

**MAILER:**

Tahoe South

**OBJECTIVE:**

Tahoe South faced the challenge of promoting Tahoe South as the premier winter vacation destination among luxury travelers and outdoor enthusiasts.

**SOLUTION:**

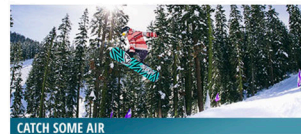
eTargetMedia planned a strategic email campaign for Tahoe South that targeted luxury travelers who enjoy skiing, snowboarding, outdoor adventures, and travel destinations that include dancing, nightlife and casinos. eTargetMedia strategically selected four very targeted files that include a premier group of affluent and active travelers who would be very likely to travel to Tahoe South for a fun winter vacation. The email campaign geo-targeted the Los Angeles DMA because of its close proximity to Tahoe, offering travelers an easy drive to the destination. The files included High Income Luxury Travelers, Outdoor Enthusiasts, Avid Snow Skiing Enthusiasts and Avid Casino Enthusiasts as these files include an audience of active travelers who enjoy all of the activities that Tahoe South offers. The creative was designed to promote all of South Tahoe's fun winter and nightlife attractions.

**OUTCOME:**

The email campaign performed very well and delivered both a high open rate and an exceptional click through rate that exceeded industry averages. Website traffic increased during the email campaign and interest in online bookings also increased.



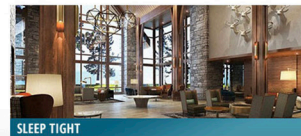
WANNA DANCE? WANNA SKI LIKE AN OLYMPIAN? WANNA DANCE, SKI LIKE AN OLYMPIAN, GAMBLE, AND A WHOLE LOT MORE? IF SO, THEN WE'VE GOT YOU COVERED. PROVIDED, OF COURSE, THAT YOU DO NOT ATTEMPT THESE ACTIVITIES AT THE SAME TIME. OR MAYBE YOU SHOULD, WHO ARE WE TO JUDGE? GET UP HERE AND EXPERIENCE WHY THERE MUST BE SOMETHING IN THE WATER.



Don't just hit the slopes, knock 'em out. Throw on that jacket, grab your board and shred the same mountains as our homegrown Olympic medalists.



Party 'til the sun comes up. From bars and clubs to blackjack and roulette, we've got good times for everyone.



**Tahoe South**

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