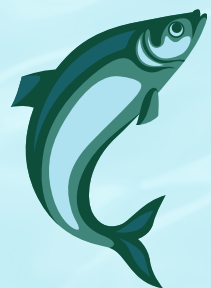


WVT
WOOD VALLEY TRAVEL

PROJECT PROPOSAL

Project proposal for custom built trip landing page and further brand management using multiple media streams. The goal of which is to streamline the customer experience as well as enhance overall brand voice of all inclusive, high end, custom built trips.



www.woodvalleytravel.com





ABOUT THE COMPANY

Wood Valley Travel is a high-end travel company specialization in custom building travel experiences for their customers. An all inclusive trip will encompass everything from the location and travel to fishing lessons and a hot meal at the end of the day.

WVT



Costa Rica - 4 Corners Lodge

Costa Rica Trip Details Trip Overview " Lodging options include a coffee farm nestled in the Cordillera Central Mountain range, off-grid fishing lodges, high-altitude mountain cabins, beachfront bungalows on the Os...

 Wood Valley Travel /

KEY FEATURES

- Vast trip history
- Media services capturing every moment
- Personable
- Knowledgeable on key skills
- Flexibility
- High-end
- Unique experience
- FULLY CUSTOM



WHAT IS OUR TARGET MARKET?

This is what an average customer will look like as well as some main characteristics of this person based on the unique market position of Wood Valley Travel

DEMOGRAPHICS

Wood Valley Travel's target market is 28-65 years old in the United States who has expendable income. This person has a family or client relationship with which to build on.

This person values the outdoors and has experience and interest in angling and/or travel.

COMPETITORS?

Who else is trying to reach this audience in order to convince them that the income they consider expendable is better spent with them?

What key market position does Wood Valley Travel which adds value over these people or businesses?

CURRENT MARKET TRENDS

It is important to consider what this market is currently focused on. In the current economy, inflation may make travel a secondary concern for many



