

MAILER:

Diamond Peak Ski Resort

OBJECTIVE:

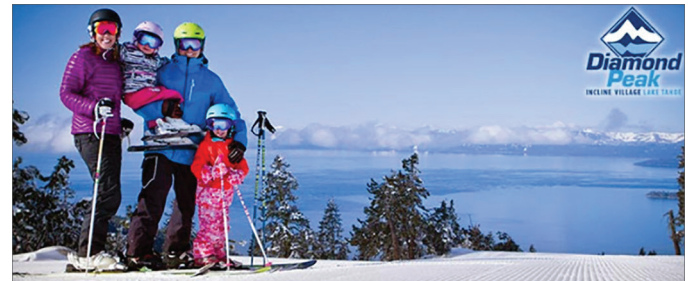
Diamond Peak Ski Resort faced the challenge of increasing ski lift ticket sales to families during the peak winter months.

SOLUTION:

eTargetMedia implemented a targeted and effective email marketing campaign that segmented families who enjoy skiing, snowboarding and other winter sport activities as well as families with young children and teens who enjoy traveling to winter destinations. The campaign targeted families with the discretionary income to spend on travel and ski vacations and the offer was sent out at just the right time when families would be planning their winter ski trips. The offer was designed to promote Diamond Peak Ski Resort as a perfect family-friendly mountain for beginner and advanced skiers. The offer also included special discounted rates for online ticket sales as well as promoting the kids 6 and under ski free deal.

OUTCOME:

The email marketing campaign was very successful and generated high open rates, click through rates and conversion rates. The client stated that online lift ticket sales increased during the promotion and they also saw an increase in email club subscriptions.



3 reasons to try Diamond Peak Ski Resort this winter

Diamond Peak Ski Resort, located on the North Shore of Lake Tahoe [above Incline Village](#), is the perfect family-friendly mountain for skiers and riders who want an authentic Tahoe experience this winter.

Enjoy miles of perfectly groomed, uncrowded slopes; gladed tree runs; an expansive learn-to-ski/ride beginner area; and [1,840 feet of vertical](#). Diamond Peak features easy access from our slopeside parking, ski and snowboard lessons for all ages (including a dedicated kids learning area), and the most breathtaking views of Lake Tahoe around.

[Click for current snow conditions](#)



Kids 6 and under ski FREE

Here at Diamond Peak, we love kids and families, which is why kids 6 and under always ski free, and lift tickets for kids ages 7-12 are just \$24 (\$33 on holidays). Youth ages 13-23 also get a deal, with lift tickets for only \$49 (\$59 on holidays). [Full details here.](#)

Adults ski/ride for just \$64

What good is a discounted children's price if the adults in your group have to pay through the nose to join them on the slopes? Diamond Peak makes saving money easy with value-oriented \$64 adult lift tickets daily (just \$69 on holidays). No need to buy online in advance or create an account - just show up at our ticket windows for everyday honest deals. [Click here for all lift ticket options.](#)



[Join our email club](#)

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