

MAILER:

Cayman Islands Department of Tourism

OBJECTIVE:

Cayman Islands Department of Tourism faced the challenge of increasing visitation during the Cayman Cookout, featuring celebrity chefs from around the world.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of affluent travelers with culinary travel interests in select gateway cities with direct as to the destination. The offer was designed to generate awareness of the celebrity hosted event, introduce the featured leading chefs from around the world, as well as present the opportunity for advanced ticket purchase. eTargetMedia strategically selected the specialty travel lists of Culinary Tour Travelers, High Income Luxury Travelers, and International Travelers, to segment an upscale "foodie" audience of avid travelers. The unique travel related selects of in-market and niche market travelers allowed Cayman Islands to hone in on the most qualified audience for precision in segmentation for a unique travel culinary opportunity.

OUTCOME:

The campaign exceeded projected goals in terms of generating above industry average open and click-through rates, while increasing traffic of qualified travel prospects, increasing site engagement and ultimately increasing ticket sales to the Cayman Cookout for an overall excellent campaign performance.



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