

MAILER:

Hershey Resorts

OBJECTIVE:

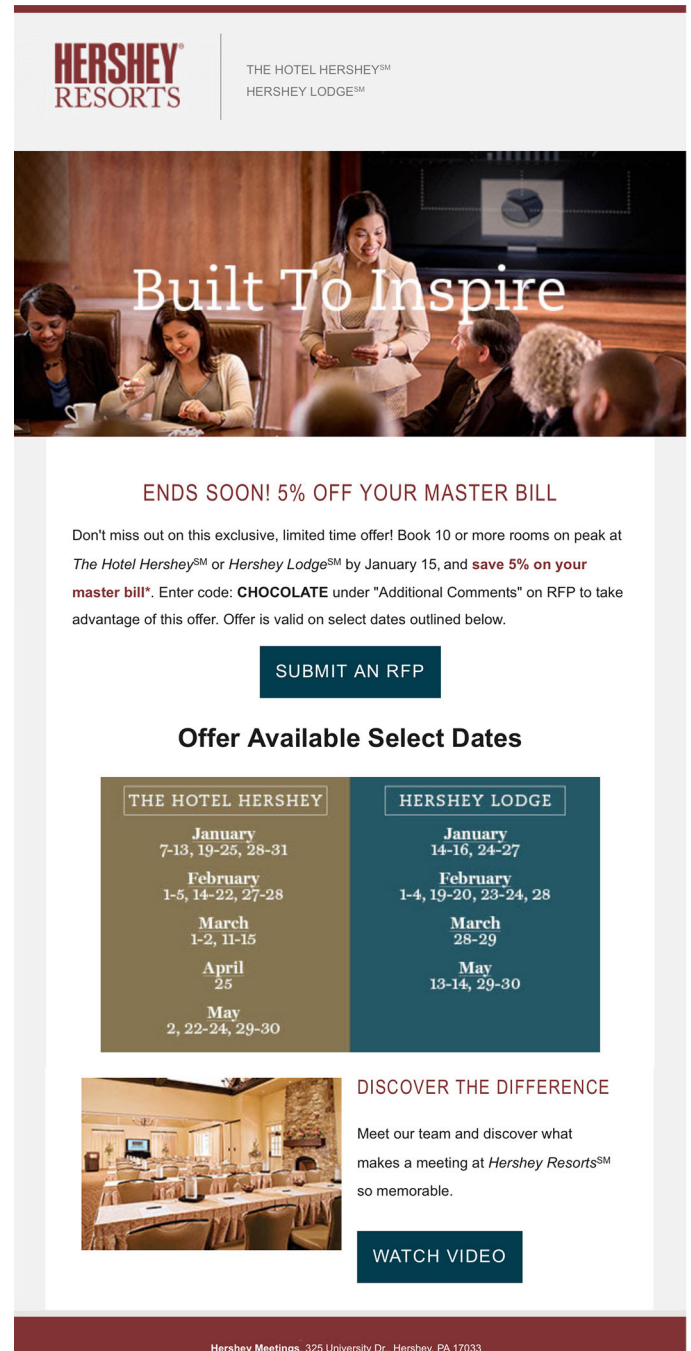
Hershey Resorts faced the challenge of increasing bookings for its meetings and events packages.

SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that targeted meeting professionals, event planners and associations that regularly book meeting spaces for their businesses and organizations. eTargetMedia strategically selected the American Meeting and Event Planners file which includes professionals that are responsible for planning upcoming events for organizations and businesses within a wide variety of industries in the U.S. These event planners are also responsible for making the business travel plans for the event including accommodations. The campaign was geo-targeted to Pennsylvania, Maryland, Washington DC, Delaware, West Virginia, and Virginia as these locations are in the prime area to travel to Hershey Resorts for their next meeting. The creative featured a 5% off the master bill special offer as well as the benefits of booking a meeting at Hershey Resorts. The creative also had a strong call to action to submit an RFP.

OUTCOME:

The campaign performed very well and delivered a high open rate and a strong click through rate. Requests for proposals and event bookings also increased during the email promotion.



HERSHEY RESORTS | THE HOTEL HERSHEYSM
HERSHEY LODGESM

Built To Inspire

ENDS SOON! 5% OFF YOUR MASTER BILL

Don't miss out on this exclusive, limited time offer! Book 10 or more rooms on peak at *The Hotel HersheySM* or *Hershey LodgeSM* by January 15, and **save 5% on your master bill***. Enter code: **CHOCOLATE** under "Additional Comments" on RFP to take advantage of this offer. Offer is valid on select dates outlined below.

SUBMIT AN RFP

Offer Available Select Dates

THE HOTEL HERSHEY	HERSHEY LODGE
January 7-13, 19-25, 28-31	January 14-16, 24-27
February 1-5, 14-22, 27-28	February 1-4, 19-20, 23-24, 28
March 1-2, 11-15	March 28-29
April 25	May 13-14, 29-30
May 2, 22-24, 29-30	

DISCOVER THE DIFFERENCE

Meet our team and discover what makes a meeting at *Hershey ResortsSM* so memorable.

WATCH VIDEO

Hershey Meetings, 325 University Dr., Hershey, PA 17033

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