

Gateway Travel Adult All-Inclusive Marketing Plan

Overall Campaign Slogan: #Iamagrownup

Goal: Gain an additional 50 clients through campaign in 2018-2019

	Q2 2018		Q3 2018			Q4 2018			Q1 2019			Q2 2019			Q3 2019		
Target Segment	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Seniors	Nothing But Relaxation																
Adults	No Time For Kids																
Young Adults	First Time Adulting																

Nothing But Relaxation

Relax without interruption and never have the need to leave the resort

																			Cost
Marketing Plans	Placemat Add at mom and pop Local Restaurant																		\$300
	Send current clients a collateral piece from the chosen all-inclusive via postmail about the destination																		\$100
	All Social Media Outlets - Daily pictures and thoughts about relaxing in an all-inclusive																		\$250

No Time For Kids

This vacation, no kids are allowed

																				Cost
Marketing Plans	Billboard or Large Sign Graphic																		\$150	
	Trade Show																		\$500	
	Social Media Campaigns about vacationing without kids																		\$500	

First Time Adulting

An all-inclusive is a great first vacation as a married couple, or first time adult trip

																				Cost
Marketing Plans	Wedding trade show																		\$500	
	Social Media Campaigns on all outlets about “adulting”																		\$200	

Notes: Continue to put in the main campaign slogan through all these sub-campaigns #lamagrownup

Disclaimer: This marketing plan can be used at your discretion and is only a starting point for your own business to mold and create your own path. If you use this marketing plan, Gateway Travel does not guarantee you will gain any benefits or clients for your agency.