

MAILER:

Reno Tahoe

OBJECTIVE:

Reno Tahoe faced the challenge of promoting their Ultimate Ski Giveaway and promoting Reno Tahoe as the leading ski destination in the country.

SOLUTION:

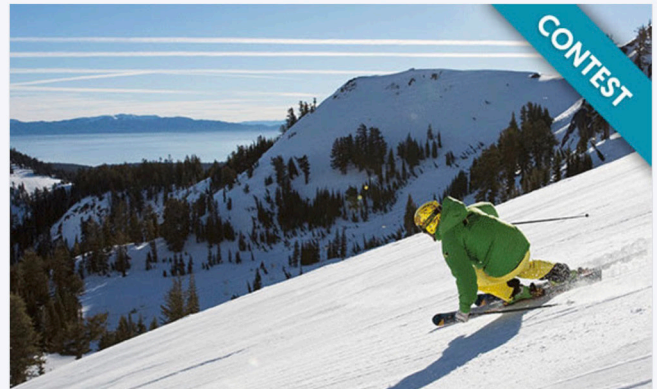
eTargetMedia strategically planned a targeted email marketing campaign that reached frequent winter travelers, outdoor enthusiasts, and avid skiers and snowboarders who regularly travel to destinations that include winter sports and activities. The target group included individuals as well as families with an annual household income of over \$200k per year as these travelers have the discretionary income to indulge in a ski getaway. The email campaign targeted luxury travelers in the Los Angeles and San Francisco DMAs as Reno Tahoe offers an easy drive from those locations. The creative promoted Reno Tahoe's Ultimate Ski Giveaway, which offered travelers a chance to win a 3-day winter escape that included accommodations, lift tickets and equipment rentals. The creative also featured all of the winter sports and activities offered in Reno Tahoe.

OUTCOME:

The email campaign had a high open rate, strong click through rate and an excellent response rate. Traffic on the VisitRenoTahoe.com website increased substantially during the campaign and submissions to the ski giveaway were very high.



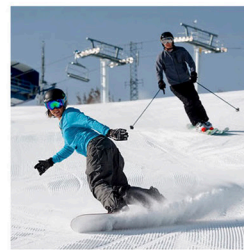
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The Ultimate Ski Giveaway!

This winter escape features two days on the slopes of Squaw Valley | Alpine Meadows, including lift tickets, equipment rental and a private lesson. Then live it up at the Peppermill Resort Spa Casino, including three nights in a Tuscany Suite, dining and spa credits. This prize package is valued over \$2,200.

[Enter to Win!](#)



Fly In, Ski Free

You can now enjoy FREE skiing and riding the day you arrive! Yes, you read that right. Many of the Lake Tahoe ski resorts offer free lift tickets the same day you fly—and you can get from plane to powder in less than an hour.



Guide to Snowshoeing

You can follow an established trail, or opt to forge your own trail through the powder (which WILL give you a solid workout!). Here are a few areas within our region where you can extend your hiking season into the winter.



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