

MAILER:

Saint Lucia Tourism Authority

OBJECTIVE:

Saint Lucia Tourism Authority faced the challenge of reaching new luxury travel prospects and increasing travel bookings on their website.

SOLUTION:

Saint Lucia Tourism Authority wanted to increase online bookings and reach luxury travel prospects who would be interested in booking a vacation on the island. eTargetMedia planned and executed a strategic email marketing campaign that segmented luxury travelers who are yacht owners or have a high interest in boating or yachting. The Marine and Boating file was strategically selected as this audience includes frequent boaters who would be likely to travel to the beautiful St Lucia islands either on their own boats or chartering a yacht on the island. The campaign was geo-targeted nationwide and two different creatives were tested including a romance focused creative design and an adventure focused creative design. Strong call to actions including a book now button helped to drive engagement and increase interest in vacations on the island.

OUTCOME:

We deployed a series of targeted email campaigns that generated excellent results! Engagement was extremely high with exceptional open, click through and conversion rates. Traffic to the website also increased as a result of the campaign.

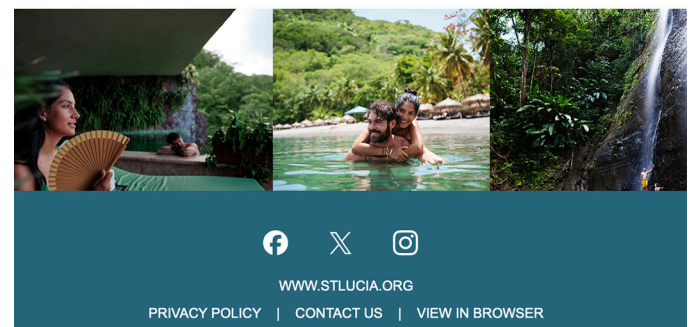


ROMANCE AWAITS WHEN YOU *Come To Your Senses*

Beneath the warm tropical sun, lapped by the gentle waters of the Caribbean Sea, Saint Lucia offers a romantic escape second to none. Here, couples can walk hand in hand along pristine beaches, climb the majestic heights of the Pitons or simply bask in serenity as cool breezes waft botanical fragrances through the soothing, salted air.

While every season in Saint Lucia is spectacular, fall and winter bring more temperate weather to her shores, making them ideal for exploring her natural beauty or partaking in local recipes in one of her many outdoor restaurants and bars. Many hotels and resorts offer seasonal specials on luxury accommodations, all-inclusive stays and unique activities, so come experience the best of the island with someone you love and...Come To Your Senses in Saint Lucia.

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