

## MAILER:

The Biltmore

## OBJECTIVE:

The Biltmore Miami-Coral Gables faced the challenge of positioning the property as a world-class resort and generate bookings under the special Florida Resident Rate.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of affluent travelers with a HHI of \$250K+ and an interest in luxury vacations in the state of FL. eTargetMedia strategically selected the active travel lists of Frequent Consumer Travelers, Avid Weekend Get-Away Travelers, and High Income Luxury Travelers to reach an audience ready to book an in-state weekend or short visit to the destination. The offer was designed to highlight the promotional features such as a buffet breakfast, complimentary valet parking, and in-state resident savings while featuring the championship golf course on property.

## OUTCOME:

The campaign resulted in significantly above industry average results in terms of open and click through rates as compared to acquisition benchmarks, as well as resulted in increased traffic and ultimately a boost in bookings to the property under the promotional in-state rate.

## MAKE YOUR NEXT STAYCATION ICONIC



Come and see why The Biltmore, Miami-Coral Gables has been at the top of worldwide "Best of the Best" lists since 1926. Immerse yourself in luxury and our endless amenities including an 18-hole, par-71, championship golf course designed by Donald Ross, a world renowned spa, one of the largest hotel swimming pools in the continental U.S. and award winning dining options.

### BOOK THE FLORIDA RESIDENT PACKAGE AND SAVE \$100 PER NIGHT!

- Breakfast buffet daily
- Complimentary valet parking

from \$229\*/night

[Reserve online today](#) or call (844) 640-3227

[www.biltmorehotel.com](http://www.biltmorehotel.com)

\*Subject to availability. Certain restrictions apply. Sunday Brunch not included. Must present valid Florida ID upon check-in.



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