

MAILER:

Windstar Cruises

OBJECTIVE:

Windstar Cruises faced the challenge of increasing bookings on their summer European and Tahiti luxury yacht cruises.

SOLUTION:

eTargetMedia implemented a targeted and effective email marketing campaign that segmented an audience of highly responsive luxury travelers. eTargetMedia strategically selected the High Income Cruisers and High Income Luxury Travelers files and targeted travelers with a household income of \$100k+ who have a confirmed interest in international cruise travel. The creative was designed to promote Windstar Cruises' one week sale on summer Europe and Tahiti cruises, offering special rates to consumers who contacted Windstar or their travel agent to book the special cruise voyages.

OUTCOME:

The email marketing campaign was very successful and resulted in extremely high open and click through rates which led to a strong number of cruise sales and offer redemptions during the promotional period. The client also reported that they experienced an increase in website traffic and cruise inquiries during the summer Europe and Tahiti cruises sale.

Fares starting at \$1,399 pp

Call your travel professional or Windstar Cruises
800-961-5340



Exceptional Savings on Europe and Tahiti Cruises

Welcome to the casually elegant small ship world of Windstar Cruises. Leave the crowds behind on a luxury yacht carrying fewer than 300 privileged guests. No lines. No waiting. Just a warm and intimate ambiance you won't find on larger cruise ships. Now imagine being in Tahiti, Spain, Greece, Italy and other legendary Europe locales you've fantasized about, and being pampered in luxury, at prices you never dreamed possible. From the moment you step aboard one of Windstar's casually elegant yachts, your experience will far exceed your wildest imagination. Investigate extraordinary from your beautifully appointed ocean-view stateroom, one of our world-class dining rooms and our Watersports Platform. Explore less visited ports accessible only by small ships to savor authentic on-shore experiences – private-yacht style.

Cruises starting at \$1,399 pp on select voyages to Europe and Tahiti are now available. Sail within the next 90 days to take advantage of these exceptional savings. And if you're looking for a cruise vacation beyond the next 90 days, be sure and look at our newly priced sailings for the [Caribbean, Costa Rica, and Panama Canal](#).

CALL WINDSTAR CRUISES AT [800-961-5340](tel:800-961-5340)

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FROM \$1,399 PP

CLASSIC ITALY & THE DALMATIAN COAST

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