Hospitality December Flow Pack.

Five Klaviyo flows that fill restaurant tables in December, with the trigger, the timing and the message for each. Build them before 1 December and they work every night through Christmas, which is exactly when nobody has time to write emails.

34%

of Christmas party bookings landed in one week, the week starting 8 December

Dojo bookings data, 2025

23%

of Christmas Eve reservations were for breakfast, a daypart most venues never promote

Zonal, 2025

0.8%

like-for-like sales growth for managed restaurants last December, while pubs pulled ahead

NIQ RSM Hospitality Business Tracker, December 2025

Invincible Digital, November 2026. Companion to the Insights piece "Restaurant December: five Klaviyo flows that fill tables" at invincible-digital.com/insights.

Connect the bookings to the inbox.

Every flow in this pack starts with a booking event. Until your booking system talks to Klaviyo, you are sending campaigns to a list, not messages to a guest. This is the week to fix that.

1. Get booking events into Klaviyo

Use the native integration where your booking system has one (SevenRooms does). Otherwise a Zapier or Make scenario that creates one Klaviyo event per booking does the job in an afternoon. Three events cover everything in this pack:

- **Booking Made**, with venue, date, time, covers, occasion, deposit paid and booking source as properties.
- **Booking Cancelled**, with the same properties plus the cancelled time.
- **Booking Completed** (seated or checked in), so thank-you messages never go to no-shows.

2. Build four segments

- **December guests:** Booking Made where booking date is in December.
- **Group organisers:** Booking Made where covers is 8 or more.
- **Nearby past guests:** Booking Completed in the last 12 months, postcode within your catchment, no booking this week.
- **Loyal guests:** two or more completed bookings. 40% of diners are loyal to one or two restaurants, and they are the cheapest tables you will ever fill.

3. Keep the service messages clean

Confirmations and reminders are service messages about a booking the guest made. Keep them about that booking (menu, pre-order, how to get there, how to cancel) and they can go to every booker. Offers and January incentives go only to profiles with marketing consent, so collect it at the point of booking.

The five flows at a glance

FLOW	TRIGGER	METRIC
1. Festive confirmation	Booking Made, within the hour	Pre-order rate
2. Group organiser	Booking Made, 8+ covers	Pre-orders in by deadline
3. Day-before reminder	24 hours before	No-show rate
4. Thank-you and rebook	Morning after	Reviews, January bookings
5. Last-minute tables	Cancellation or quiet night	Released tables filled

FLOW 1 OF 5

The festive confirmation.

On booking | Within the hour | Every December booking

A December booking is made. The confirmation that follows should sell, not just confirm: the festive menu, the drinks pre-order and the add-ons, while the guest is still excited about the night.

THE MESSAGE	The essentials (venue, date, time, covers, address). The festive menu as a link. Pre-orders and when they close. Drinks packages and add-ons such as cake, crackers or a private area. How to change or cancel, in one line.
SUBJECT LINES	"You're booked: [venue], [date] at [time]" or "Your December table is confirmed, and the festive menu is inside".
KLAVIYO BUILD	Trigger: Booking Made. Flow filter: booking date is in December. Smart Sending off. One email, no delay. A second email three days before the pre-order deadline for anyone who has not pre-ordered.
WATCH	Pre-order rate on December bookings, week by week.

FLOW 2 OF 5

The group organiser.

Groups | Immediately, then 7 days and 2 days before | 8 or more covers

One person is organising eight or more people, collecting choices and chasing money. Make their life easy and the table pre-orders itself.

THE MESSAGE	The group menu. One pre-order form link they can forward to the whole group. Deposit details and how to pay. Dietary requirements. Arrival and latecomer policy. The line "forward this to your group" near the top.
SUBJECT LINES	"Your table for [covers]: everything your group needs in one link" and, seven days out, "Pre-orders for your group close on [date]".
KLAVIYO BUILD	Trigger: Booking Made. Flow filter: covers is at least 8. Three emails: straight away, 7 days before and 2 days before, each skipped if the pre-order form is complete (use a Pre-order Submitted event or a profile property).
WATCH	Share of groups with pre-orders in by the deadline.

FLOW 3 OF 5

The day-before reminder.

24 hours | 10:00 the day before | Every booking

One-click confirm and cancel buttons turn a no-show into a table you can resell. The cancel button is the point: a guest who cancels at 11:00 frees a table you can fill by 19:00.

