

MAILER:

Santa Monica Travel & Tourism

OBJECTIVE:

Santa Monica Travel & Tourism faced the challenge of increasing local online bookings and promoting their Spring Staycation special offer.

SOLUTION:

Santa Monica Travel & Tourism set out to position Santa Monica as an ideal destination for a fun and convenient spring staycation. The goal was to connect with travelers who value quick, easy weekend getaways close to home. To achieve this, eTargetMedia developed and executed a highly targeted email marketing campaign aimed at travel enthusiasts actively seeking local and weekend escape options within the Los Angeles County DMA. The campaign targeted frequent local travelers who appreciate all that Santa Monica has to offer, from upscale accommodations and vibrant events to beach activities, world-class dining, eclectic shopping, and iconic attractions. The email creative highlighted a compelling Spring Staycation offer, encouraging recipients to rediscover their city while taking advantage of exclusive seasonal savings.

OUTCOME:

The campaign successfully reached frequent local travelers and delivered high open and click rates. By targeting Los Angeles residents with a special discounted hotel rate and providing a seamless booking experience online, the campaign made it easy and appealing for locals to plan their spring getaway close to home.



STAY LOCAL THIS SPRING.

Treat yourself to a staycation in our backyard by the beach – sunny Santa Monica. Through our Spring Staycation program, residents of Los Angeles County can enjoy special discounted rates from Santa Monica hotels now through Sunday, May 31.



Santa Monica is home to the area's most upscale accommodations, world-class restaurants and eclectic shopping—all minutes from famous Santa Monica attractions.

To participate in this promotion, book your overnight stay and at check in, you will be required to show proof of Los Angeles County residency. Prices are per night and not inclusive of tax or possible daily amenity fees.

[Book Now](#)

SANTA
MONICA

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