

## MAILER:

Canyon Ranch

## OBJECTIVE:

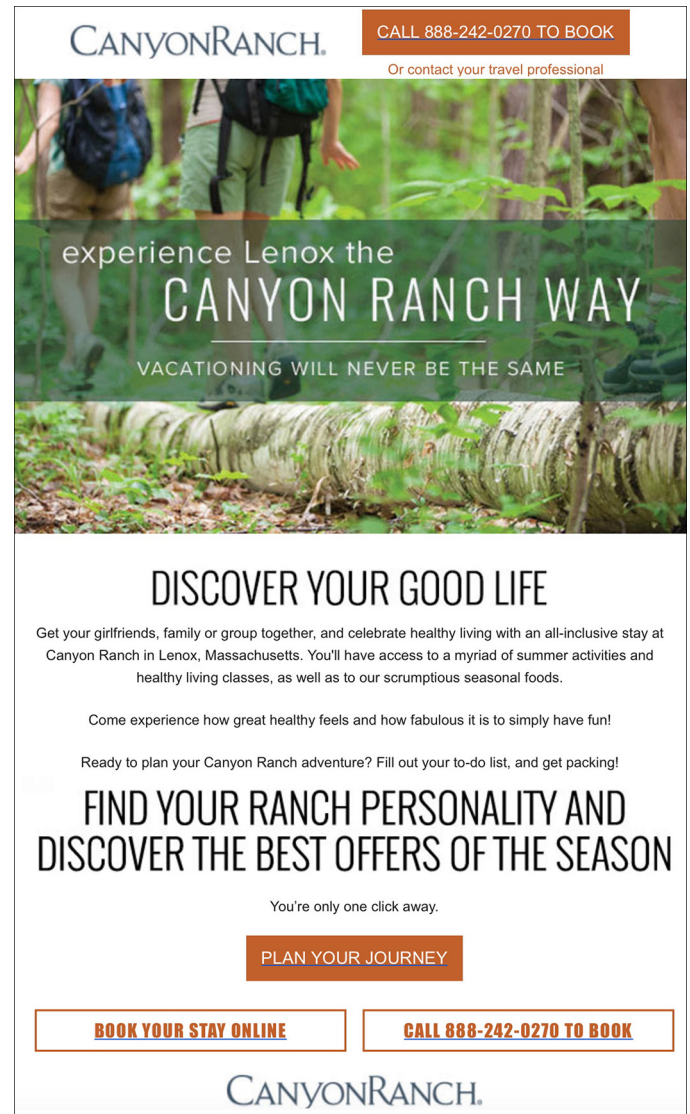
Canyon Ranch faced the challenge of promoting their luxury ranch style vacations and increasing online bookings on their website.

## SOLUTION:

eTargetMedia planned and implemented a strategic email marketing campaign that targeted high income consumers with a household income of \$100K+ and a proven interest in Luxury Vacations, Resorts, Spas & Health, Wellness and Fitness Nutrition. These active, high income vacationers often book luxury travel that incorporates healthy lifestyle activities as well as delicious regional cuisine options and a variety of outdoor activities. The campaign was geo-targeted to the North East region of the United States as these travelers would be very likely to book a vacation at Canyon Ranch. The cities included Boston, Hartford, Philadelphia, Providence, New York City and Washington DC. The creative was designed to introduce Canyon Ranch as the premier getaway for girls trips, family trips and group travelers who are interested in a unique destination with fun and healthy options.

## OUTCOME:

The email marketing campaign produced exceptional results and delivered high open and click through rates. Online bookings at Canyon Ranch also increased significantly as a result of the email campaign.



CANYONRANCH. [CALL 888-242-0270 TO BOOK](tel:888-242-0270)  
Or contact your travel professional

experience Lenox the  
**CANYON RANCH WAY**  
VACATIONING WILL NEVER BE THE SAME

**DISCOVER YOUR GOOD LIFE**

Get your girlfriends, family or group together, and celebrate healthy living with an all-inclusive stay at Canyon Ranch in Lenox, Massachusetts. You'll have access to a myriad of summer activities and healthy living classes, as well as to our scrumptious seasonal foods.

Come experience how great healthy feels and how fabulous it is to simply have fun!

Ready to plan your Canyon Ranch adventure? Fill out your to-do list, and get packing!

**FIND YOUR RANCH PERSONALITY AND  
DISCOVER THE BEST OFFERS OF THE SEASON**

You're only one click away.

[PLAN YOUR JOURNEY](#)

[BOOK YOUR STAY ONLINE](#) [CALL 888-242-0270 TO BOOK](tel:888-242-0270)

CANYONRANCH.

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