

MAILER:

Solitude Mountain Resort

OBJECTIVE:


Solitude Mountain Resort faced the challenge of increasing ski ticket pack sales and sales of ultimate family ski passes.

SOLUTION:

eTargetMedia planned and executed a targeted email marketing campaign that reached avid snow skiing and snowboard enthusiasts in targeted zip codes around Salt Lake City, Utah and the Salt Lake City DMA. These local skiers were selected because they live close to Solitude Mountain Resort and would be very likely to purchase one day ski slope tickets as well as seasonal ski passes for unlimited skiing all season. The campaign reached skiers between the ages of 22 to 65 years old who are dedicated to the sport and regularly purchase ski season ticket and day passes. The creative featured a special rate of \$59 per day for ticket pack buyers as well as a special offer for unlimited skiing for the entire family. Call to actions included links to buy tickets now.

OUTCOME:

The Solitude Mountain Resort email campaign was a very successful email initiative. The avid skiers were very interested in Solitude's special ticket prices which was proven in the high open and click through rates as well as increased sales on the ticket packs.






snow thyself

Avoid the Lines and Crowds

Serenity awaits at 10,488 feet on a mountainside where fresh powder can linger untouched for days and your inner peace aligns with your outer grin. At **Solitude Mountain Resort**, slope time is easy and affordable with Ticket Paks as low as \$59 per day. Or, you can enjoy unlimited access with added Wasatch Benefits on our Ultimate Family Pass.

[START YOUR SEASON](#)

 <p>Ticket Pak</p> <p>Skip the lines and ski for \$59 a day. Deal ends 10/31.</p> <p>Buy Now ></p>	 <p>Ultimate Family Pass</p> <p>Ski the Wasatch and enjoy unlimited access to Solitude for the whole family.</p> <p>Buy Now ></p>
---	---

 12000 Big Cottonwood Canyon, Solitude, Utah 84121

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com

>Targeted, Effective Results!
Targeted, Effective Results!

