

## MAILER:

Bermuda

## OBJECTIVE:

The Bermuda CVB faced the challenge of generating online reservations during its Pink Sale and wanted to promote the special savings on hotels during the event.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign that segmented an audience of luxury travelers who regularly book luxury vacations at exclusive resorts. eTargetMedia strategically selected the list of High Income Luxury Travelers and targeted consumers with household incomes of \$100k+ and geo-targeted DMAs that have a high travel rate to Bermuda including New York, Philadelphia, Boston, Washington DC, Atlanta and Chicago. The offer promoted up to 50% off on hotel rates during Bermuda's Pink Sale event and was designed to promote Bermuda as a great place to escape everyday life and get lost in all of the fun activities that the island offers.

## OUTCOME:

The email marketing campaign was very successful and resulted in increased website traffic and online bookings during Bermuda's Pink Sale. The campaign did an exceptional job of reaching luxury travelers who would be most interested in booking a luxury getaway to Bermuda.

## BERMUDA



### *Don't let this offer disappear*

Now is the best time of the year to get lost in Bermuda. Book by February 1st and you can save up to 50% at participating hotels\*.

Start planning your trip today and look forward to your own disappearing act – one where you escape everyday life for days spent kayaking through hidden sea caves, sipping Rum Swizzles or browsing the shops of St. George's. But you must act fast - this offer ends soon.

**BOOK TODAY**

\* At participating hotels. Rules and restrictions apply.

Find out what eTargetMedia can do for your business.  
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