

MAILER:

Omni Resorts

OBJECTIVE:

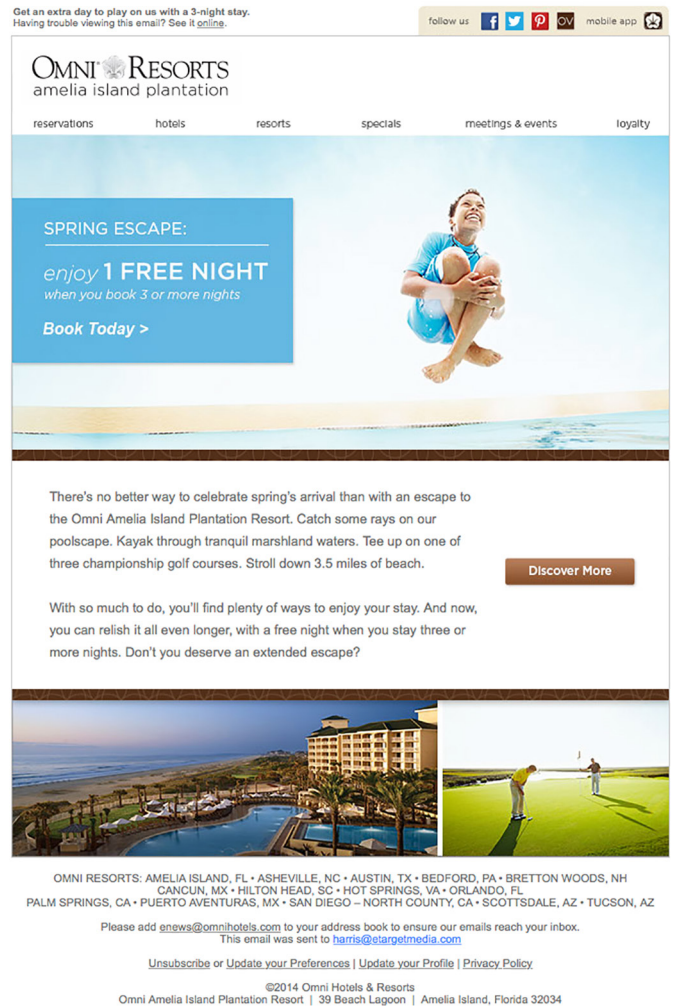
The Omni Amelia Island Plantation Resort faced the challenge of increasing bookings during the spring vacation season.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of high end luxury travelers with an interest in specialty vacations such as golf, spa and culinary travel, while skewing females to reach vacation decision makers in five primary metro areas of focus to grow visitation from these key feeder markets. The offer was designed to promote a Spring Escape package consisting of a free night when booking three or more nights at the resort. The offer also positioned the resort as a leading choice for a variety of vacation activities while highlighting kayaking, championship golf courses, and proximity to world class beaches. eTargetMedia strategically selected the high performance in-market traveler lists of High Income Luxury Travelers, Frequent Consumer Travelers and Avid Beach Goers and Vacationers to present the offer in front of an active travel audience ready to book their next vacation.

OUTCOME:

The eTargetMedia email campaign resulted in excellent open and click through rates, tremendous brand awareness, increased site engagement, and ultimately increased bookings during the Spring Escape promotion exceeding campaign goals for the promotion.



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