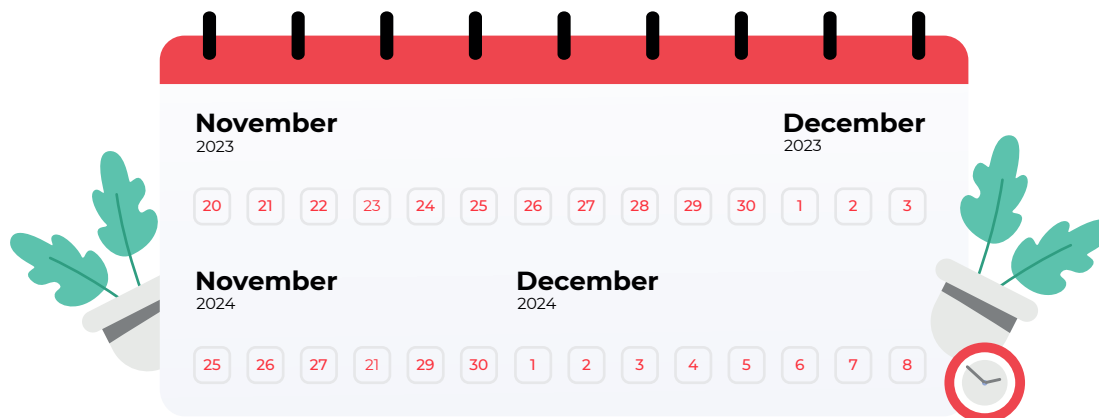
When comparing Cyberweek 2024 (November 25 to December 8) to 2023 (November 20 to December 3), the booking results generated by Affilired's campaigns are remarkable:

 Generated Bookings
+23.38%

 Average booking value
+13.86%

 Total revenue generated
+40,5%

These metrics underscore not only increased demand but also growing consumer confidence in travel planning and the effectiveness of well-executed promotional strategies.



Regional Analysis

Unique Growth Patterns Across Markets

Affilired operates in three primary regions: APAC, EMEA, and the Americas. Each region reflects positive outcomes with distinct trends that highlight traveler behaviors.

Americas Division: Unprecedented Growth

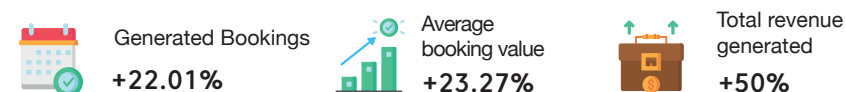
Affilired's campaigns in the Americas, covering key markets such as the United States and Mexico, delivered outstanding results during Cyberweek 2024.



These figures highlight the strength of the Americas region, with Affilired's strategies driving significant growth in both booking volume and value. The combined efforts in the United States and Mexico showcase the importance of leveraging Cyberweek to capture demand and maximize revenue potential in these markets.

EMEA Division

This division spans from the Iberian Peninsula to the Middle East. Key markets analyzed include Spain, the UK, Germany, France, and Italy.



Europe has shown robust growth, solidifying its position as a leader in adopting digital strategies and responding positively to targeted promotions.

Asia-Pacific Division (APAC)

Affilired manages over 120 hotel chains across Asia, with Indonesia and Thailand being key markets.



The APAC region has been a standout performer this Cyberweek, showcasing dynamic growth that reaffirms the immense potential of Asian markets.



Conclusion

Cyberweek 2024 has been a resounding success, with growth across all key metrics. These results highlight the event's importance as a strategic tool for hotel chains aiming to maximize revenue and maintain competitiveness.

Each region offers unique insights into how consumers respond to Cyberweek promotions, enabling brands to fine-tune strategies and innovate for future editions. This year, Affilired hasn't just achieved growth; we've proven the power of combining technology, marketing, and affiliate strategies to deliver exceptional results.

