

## MAILER:

Westin Hotels and Resorts

## OBJECTIVE:

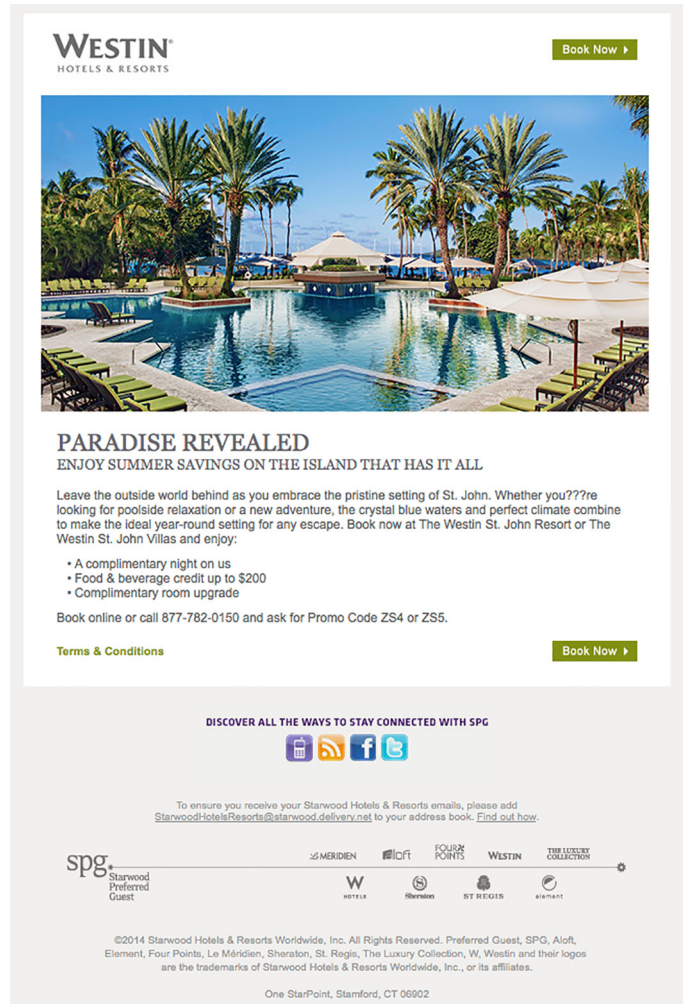
Westin faced the challenge of increasing bookings during its Summer Savings season and promotion at the Westin St. John Resort and Villas.

## SOLUTION:

eTargetMedia implemented a targeted and highly effective email marketing campaign segmenting an audience of high income luxury travelers with travel interest to the Caribbean from our high performance lists of Active International Travelers and High Income Luxury Travelers. The offer was designed to present the Westin as the ideal choice among luxury accommodations in the region as well as inform travelers of benefits associated with booking during the promotion which include a complimentary night, a room upgrade and a food and beverage credit, along with all of the standard amenities provided at the hotel and resort.

## OUTCOME:

The campaign performed with excellent results that exceeded the client's expectations in terms of the open rate and click-through rate which surpassed industry averages. Furthermore, the client reported an increase in traffic as well as strong bookings as a direct result of the eTargetMedia offer during the promotional period and subsequently scheduled ongoing eTargetMedia campaigns for continued success.



**WESTIN**  
HOTELS & RESORTS

Book Now ▶

**PARADISE REVEALED**  
ENJOY SUMMER SAVINGS ON THE ISLAND THAT HAS IT ALL

Leave the outside world behind as you embrace the pristine setting of St. John. Whether you're looking for poolside relaxation or a new adventure, the crystal blue waters and perfect climate combine to make the ideal year-round setting for any escape. Book now at The Westin St. John Resort or The Westin St. John Villas and enjoy:

- A complimentary night on us
- Food & beverage credit up to \$200
- Complimentary room upgrade

Book online or call 877-782-0150 and ask for Promo Code ZS4 or ZS5.

Terms & Conditions Book Now ▶

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