YOUR  
LOGO

**COMPANY NAME**

DESTINATION-MARKETING CAMPAIGN PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to lead the marketing campaign for your destination. Our mission is to craft compelling campaigns that highlight the unique experiences, attractions, and culture of your region to attract visitors and boost economic impact.  
  
This proposal outlines our strategic approach to promoting [Client Destination Name].

# Project Objectives

The primary goals are:  
  
- Raise awareness of [Destination] as a top travel choice  
- Drive increased tourism traffic and length of stay  
- Promote key attractions, events, and experiences  
- Support local economic growth and tourism stakeholders

# Proposed Services

Our destination marketing services include:  
  
- Audience and traveler persona research  
- Campaign concept development and creative production  
- Paid media strategy (search, social, display, video)  
- Organic content (blogs, SEO, influencer marketing)  
- Performance tracking, analytics, and optimization

# Scope of Work

Scope includes:  
  
- Creative direction and key messaging  
- Media plan and channel mix strategy  
- Production of campaign assets (photo, video, copy)  
- Content calendar and distribution strategy  
- Reporting dashboard and post-campaign review

# Timeline

Proposed campaign timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Discovery & Planning | Audience research and media strategy | [Start Date] |
| Creative Development | Messaging and content production | [Date] |
| Campaign Launch | Go live across selected channels | [Date] |
| Monitoring & Wrap-Up | Analyze performance and deliver report | [Completion Date] |

# Pricing

Estimated cost breakdown for creative development and media execution:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Creative Development | Design, video, writing, branding | [Amount] |
| Media Buying | Ad placement across selected platforms | [Amount] |
| Influencer & SEO | Content outreach and digital PR | [Amount] |
| Reporting & Optimization | Analytics setup and management | [Amount] |
| Total Estimated Cost |  | [Total] |

# About Us

[Your Company Name] is a destination marketing and branding agency that helps tourism boards and hospitality partners stand out in a competitive global travel market.  
  
- Experience: [X] years working with city, state, and regional DMO clients  
- Expertise: Multichannel storytelling, media planning, digital tourism  
- Mission: To bring destinations to life and drive measurable tourism impact

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Integrated campaign for [Region]  
- Outcome: 400K new website visitors, 25% increase in hotel bookings YoY  
  
Testimonial:  
“[Your Company Name] helped us reinvent how we tell our story. The results have been incredible.” — [Client Contact]

# Terms and Conditions

Payment Terms: 40% upon campaign kickoff, 30% after creative delivery, 30% at campaign end.  
Client Responsibilities: Provide branding assets, tourism data, and destination access for content.  
Adjustments: Any changes to media mix, duration, or deliverables require written agreement.

# Acceptance

To approve this Destination Marketing Campaign Proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_