

# Gateway Travel Luxury 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 The Best																
Adults	Experience																
Young Adults	Adulting In Style																

## Nothing But The Best

Stay in the best all-inclusive resorts and reward yourself after all your hard work

																			Cost
Marketing Plans	Partner with golf courses with adds																	\$300	
	Send current clients a collateral piece from the chosen all-inclusive via postmail about the destination																	\$200	
	All Social Media Outlets - Daily pictures and thoughts about relaxing in an all-inclusive																	\$250	

## Experience

Experience amazing resorts with upgraded services and amenities

																			Cost
Marketing Plans	Billboard or Large Sign Graphic																	\$150	
	Trade Show																	\$500	
	Social Media Campaigns about experiencing amazing destinations that offer everything you need																	\$500	

## Adulting In Style

Enjoy experiences of a lifetime in amazing destinations with top of the line

																			Cost
Marketing Plans	Young professionals trade show																	\$500	
	Social Media Campaigns on all outlets about experiencing amazing locations while staying at top resorts																	\$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.