

MAILER:

Virginia Beach Convention and Visitors Bureau.

OBJECTIVE:

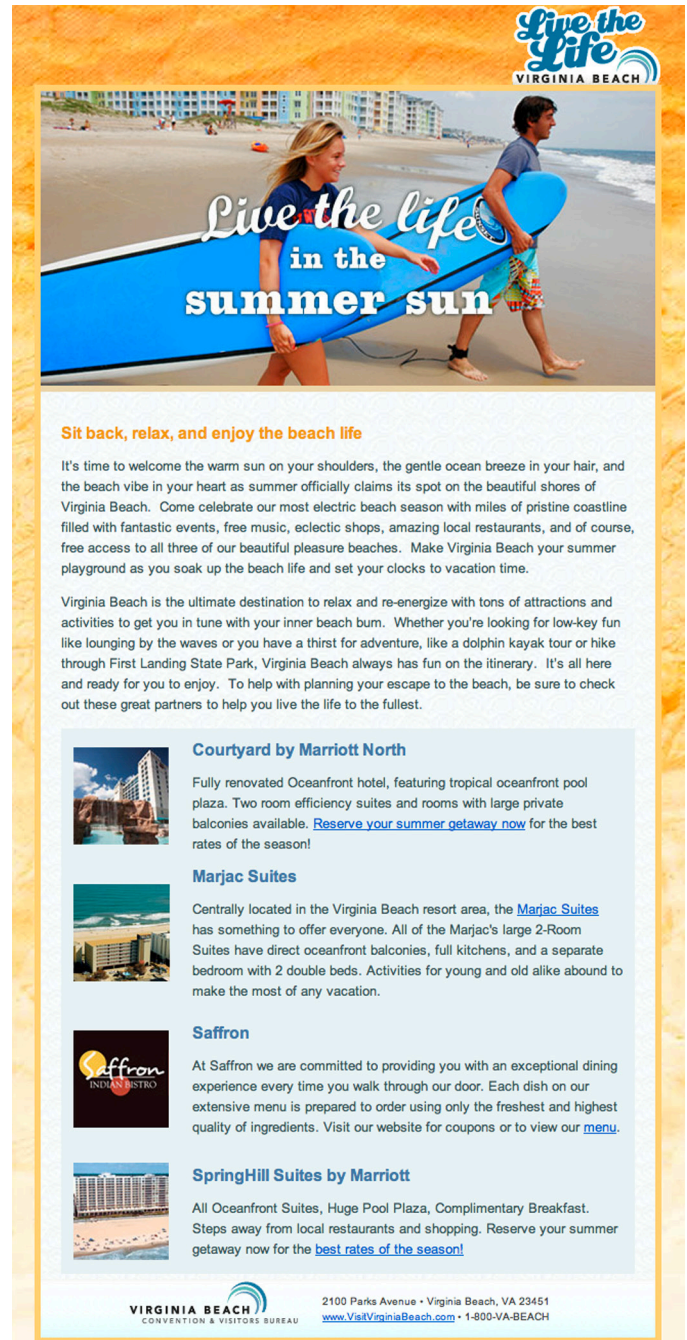
Virginia Beach CVB faced the challenge of increasing brand awareness as well as educating potential new visitors on Virginia Beach as an ideal family vacation destination, especially among mid to upper income families within regional proximity to the destination with the ultimate goal of increased visitation.

SOLUTION:

eTargetMedia implemented a highly effective, targeted email marketing campaign segmenting an audience of families with children and an interest in family travel in mid to upper income ranges from our high performance travel files. The lists were skewed female as research has shown that women in these markets were the primary family vacation planners and those who researched and presented options to the family. We segmented primary markets (\$100K+) and secondary markets (\$75K+) of the female skewed family travel target demographic in three tiers of regional geographic clusters that would allow for an acceptable driving distance to the destination.

OUTCOME:

The email marketing initiative resulted in above industry average open and click through rates at over 19% open rate and over 1.8% CTR. The campaign increased traffic to the client site, increased visitation from new and repeat visitors, increased requests for information packets and subscriptions to receive upcoming travel deals to the destination. In addition, the client reported an overall increase in bookings for the season. Due to the strong response the client returned for repeat campaigns for two consecutive travel seasons.



Live the Life
VIRGINIA BEACH

Live the life
in the
summer sun

Sit back, relax, and enjoy the beach life

It's time to welcome the warm sun on your shoulders, the gentle ocean breeze in your hair, and the beach vibe in your heart as summer officially claims its spot on the beautiful shores of Virginia Beach. Come celebrate our most electric beach season with miles of pristine coastline filled with fantastic events, free music, eclectic shops, amazing local restaurants, and of course, free access to all three of our beautiful pleasure beaches. Make Virginia Beach your summer playground as you soak up the beach life and set your clocks to vacation time.

Virginia Beach is the ultimate destination to relax and re-energize with tons of attractions and activities to get you in tune with your inner beach bum. Whether you're looking for low-key fun like lounging by the waves or you have a thirst for adventure, like a dolphin kayak tour or hike through First Landing State Park, Virginia Beach always has fun on the itinerary. It's all here and ready for you to enjoy. To help with planning your escape to the beach, be sure to check out these great partners to help you live the life to the fullest.

Courtyard by Marriott North
Fully renovated Oceanfront hotel, featuring tropical oceanfront pool plaza. Two room efficiency suites and rooms with large private balconies available. [Reserve your summer getaway now](#) for the best rates of the season!

Marjac Suites
Centrally located in the Virginia Beach resort area, the [Marjac Suites](#) has something to offer everyone. All of the Marjac's large 2-Room Suites have direct oceanfront balconies, full kitchens, and a separate bedroom with 2 double beds. Activities for young and old alike abound to make the most of any vacation.

Saffron
At Saffron we are committed to providing you with an exceptional dining experience every time you walk through our door. Each dish on our extensive menu is prepared to order using only the freshest and highest quality of ingredients. Visit our website for coupons or to view our [menu](#).

SpringHill Suites by Marriott
All Oceanfront Suites, Huge Pool Plaza, Complimentary Breakfast. Steps away from local restaurants and shopping. Reserve your summer getaway now for the [best rates of the season!](#)

VIRGINIA BEACH
CONVENTION & VISITORS BUREAU

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