

MAILER:

Choice Hotels

OBJECTIVE:

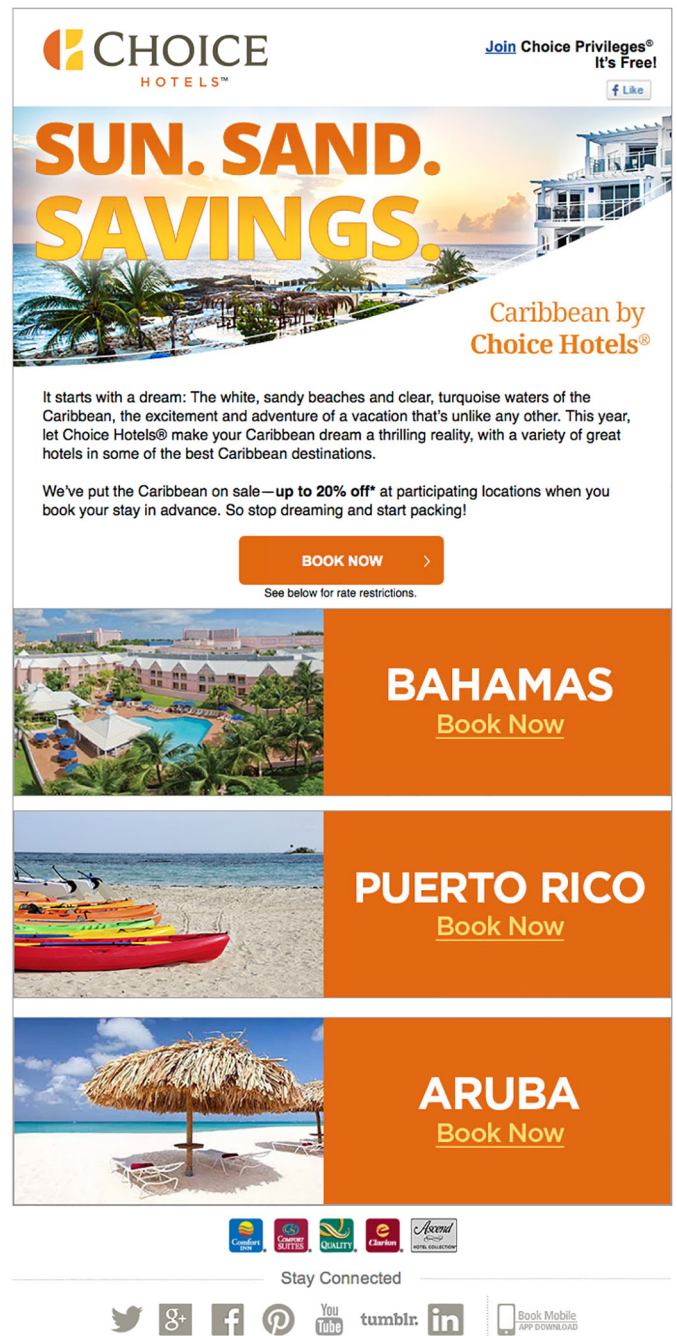
Choice Hotels faced the challenge of increasing awareness of the brand's presence in the Caribbean as well as increasing bookings to its Caribbean hotels.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of active travelers with an interest in Caribbean destinations. The offer was designed to educate travelers on the variety of services and accommodations that Choice Hotels offers in St. Maarten, Curacao, Bahamas, Cayman Islands, Puerto Rico, and Aruba, while offering a 20% discount on a limited time booking. The offer also invited prospects to join the Choice Privileges program to generate registrations and increase the brand's retention mailing list while providing benefits to new members. eTargetMedia strategically selected the niche market travel file of Avid Beach Goers and Vacationers while layering in consumers interested in Caribbean travel to reach an in-market and active base of travelers ready to book their next vacation.

OUTCOME:

The campaign resulted in significantly above industry average open and click-through rates, while driving traffic of qualified prospects and increasing brand awareness of the Caribbean destinations of focus for the promotion, for an overall excellent campaign result.



CHOICE HOTELS™ Join Choice Privileges® It's Free!

SUN. SAND. SAVINGS.

Caribbean by Choice Hotels®

It starts with a dream: The white, sandy beaches and clear, turquoise waters of the Caribbean, the excitement and adventure of a vacation that's unlike any other. This year, let Choice Hotels® make your Caribbean dream a thrilling reality, with a variety of great hotels in some of the best Caribbean destinations.

We've put the Caribbean on sale—**up to 20% off*** at participating locations when you book your stay in advance. So stop dreaming and start packing!

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