

# CASE STUDY: Travel & Tourism

## Client

A major US-based hotel chain.

## Challenge

To increase business for this US-based hotel chain by targeting meeting planners throughout North America.

## Solution

Created a comprehensive destination Web site for the planners that included not only tailored promotions and special offers, but useful industry information, helpful tips and advice (e.g., how to plan better meetings), and information about the hotel chain itself (e.g., chef profiles, which hotels had been recently renovated, etc.). To drive traffic to the site, a direct mail package was sent to 27,000 meeting planners. A PURL was included on the inside of each mailing as well as below the address, where a sweepstakes offer appeared as an additional eye catcher.



## Results

- 3.85% response rate, which is nearly four times the rate of an ordinary direct mail piece
- The follow-up mailing that was executed (which included PURL's) drew a substantial 1.9% response rate, twice the response rate of a traditional mailing.