July 31 2025: Hidden Fields for Booking Calendars

Hidden Fields for Booking Calendars: Capture What Matters, Discreetly!

This feature lets you add fields to your booking forms that are completely hidden from your visitors, yet are fully functional for internal data capture.

When you use a Hidden Field, it silently collects essential internal data such as campaign sources, specific tags, or known customer information without ever being displayed to the end-user. This ensures a clean and focused booking experience for your visitors while providing your team with invaluable context.

This feature works seamlessly with your existing field mapping. You can map these hidden questions to system fields or custom fields, and even set a fallback value in case no other information is provided. For dynamic data capture, Hidden Fields can also receive values passed through URL parameters.

Our approach provides **true hidden field support**, meaning these fields are genuinely invisible and not just pre-filled, setting us apart from some competitors who may only offer pre-fill options.

Why it matters:

The **Hidden Fields** feature empowers you to **strategically capture internal data**, solving a critical challenge many users face. Previously, relying solely on URL parameters to pass internal data posed a risk, as some browsers could strip these parameters, leading to lost tracking information. Hidden Fields eliminate this vulnerability, ensuring your vital data is always securely captured.

This capability is crucial for:

- **Enhanced Campaign Tracking:** Accurately attribute bookings to specific marketing campaigns, allowing for more precise ROI analysis and optimization of your marketing spend.
- **Discreet Data Handling:** Pass internal data without displaying it to guests or relying on URL parameters, ensuring privacy and a streamlined booking experience.

Who can access it:

Plan: Available on all plans.

Access Level: All users can utilize this feature to configure hidden fields on their Booking Calendars.

Permissions: While all users can enable and use hidden fields, only admins have the necessary permissions to create new custom fields that can be mapped to these hidden values for downstream integrations or for passing hidden field values through URL parameters.

For detailed instructions on using Hidden Fields, please take a look at our **Using Hidden Fields to Pass Data to Booking Calendars article**.

We're incredibly excited for you to explore these new enhancements and see how they can streamline your work and improve your users' experience!