

**MAILER:**

**Wyndham Steamboat Springs Resort**

**OBJECTIVE:**

Wyndham Steamboat Springs faced the challenge of positioning the resort as a premier ski destination, with incredible amenities as well as great value, while increasing bookings through a Spring Break promotion

**SOLUTION:**

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of families ages 30 to mid 50s with children in the household, and a mid to upper household income range, who are interested in skiing, snowboarding, winter sports and mountain activities in 15 target DMAs that represent heavy visitation to the destination. The offer was designed to educate consumers on the local area in regards to the world class ski conditions as well as a ski town rich in western heritage, leading Ski Magazine to select it as one of the 2014 Best Ski Resorts. The offer also highlighted 6 premier lodging options the resort has to offer and provided up to 40% off during the Spring Break Special. eTargetMedia strategically selected the high performance files of Avid Snow Ski Enthusiasts to reach an active ski vacation audience of qualified prospects ready to book their next family ski trip.

**OUTCOME:**

The campaign resulted in excellent brand awareness as well as visibility with above industry average open and click through rates, while increasing targeted traffic, site engagement and ultimately increasing bookings during the promotional period.



**STEAMBOAT SPRINGS, COLORADO - CELEBRATE SPRING BREAK.** Steamboat Springs, a town rich in its western heritage with strong sense of community is a family favorite like no other. Springtime in Steamboat brings together the best of both world's. Warm sunny days, perfectly groomed corduroy snow and huge cruiser runs for the entire family to enjoy.

Steamboat Resorts by Wyndham Vacation Rentals offers the largest selection of professionally managed accommodations throughout the ski area base. Affordable ski-in/ski-out studios to luxury six bedroom townhomes - all with a wide array of amenities and personal services.



The Lodge at Steamboat  
[LEARN MORE >](#)



Torian Plum Resort  
[LEARN MORE >](#)



Antlers at Christie Base  
[LEARN MORE >](#)



Canyon Creek at EagleRidge  
[LEARN MORE >](#)

[Book online](#) or call a vacation specialist today at **888.807.9437**

**WYNDHAM**  
VACATION RENTALS®

Find out what eTargetMedia can do for your business.  
Call 1.888.805.DATA (3282) or email us at [info@eTargetMedia.com](mailto:info@eTargetMedia.com)  
Visit us online at [www.eTargetMedia.com](http://www.eTargetMedia.com)

**>Targeted, Effective Results!**  
Targeted, Effective Results!

