

MEETINGS AND CONVENTION PLANNERS CASE STUDY

MAILER:

Reno-Tahoe Meetings

OBJECTIVE:

Reno-Tahoe Meetings, in collaboration with the North Lake Tahoe CVB, Reno Sparks CVB and local meeting partners, faced the challenge of increasing brand awareness as well as positioning Reno-Tahoe as an ideal location for meetings and conventions, to convey to meeting planners that the destination now has more options than ever to cater to unique needs of business travelers and convention attendees.


SOLUTION:

eTargetMedia implemented a highly effective, targeted email marketing campaign segmenting an audience of meeting and convention planners in CA, NV, DC and IL, from eTargetMedia's high performance B2B files of American Meeting and Event Planners, and B2B Executives. The campaign was designed to promote Reno-Tahoe as an ideal meeting and convention destination as well as educate professionals on the wide array of facilities available, the proximity and easy access to air travel, and the wide variety of local activities to entertain attendees and attract attendance. These include the nature inspired activities of the lake and surrounding mountains, cultural and artistic venues, and a plethora of unique culinary and shopping options all within easy access to meeting facilities. The campaign also included downloadable meeting toolkits for both Reno and North Lake Tahoe to allow meeting and convention planners to immediately begin planning their next meeting.

OUTCOME:


The email marketing initiative resulted in a phenomenal open and click through rate that exceeded industry average for acquisition marketing, leading to increased traffic, increased brand awareness, and increased leads for Reno-Tahoe Meetings.


**Saving money on your next meeting? Or saving the world?
Do both at Reno Tahoe with Good Value/Good Values.**



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Good Value/Good Values generously rewards you for selecting Reno Tahoe, a meeting destination with a certifiable means of saving you and your meeting a considerable sum of money, while you help save the world.




north lake tahoe




Your Good Values, Hard at Work

Book your meeting here and we'll contribute in your good name to the Susan G. Komen Race for the Cure Foundation, the ASPCA or the American Red Cross.

\$1,000 For Booking Your Meeting at Reno Tahoe	\$250* For Booking a No-cost Site Inspection	\$50* For Submitting Your RFP
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Come See, Fly Free!
We think you'll like what you see when you visit Reno Tahoe. In fact, we'll even sponsor your visit with Come See, Fly Free!*

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