

How to run a successful January Sale for your Holiday Park



What's the Big Idea? (Define Your Goals)

Before you start splashing "SALE" everywhere, ask yourself:

- 1 • What are you trying to achieve? More revenue? Filling midweek gaps? Boosting loyalty?
- Who's your audience? Families? Couples? Repeat guests?

Takeaway: Know your goals and who you're talking to—otherwise, you're just shouting with no one listening.

Build Offers They Can't Refuse

Nobody gets excited about vague discounts. Instead, review your pricing and offer a clear, best-ever discount that drives bookings **now**.

- 2 • Advance Saver Offer: "Book your 2025 break this January and save 25%!"
- Low Deposits: "Secure your summer holiday for just £50 today!"
- Quiet Period Specials: "Midweek winter breaks from just £149 for 3 nights."

Get Personal (Target Your Audience)

Don't send the same email to everyone. Tailor your messages to:

- 3 • Repeat Guests: "We loved having you last year—here's an extra something to welcome you back."
- New Customers: "Find out why 20,000 chose [Your Park Name] in 2024 for their Summer holiday destination."
- Families: "We've even included Peak School holidays in our deals"

Takeaway: Speak their language. Make them feel like the offer was made just for them.

Shout It from the Rooftops (Marketing)

Your offers won't sell themselves, so get the word out:

- 4 • Email Campaigns: Start with a teaser in December: "Big January Sale Coming Soon!" Then follow up with emails each week, showcasing specific accommodation, savings and ensuring that the messaging is right for the segmented audience. Follow up with clear calls to action.
- Social Media: Use eye-catching visuals (think cosy lodges, happy families, or scenic sunsets) with captions like: "Your next adventure starts here - Save X% on All 2025 breaks"
- Website: Add a banner on your homepage that shouts about the "SALE!" with a link straight to the booking page.
- Paid Ads: Use Facebook and Instagram to retarget people who are already daydreaming about their next holiday

Create FOMO (Scarcity and Urgency)

Nobody likes to miss out. Use these tricks to create a sense of urgency:

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- "Only 10 lodges left at this price!"
 - "Book now to make sure you get your ideal dates, accommodation and duration"
 - "Offer ends 31st January—don't miss out!"
 - "Book now and get first dibs on the best dates."

Takeaway: Make them feel like they'll regret not acting now.

Fill the Gaps (Bolster Quiet Periods)

The goal isn't just bookings—it's strategic bookings. Use your sale to:

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- Promote midweek stays (perfect for retirees or couples).
 - Push winter breaks with cosy features like hot tubs or log fires.
 - Create seasonal packages (think Valentine's getaways or Easter family breaks).

Takeaway: Target your offers to fill your park during its quietest times.

Use Social Proof (Show Off Your Success)

People trust people. Share:

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- Testimonials: "Best winter escape we've ever had!"
 - Photos of happy guests: Families playing, couples relaxing, dogs living their best lives.
 - User-generated content: Repost guest photos and reviews.

Takeaway: Let your happy customers do the selling for you.

Don't Stop After January

Once the sale ends, keep the momentum going:

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- Thank Your Customers: A quick email saying "thanks for booking - we can't wait to see you!" goes a long way.
 - Encourage Add-Ons: Upsell activities, dining, or extended stays closer to their holiday date.
 - Stay in Touch: Nurture your new leads with follow-up campaigns.

Takeaway: Use your January sale to build relationships, not just take bookings.

Final Thoughts

A successful January sale isn't just about slashing prices—it's about creating irresistible offers, speaking directly to your audience, and filling your park when you need it most. Done right, it'll set you up for a fantastic year ahead.

Tracking and Measuring Success

Running a January sale is only half the battle—tracking and measuring its performance is what ensures it's a success. By monitoring the right metrics, you'll not only see how well your campaign performed but also gain valuable insights to refine future efforts.

Here's how to track and measure your January sale effectively:

Set Clear Metrics Before You Start

Decide what success looks like before you launch. Key metrics to track include:

- Website Traffic: Measure the number of visitors to your site during the campaign period.
 - Conversions: Track how many visitors completed a booking or enquiry.
 - Revenue: Monitor total income generated from the sale.
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- Email Performance: Look at open rates, click-through rates, and bookings generated from each email.
 - Return on Investment (ROI): Calculate the revenue compared to your marketing spend.

💡 Pro Tip: Use benchmarks from previous campaigns or similar promotions to gauge success.

Use the Right Tools

Make sure you have the tools in place to capture and analyse data:

- Google Analytics: Track traffic, behaviour, and conversions on your website.
 - Email Marketing Software: Monitor open and click-through rates, and identify which emails drove the most bookings.
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- Booking System Reports: Analyse booking trends, revenue, and offer-specific performance.
 - Social Media Insights: Check engagement, clicks, and conversions from paid and organic posts.

💡 Pro Tip: Set up UTM parameters for your links to see exactly where traffic and bookings are coming from.

Monitor in Real-Time

Keep an eye on your metrics during the sale. Real-time data allows you to:

- Adjust underperforming campaigns.
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- Test new email subject lines or ad copy.
 - Shift budget to channels that are delivering the best results.

💡 Pro Tip: Create a dashboard that compiles all your key metrics in one place for easy monitoring.

Analyse Post-Campaign Results

Once the sale is over, dig into the data:

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 - Best-Performing Offers: Which deals drove the most bookings and revenue?
 - Audience Segments: Which customer groups engaged the most?
 - Channel Performance: Did email, social media, or paid ads perform better?
- 💡 Pro Tip: Identify what worked (and what didn't) to fine-tune future campaigns.

Calculate ROI

Here's a simple formula to determine your campaign's ROI:

$(\text{Total Revenue} - \text{Total Costs}) \div \text{Total Costs} \times 100$

For example:

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If your January sale brought in £10,000 in revenue and cost £2,000 to run:
 $(£10,000 - £2,000) \div £2,000 \times 100 = 400\% \text{ ROI}$

💡 Pro Tip: Break this down further by offer or channel to see which drove the highest returns.

Use Feedback as a Metric

Don't just rely on numbers—listen to your customers.

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 - Send a quick survey to find out why they booked and what they loved.
 - Check reviews or comments for insights into what resonated.
- 💡 Pro Tip: Happy customers become loyal customers. Use this feedback to nurture relationships and secure repeat bookings.

Why Tracking Matters

Measuring your sale's performance is how you turn a good campaign into a great one. The insights you gain will:

- Show you what worked.
- Highlight areas for improvement.
- Ensure future campaigns are even more successful.

Ready to make this your most successful January sale yet? Start tracking from day one and let the data guide you to success.

If you need some assistance with planning and carrying out a January Sale, then LADM can help - email us at hello@ladm.co.uk
