

MONTEREY/BIG SUR TRAVEL CASE STUDY

MAILER:

Monterey County Convention & Visitors Bureau

OBJECTIVE:

Monterey County Convention & Visitors Bureau faced the challenge of increasing bookings and reaching a new audience of travelers who would be interested in visiting Big Sur.

SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that targeted luxury travelers, outdoor enthusiasts, frequent weekend getaway travelers and spa/holistic travel enthusiasts. These target groups were selected because they often take weekend getaways and they are interested in all of the activities that Big Sur has to offer including scenic drives, hiking, camping, spa days, cuisine and more. The email campaign was geo-targeted to the San Francisco DMA as the close proximity to Big Sur is the perfect destination for these avid travelers to take a road trip to Big Sur. The creative was designed to feature Big Sur as an inspirational travel destination and featured the breathtaking sights of Big Sur as well as all of the outdoor activities the region has to offer.

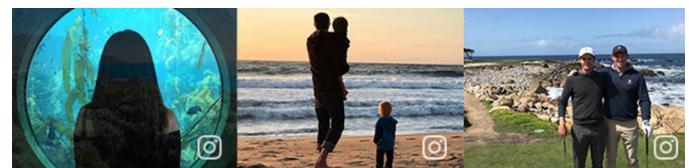
OUTCOME:

The email marketing campaign performed great all around and delivered exceptionally high open rates and click through rates. Traffic to the website increased during the email campaign and online bookings also increased.



The breathtaking sights of Big Sur are now accessible as far south as Big Sur Ranger Station. That means you can grab a bite at the Rocky Point Restaurant, cruise the Bixby Bridge and hike to the Point Sur Lighthouse. Care to stick around for a while? Cozy up at Fernwood Resort or pitch your tent at Riverside Campground and Cabins. Start planning your journey today, and see how you can make the most of your Big Sur moment.

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