

MAILER:

Travel Costa Mesa

OBJECTIVE:

Travel Costa Mesa faced the challenge of increasing online bookings to Costa Mesa hotels and wanted to increase awareness about their free ticket to Disneyland promotion with a 2-day stay at Costa Mesa hotels.

SOLUTION:

eTargetMedia planned a strategic email marketing campaign for Travel Costa Mesa that targeted family travelers and amusement park enthusiasts in geo-targeted areas that have a high rate of travelers to California and the great West. eTargetMedia strategically selected the American Family Travelers; Avid Amusement & Theme Park Enthusiasts as well as Avid Weekend Getaway Travelers files and targeted travelers with a household income of \$120k+ as this target group included a prime audience of travelers who would be highly likely to visit Costa Mesa and be interested in a free ticket to Disneyland. The campaign was geo-targeted to California, Arizona, Nevada, Texas, Illinois, Colorado, and Washington State.

OUTCOME:

The email marketing campaign was a great success and online bookings to Costa Mesa hotels increased substantially during the promotion. The open and click through rates were above average rates for an acquisition based travel campaign and awareness about the free ticket to Disneyland with a 2-day stay in Costa Mesa increased and helped to drive online bookings and travel booking inquiries.



COSTA MESA
MAGICAL MEMORIES PACKAGE

1 DAY 1 PARK
GET A **TICKET** TO **Disneyland**
WITH A 2-DAY STAY

Treat your family to a memory of a lifetime.

Included with every hotel stay in Costa Mesa is a special gift to enjoy the magic of Southern California. Stay at least two consecutive nights from August 12 - October 1 at a participating Costa Mesa hotel and receive a **one-day, one-park ticket to the Disneyland Resort.**

BOOK NOW

COSTA MESA
CITY OF THE ARTS
CALIFORNIA

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com