



Travel and Tourism Package

The **Travel and Tourism Package** retainer is meticulously crafted for travel agencies, tourism boards, hotels, resorts, and destination marketers aiming to captivate and inspire potential travelers through mesmerizing video content. This package is designed to showcase the beauty, culture, and unique experiences of destinations, enhancing the appeal to tourists and encouraging bookings and visits.

Target Audience: Travel agencies, tourism boards, destination marketing organizations, hotels, resorts, and any business in the travel and tourism sector seeking to promote destinations, experiences, or accommodations.

Pricing: \$6,000 - \$12,000 per month

Deliverables:

- **Videos:** 3 professionally produced videos per month, each 2-5 minutes long, showcasing destinations, highlighting unique travel experiences, or offering tours of accommodations and amenities.
- **Content Strategy Consultation:** Initial and ongoing consultations to develop a content strategy that aligns with marketing goals, seasonal trends, and target demographics.
- **Destination Research and Storyboarding:** Detailed research into each destination or property to highlight its most appealing features. Creation of storyboards to plan the visual and narrative structure of each video.
- **Production:** On-location filming in diverse settings, from bustling cityscapes to serene landscapes, utilizing professional-grade equipment for aerial shots

(drones), stabilized ground footage, and dynamic camera movements to capture the essence of each location.

- **Post-Production:** Editing to weave together compelling narratives, incorporating color grading to enhance the visual appeal, adding licensed music that complements the destination's ambiance, motion graphics for informative overlays (e.g., location names, facts), and two rounds of revisions per video.
- **Voiceover and Sound Design:** Professional voiceover to narrate the videos, providing context and storytelling elements, and sound design to immerse viewers in the destination's atmosphere.
- **Social Media and Web Optimization:** Customization of videos for optimal display across various platforms, including shorter edits or teasers for social media engagement.
- **Performance Analytics and Reporting:** Monthly analysis of video performance, with insights on viewer engagement, reach, and recommendations for content optimization to maximize marketing impact.

Optional Add-Ons (For Additional Fees):

- **Additional Videos:** For clients requiring more than 3 videos per month, priced at \$2,000 - \$4,000 per additional video, depending on complexity and location specifics.
- **360° Virtual Tours:** Creation of immersive 360° videos for virtual reality experiences, starting at \$3,000 per tour, offering viewers a unique and interactive way to explore destinations or properties.
- **Multi-Language Versions:** Producing videos in additional languages to cater to international audiences, with pricing dependent on translation and additional voiceover costs.
- **Expedited Delivery:** For faster turnaround times, an additional 20% of the monthly retainer fee.