

MAILER:

Hilton Orlando Bonnet Creek

OBJECTIVE:

Hilton Orlando Bonnet Creek faced the challenge of positioning the hotel as the leading destination among affluent families who are active travelers, and increasing bookings from target cities of focus for Mother's Day weekend.

SOLUTION:

eTargetMedia implemented a highly effective, targeted email marketing campaign segmenting an audience of families with children, HHI \$200K+, skewed male (due to Mother's Day planning) with affluent lifestyle qualifiers, with an interest in family travel as well as theme parks. We segmented four primary geographic regions, which were three key FL major metro areas in driving distance for weekend travel, as well as one secondary geographic region, which was a GA metro area with a high concentration of FL vacationers.

OUTCOME:

The email marketing initiative resulted in above industry average open and click through rates as well as the client reporting strong conversion rates. The campaign increased traffic to the client site, increased visitation from new and repeat visitors, and increased requests for information. Due to the strong response the client returned for repeat campaigns throughout their peak travel season.



A gourmet Mother's Day.
With a little help from your little ones.

Hilton Orlando Bonnet Creek has whipped up quite a Mother's Day experience for the whole family. Our staff will guide your children in creating your breakfast at Harvest Bistro®, complete with a fresh flower bouquet to be served bedside. This will be a day she will not soon forget.

- One spacious guest room
- Breakfast at Harvest Bistro® for one adult and up to two children
- Mother's Day Breakfast in Bed Experience
- Kids help to cook (and plate) breakfast for Mom at Harvest Bistro®
- Kids make a fresh flower bouquet for Mom
- Kids and their adult chaperone (Dad) deliver breakfast to Mom in her guest room

BOOK NOW >

Select May 7 -8

Additional nights can be booked at our Best Available Rate.



*Mother's Day Breakfast in Bed Experience is available only on the morning of Sunday, May 8, 8am - 11am.

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