

# COLORADO TOURISM SKIING CASE STUDY

## MAILER:

Colorado Tourism

## OBJECTIVE:

Colorado Tourism faced the challenge of promoting Colorado as America's best skiing and winter sport destination.

## SOLUTION:

Colorado Tourism launched their America's Best Skiing® campaign and wanted to reach avid skiing and winter sports enthusiasts who have a passion for adventure and a history of traveling to ski destinations. eTargetMedia strategically selected the Avid Snow Skiing Enthusiasts file which allowed Colorado Tourism to connect with active skiers, snowboarders and winter sports fans who hit the slopes on a regular basis or regularly plan ski trips. The campaign was geo-targeted to U.S. nationwide avid winter sports fans while omitting Colorado as a geographic target. The creative was designed to introduce all of the winter sport activities that Colorado has to offer as well as positioning Colorado as the best place to travel this winter.

## OUTCOME:

The email campaign was very successful for Colorado Tourism. The campaign generated exceptionally high open and click through rates as well as dramatically increasing traffic to the Colorado Tourism website. The email campaign also increased awareness of the America's Best Skiing® ad campaign.

COME TO LIFE  COLORADO

3 WAYS to make the  
most of your winter

EXPLORE NOW

01

DISCOVER THE MAGIC OF BLUEBIRD  
SKIES OVER FRESH POWDER



TRY SOMETHING NEW LIKE  
FAT BIKING IN THE BACKCOUNTRY

02



03

EXPERIENCE AMERICA'S BEST SKIING®  
FOR YOURSELF

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