

## MAILER:

**Hyatt Regency Lake Tahoe Resort, Spa and Casino**

## OBJECTIVE:

The Hyatt Regency Lake Tahoe faced the challenge of increasing bookings of corporate meetings, events, and conferences, as well as generating new group reservations and banquet dinners.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of event and meetings planners in six target states of focus for new conference business. The offer was designed to provide an overview of benefits awarded exclusively to group bookings such as private beach access, on site winter or water sports, and a full range of outdoor activities. eTargetMedia strategically utilized the high performance list of American Meeting and Event Planners to reach a targeted audience of professionals who actively book group business for a variety of corporate or private events.

## OUTCOME:

The email campaign provided excellent brand awareness to educate meeting planners on all that Hyatt Regency Lake Tahoe has to offer while generating an increase in traffic, leads and ultimately an increase in group bookings over the duration of the promotional period.



### Would you like a free s'mores reception?

Gather around one of our cozy outdoor fire pits and enjoy a complimentary s'mores reception when you book a paid banquet dinner and 10 or more rooms.

[LEARN MORE >](#)

Hyatt Regency Lake Tahoe Resort, Spa and Casino is your one-stop destination for an amazing group experience. Our relaxing lakeside resort offers 422 alpine-modern guest rooms and suites and is only 40 minutes from Reno-Tahoe International Airport. Groups have access to our private beach, on-site winter and water sport rentals, and skiing, golfing, hiking, and mountain biking are all within five minutes of our resort.

To learn more about our group incentives, visit [HyattTahoeMeetings.com](http://HyattTahoeMeetings.com).

- A Whole New Look at Teambuilding**
- Cardboard boat races on Lake Tahoe
  - Sunset catamaran cruise
  - Photo safari on area trails
  - Chili cook-off
  - Cooking and wine pairing class



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