

MAILER:

Intercontinental San Antonio

OBJECTIVE:

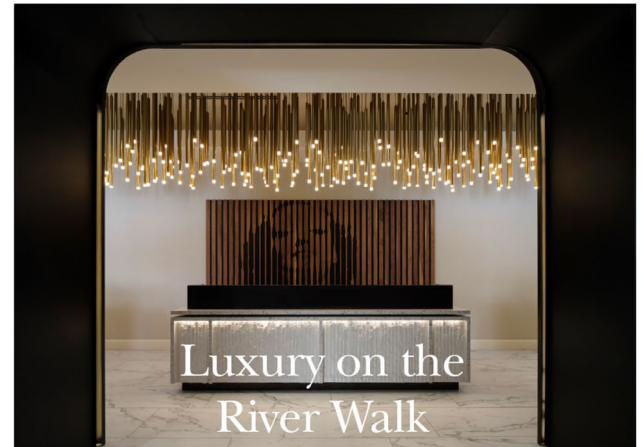
Intercontinental Hotels faced the challenge of promoting their newest hotel in San Antonio, Texas and increasing online bookings.

SOLUTION:

Intercontinental Hotels had just launched their newest luxury hotel in the San Antonio, Texas market and needed to introduce the hotel and all of its upscale amenities to potential travelers. eTargetMedia strategically planned and executed a targeted email marketing campaign that reached high income travelers who enjoy staying at luxury hotels for their upscale amenities including unique culinary experiences, luxurious pools and spas, and curated furnishings. The campaign targeted upscale individual and family travelers from the High Income Luxury Travelers, Foodies and Culinary Travel Enthusiasts and American Family Travelers lists and selected travelers with household incomes over \$125k per year in targeted locations around San Antonio (Houston, Dallas, Austin, and New Orleans). The creative introduced all of the hotel's fabulous amenities and included strong calls to action to reserve today.

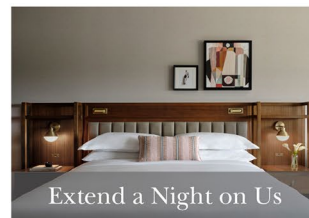
OUTCOME:

The email marketing campaign was very successful and helped launched the hotel to upscale San Antonio travelers. The campaign delivered high open and click through rates and increased online bookings as a direct result of the campaign.



Begin your journey at the newest hotel on San Antonio's River Walk. Designed to inspire the discerning traveler or locals alike, the InterContinental San Antonio Riverwalk offers refined service and thoughtful amenities. Explore our array of culinary experiences or gaze upon the sunsets at our indoor/outdoor rooftop pool and bar. Our meticulously curated furnishings, serene settings, thoughtful amenities and personalized service will result in an unforgettable stay.

VISIT SAN ANTONIO



We live to show you San Antonio. Curated stays for families, couples or solo travelers, our rooms and suites are soothing sanctuaries of sophistication. Book two nights and receive the third night with daily breakfast, on us.

BOOK NOW



Cavalier serves classic dishes with a local twist. This American brasserie follows a San Antonio tradition of creative gastronomy prepared with farm fresh ingredients. While you are here, don't miss High Praise, a rooftop bar perched above the city with sweeping views of the skyline and winding San Antonio River.

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