TOURSBYLOCALS / CAMPAIGN CONCEPT

From Christmas trip planning to a private tour

A seasonal campaign proposal connecting destination discovery, a practical itinerary and relevant tour choices.

STATUS: Proposed to my manager. Not implemented.

The opportunity

A Christmas trip involves more than choosing a destination. Travellers need to balance pace, daylight, weather, closures and the people travelling with them. The campaign uses those planning questions to connect useful content with suitable experiences.

My contribution

Campaign strategy, audience-led content planning, landing-page concepts and a proposed measurement approach.

The journey

Awareness: help people frame their decision.
Consideration: provide a useful planning or comparison resource.
Decision: make the next action clear and practical.

What this edition includes

The public strategy, proposed execution approach and three supplied landing-page mockups. Internal budgets, analytics, historical performance, detailed persona records and confidential business commentary are excluded.

Portfolio concept only. Mockups contain illustrative copy, stock imagery and placeholders. Facts, dates, offers and testimonials require verification before any implementation.

AUDIENCE & CONTENT

Start with the decision.

Couples

Plan around preferred pace, seasonal atmosphere and shared interests.

Cruise visitors

Consider port access, available time and a practical return buffer.

Families across generations

Make walking, rest stops, weather and different interests explicit in the plan.

Illustrative content priorities

Awareness

Choosing a Christmas destination; quieter alternatives; travelling with adult children and grandparents.

Consideration

A flexible three-day plan; seasonal closures to verify; planning for short daylight hours.

Decision

Comparing private tour options; what is included; cancellation and weather questions.

Content topics are proposed editorial directions. Any operational or destination-specific facts would be checked against current authoritative information before publication.

EXECUTION & MEASUREMENT

Build a pilot you can learn from.

01 / Design decision

Build a focused destination pilot around three stages: choosing a place, planning the visit and selecting an experience.

02 / Design decision

Use traveller preferences to guide discovery, with content for couples, cruise visitors and families travelling across generations.

03 / Design decision

Offer a flexible three-day planner and a short email sequence, while keeping practical advice and a direct tour-booking path accessible.

04 / Design decision

Treat seasonal promotions as a separate test from the planning resource, so discount-driven demand can be evaluated separately.

Proposed follow-up

Deliver the itinerary, offer practical decision support, introduce relevant experiences and test any eligible promotion separately. Keep marketing consent clear.

What I would measure

I would track planner requests, qualified tour visits, checkout progression and completed bookings by source and destination. A comparison against an appropriate baseline or control would help assess incremental value, including campaign and discount costs. The proposal was not implemented, so there are no campaign performance results to report.

Pilot sequence: verify facts and baseline; refresh or prepare priority content; launch a limited test; review lead quality and downstream actions before expanding. No results or forecasts are represented as achieved outcomes.

01 / AWARENESS

Find the right Christmas trip

Preference questions, contrasting destination ideas and practical articles help travellers shape their trip.



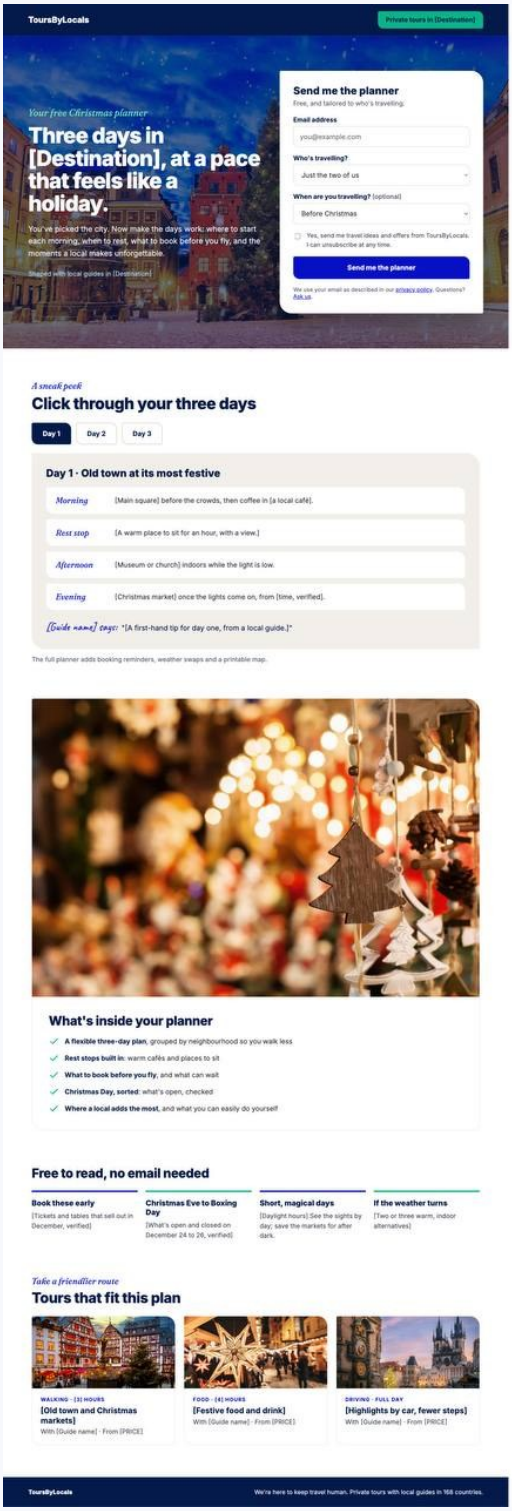
Open the full-size mockup online

Illustrative layout. Embedded text may require zooming; use the online image for closer inspection.

02 / CONSIDERATION

Turn interest into a plan

A three-day itinerary resource connects useful planning advice with experiences that fit the trip.



Open the full-size mockup online

Illustrative layout. Embedded text may require zooming; use the online image for closer inspection.

03 / DECISION

Choose with confidence

Tour comparisons, guide introductions and booking FAQs support a more informed choice.



Open the full-size mockup online

Illustrative layout. Embedded text may require zooming; use the online image for closer inspection.