THE MESSAGE	"See you tomorrow at [time]" with two buttons, confirm and cancel. Getting here: map link, nearest station, parking. Pre-dinner drinks at the bar from [time]. Anything they need to know about coats, kids or access.
SUBJECT LINES	"See you tomorrow at [time]. Tap to confirm" or "Tomorrow at [venue]: one tap to confirm your table".
KLAVIYO BUILD	Trigger: Booking Made. Wait until 24 hours before the booking date and time. Send email, and SMS where you have consent. Cancel button points at the booking system's cancellation link, which fires Booking Cancelled and feeds flow 5.
WATCH	No-show rate against November, and the share of cancellations that arrive before 15:00.

FLOW 4 OF 5

The thank-you and rebook.

Next day | 10:00 the morning after | Completed bookings only

Say thank you while the evening is fresh, ask for the Google review in the same breath, and give December guests a January-only reason to come back. January is the quiet month; December is when you fill it.

THE MESSAGE	Thank you, by name. The Google review link as one button. The January reason: a set menu at a price, a bottle on the house for the same table, or a January-only date. One booking link. Loyal guests get the warmer version.
SUBJECT LINES	"Thank you for last night" or "Last night was lovely. January is quieter, and we'd like you back".
KLAVIYO BUILD	Trigger: Booking Completed (or Booking Made with a wait of 1 day after the booking date, filtered to status completed). Conditional split on Loyal guests. Marketing consent required for the January incentive.
WATCH	Reviews per 100 covers, and January bookings from December guests.

FLOW 5 OF 5

Last-minute tables.

Gaps | Same day by 15:00, or the day before | Nearby past guests

A cancellation or a quiet night. Send nearby past guests one specific line, not a newsletter: "Two tables for four have come free on Thursday at 7.30pm", with one tap to book. Never more than once a week to the same person, or it stops working.

THE MESSAGE	The night, the time, how many tables, one booking button. No discount needed; the scarcity is real. A small perk (a glass on arrival) if the night is genuinely quiet.
SUBJECT LINES	"Two tables for four, Thursday 7.30pm" or "A table came free tonight at [venue]".
KLAVIYO BUILD	Two routes. Automatic: a Table Released event from the booking system triggers a flow to the Nearby past guests segment. Manual: a saved campaign template sent to the same segment when the team sees a quiet night. Either way, a flow filter "has not received this message in the last 7 days".
WATCH	Share of released tables filled, and unsubscribes on this flow (if they rise, you are sending too often).

THE DAYPARTS MOST VENUES LEAVE EMPTY

- **Christmas Eve breakfast.** 23% of Christmas Eve reservations were for breakfast (Zonal). One campaign to December guests and loyal guests, two weeks out.
- **The week of 8 December.** 34% of Christmas party bookings landed in it (Dojo). Open group pre-orders early and promote group menus from mid-November.
- **Boxing Day and the days between.** Brunch and long lunches to loyal guests, booked from the thank-you flow.
- **New Year's Eve early sitting.** Families and groups who want to be home by ten. A separate menu and a separate campaign.

Four dates and a Monday habit.

A flow is written once in November and works every night through Christmas. Here is the order to build it in.

THIS WEEK
Connect the booking system to Klaviyo. Create the three events and the four segments. Collect marketing consent at the point of booking.

BY 24 NOVEMBER
Write and test flows 1 to 4. Send every email to yourself on a phone before it goes live. Set pre-order deadlines in the booking system.

BY 1 DECEMBER
Build the Nearby past guests segment and the Table Released trigger, or the saved campaign for quiet nights. Brief the floor team on who presses send.

EVERY MONDAY IN DECEMBER
Review four numbers: no-show rate, cancellation rate, pre-order rate and January bookings from December guests. Change one thing, not five.

The checklist

- [ ] Booking events reaching Klaviyo (Made, Cancelled, Completed)
- [ ] Four segments built and counts checked
- [ ] Festive menu and pre-order form linked from flow 1
- [ ] Group pre-order form that organisers can forward
- [ ] Confirm and cancel buttons tested end to end
- [ ] Google review link and January incentive signed off
- [ ] Last-minute message saved and the 7-day cap set
- [ ] Christmas Eve breakfast and NYE early sitting campaigns scheduled

Want it built for you?

We set these flows up for restaurant groups across London and Barcelona, connected to SevenRooms, OpenTable and the rest. Book a call and we will have the pack live before December.

invincible-digital.com

Sources: Dojo bookings data (week of 8 December 2025); Zonal (Christmas Eve reservations, 2025); NIQ RSM Hospitality Business Tracker (December 2025); Klaviyo (diner loyalty research). Invincible Digital Ltd, 20 Wenlock Road, London N1 7GU, and Invincible Digital S.L., Granada.