



Name of Client: **Vail Cascade Resort & Spa**

Name of Agency: **AIR Marketing**

Category/Subcategory Name: **Hotel - Individual Property  
Direct Mail - Group Sales**

Area of Competition: **Advertising**



**Statement of Communication:** *Situational Analysis*

Located in one of the country's most popular ski locales, Vail Cascade Resort & Spa is an upscale, all-season destination that features exclusive ski-in/ski-out access to Vail Mountain, one of the area's most renowned restaurants, an exclusive high-end spa and more than 25,000 square feet of dedicated meeting space.

AIR Marketing was tasked with developing a direct mail piece in an effort to fill Q4 2006 and Q1 2007 need periods for group meetings.

*Marketing Objectives*

The goal of this campaign was to impact the identified need period with new group bookings.

*Target Audience*

Developing a group meeting profile, AIR Marketing determined that concentrating on meeting planners in the key feeder geographies of Colorado, California, New York and Illinois, who plan more than five meetings per year of at least 25 attendees, would be most effective.

*Research, Planning & Implementation*

Because of the type of meeting that is best suited for the setting and amenities at Vail Cascade, it was determined that focusing on planners who plan medical, association, insurance and marketing meetings would be beneficial to the campaign's overall success.

A set of retro travel-inspired pieces of art was developed that captured the essential meeting experiences at Vail Cascade in a way that was visually compelling and differentiating. These drawings were used as coasters that had key messaging on the reverse side that answered the question of "Why do we meet?" The final coaster had an offer and call to action on it. The coasters were set in a decorative tin that was emblazoned with the question "Why Do You Meet?" The tins were shipped to meeting planners via a priority mail service in order to set the package apart from other correspondence.

*Message*

The message conveyed in this piece was that Vail Cascade is an all-season destination that is perfect for achieving a higher level of success when meeting because of the environment, amenities and services available. The message focused on eliciting higher thought, clearer identification of goals, more valuable personal reflection and realizing the full potential of meeting.

*Results*

Response to this campaign was immensely positive and profitable. The need period was filled beyond the client's expectations and generated more than \$600,000 in revenue, with more than \$150,000 in potential revenue that may yet be realized.

*Budget*

The budget for this campaign was \$35,000, including creative development, printing, lettershop services, keepsake tin and postage. With \$600,000 in actual revenue to-date, the return on investment was 17:1 with a potential of 21.4:1 based on potential future bookings.



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marketing**

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