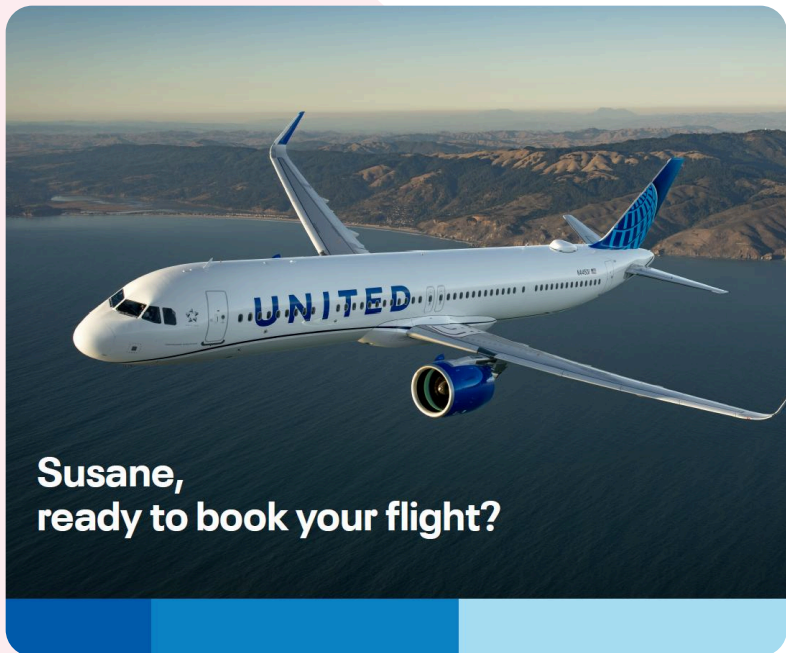


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# 2024 Industry Report: Leisure & Hospitality

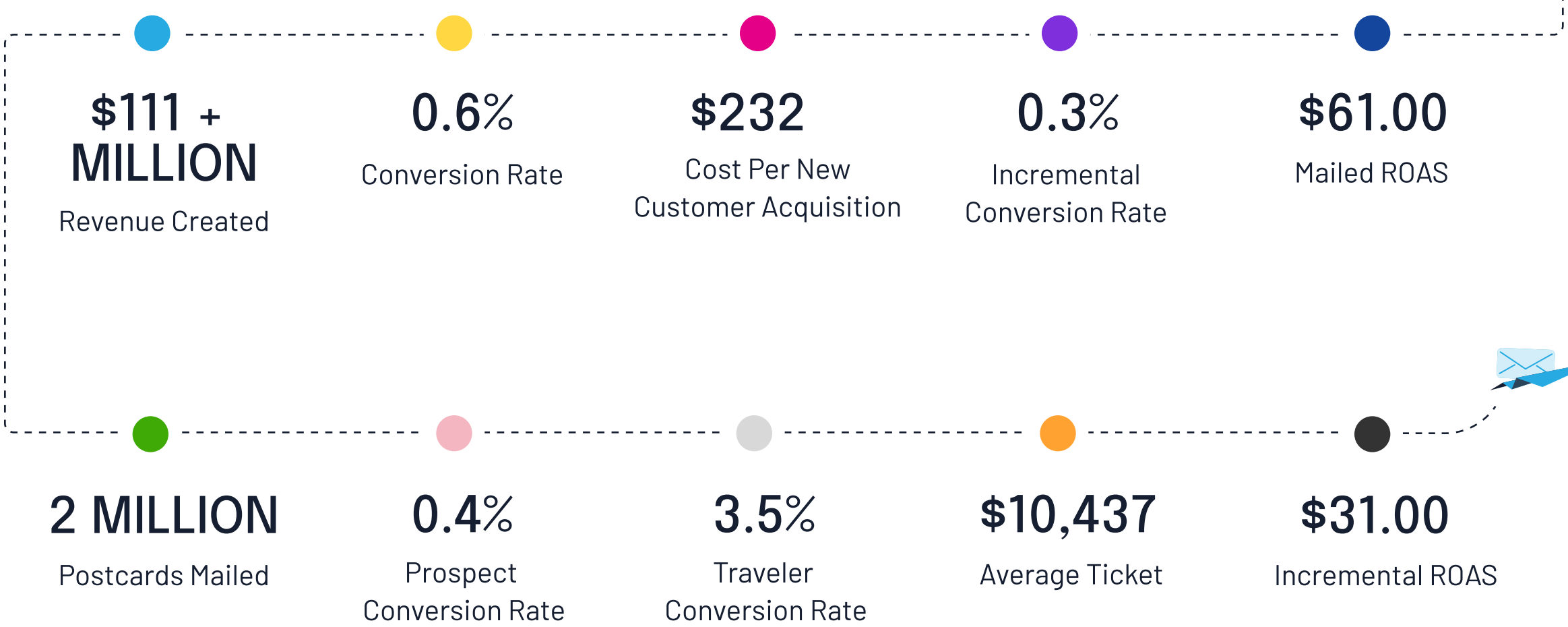


## The Best of the Best in Retargeting For Leisure & Hospitality Marketers

Our powerful direct mail retargeting solution, Boomerang *direct*®, identifies travelers most likely to convert and delivers targeted postal follow-up in the mail *the next day*.

### Results

By leveraging direct mail retargeting, with high quality data insights and targeted messaging, we help Leisure & Hospitality brands achieve higher conversions and maximize ROAS.



“LS Direct sends postcards daily based on the latest website activity. I browsed the site and received a postcard within two or three days—remarkably fast for direct mail retargeting.”



Travel  
Customer

### Download the The Marketer’s Roadmap: Navigating Direct Mail Success in Travel & Hospitality

Direct mail is resurging in travel and hospitality, offering an immersive way to engage travelers. Our playbook guides you in crafting campaigns that go beyond promotion to create lasting memories.

Get the Playbook