SWOT Analysis

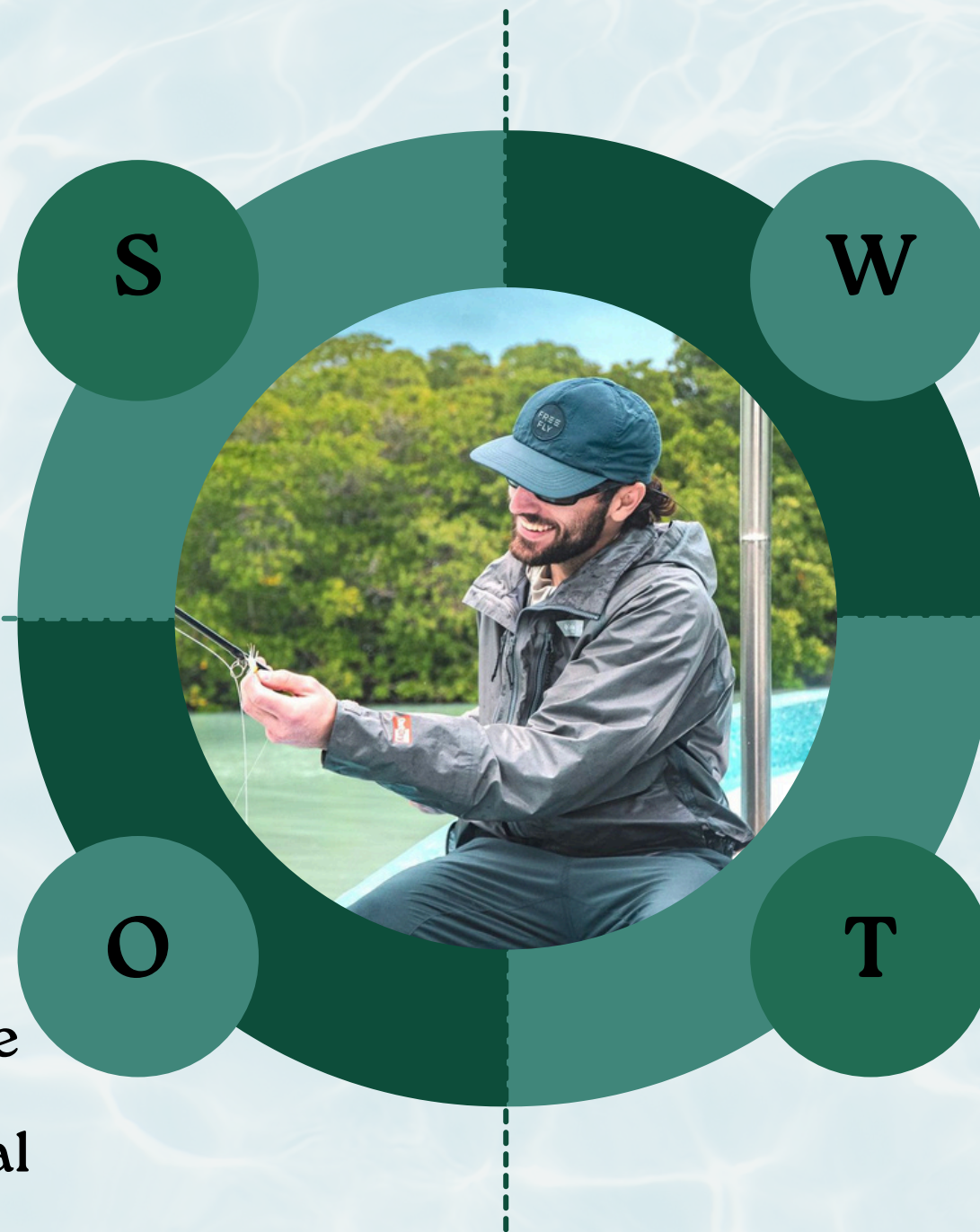


Strengths

- Fully customizable
- Small business
- Local
- Knowledgeable
- MEDIA!

Opportunities

- Room for growth in Untapped Markets
- Proven value
- Available market pool
- Underutilized strategies are waiting to be used (B-roll, influencer marketing, social media ad)

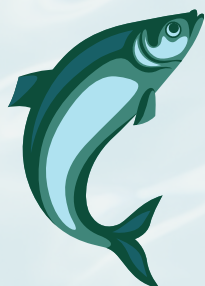


Weaknesses

- Small team
- Limited budget
- Little brand awareness

Threats

- Market Competition
- Economic Downturn
- Larger competition (including planning one's own trip)





OVERALL GOAL

The overall long term mission of this effort is to increase the number of clients for Wood Valley Travel

What are the objectives and strategies we will impliment in order to reach this goal?

OBJECTIVES

An objective is a measurable step used to define the completion of a goal.

For example:

- Increase number of clients/trip goers by 25%
- Increase average conversion rate by 10%
- Fill “X” trip with 10 participants



STRATEGY 1

Improve flow of customer experience and make it easy to go from “I want to make a trip” to “this is my trip

Tactic: Build your trip page and customer information retrieval interface



STRATEGY 2

Improve brand image cohesiveness and align with overall message of high end custom trips

Tactic: “More than a fishing trip” (make more or less angler oriented?)



STRATEGY 3

Increase brand awareness and visibility across platforms

Tactic: Use of flyers (digital & physical) to drive people to Strat 1. Social media marketing/ad efforts and physical QR code





PROJECT OVERVIEW

DELIVERABLES

THE TRIP BUILDER DASHBOARD

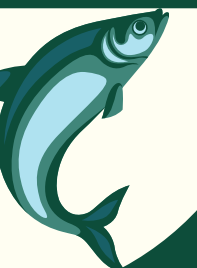
- Page itself
- Contact & Info retrieval
- Integration with website
- QR Code

A custom web integrated Trip Builder Dashboard is a personalized online tool that allows clients to plan and organize their trips in a streamlined and efficient way. This dashboard integrates with your website and provides a user-friendly interface where clients can select their destinations, indicated tailored needs, provide requests to Wood Valley Travel.

It can be customized to suit the specific needs and preferences of each client, ensuring a tailored travel planning experience while also allowing WVT to organize the trips and parameters for each client within a digital space. The integration with your website ensures seamless user experience and allows for direct bookings, making the trip planning process more convenient for the user and company.

IMPROVED CONSISTENT MESSAGE & DESIGN

- Organization
- Website & Socials
- Flyer redesign
- “It’s More Than a Fishing Trip”





The Trip Builder Dashboard Ideation

Key Features:

What are key features you would like to have on the dashboard? For the Client + For the Agency

How extensive is the information that the client will receive via the dashboard?

Are there aspects of "building one's perfect trip" that we need to know about and have not touched on?

