



PROPOSAL KIT SAMPLE

Vacation Destination Resort Sample Proposal

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Cover Letter, Title Page, Table of Contents, What You Can Expect, Activities, Accommodations, Packing List, Reservations, Recreation, Rates, About Us, Services Provided, Package Deals, Amenities, Testimonials, Reviews, Map, Back Page

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June 2, 20XX

James Weller
Program Development
TravelX Channel
123 Oakview Avenue

Los Angeles, CA 90009

Dear Mr. Weller,

We know that TravelX Channel is the premiere cable channel for travel fans in the United States and Canada, and we are very excited about your new print magazine.

We have noted that to date, you have not featured the island of Aruba as a destination on your program or in your magazine, nor have you featured all-inclusive resorts. We invite your film crew and/or magazine feature reporters to experience our beautiful new all-inclusive resort, Serenity Breeze Resort, as our guests so you can see for yourselves how showcasing our resort would be of interest to your audience.

Serenity Breeze Resort has been open for nearly a year now, but has been discovered by only a few travelers. Thus, it would be a perfect "hidden gem" to reveal to your audience.

Please call soon to set up your complimentary visit and interview schedule at Serenity Breeze Resort.

Sincerely,

Jan Brouwer
General Manager
Serenity Breeze Resort
800-555-9292
jb@serenitybreezeresort.com
www.serenitybreezeresort.com



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June 2, 20XX

Opportunity to Feature Serenity Breeze Resort on TravelX Channel and Magazine

Prepared for: James Weller
Program Development

Prepared by: Jan Brouwer
General Manager

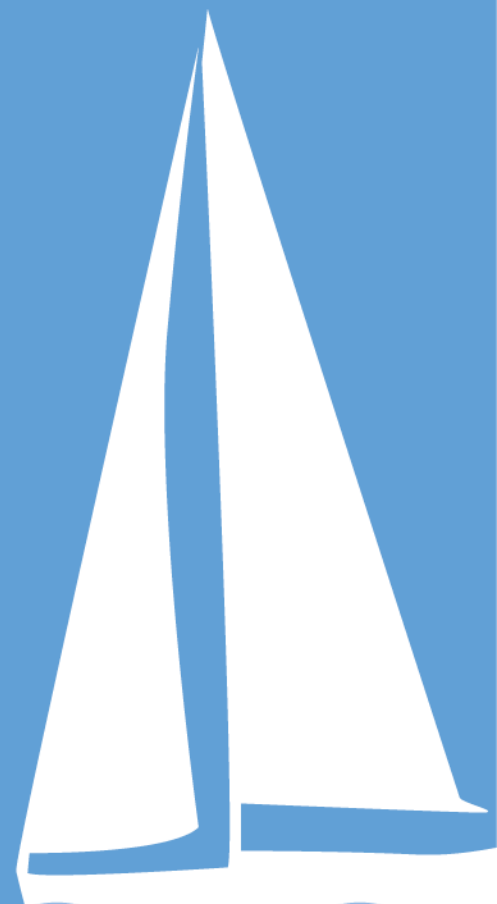


Description

We are introducing our beautiful new Serenity Breeze Resort on the magical island of Aruba to travelers around the world.

Your television crew and/or magazine staff are invited to experience our resort for yourselves for one week so that you may photograph, film, and create a feature article/film about our resort for your audience.

You'll find information for travelers about our resort and everything it offers on the following pages.



www.serenitybreezeresort.com

Proposal Number: 63

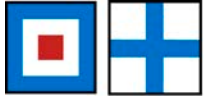
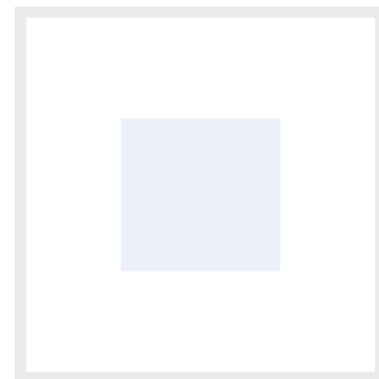
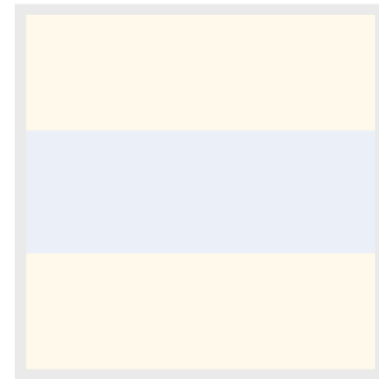


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What You Can Expect

If you seek relaxation and fun in the sun, you can't do better than Serenity Breeze Resort on the beautiful island of Aruba.

"Pay one set price and then put your wallet away."

Serenity Breeze Resort offers all-inclusive stays. Pay one set price and then put your wallet away. After you check into your luxurious private cabana, you're free to enjoy everything the resort offers at no additional cost.

Here's what to expect and what you need to do:

- **Your one-time payment reserves your private cabana on the beach and access to gourmet food, drinks, and entertainment.**

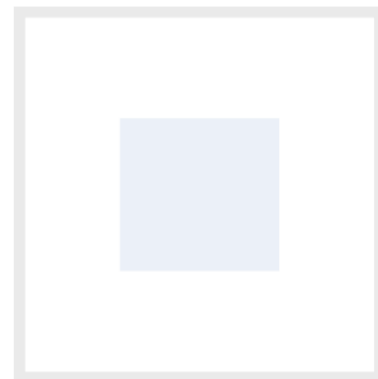
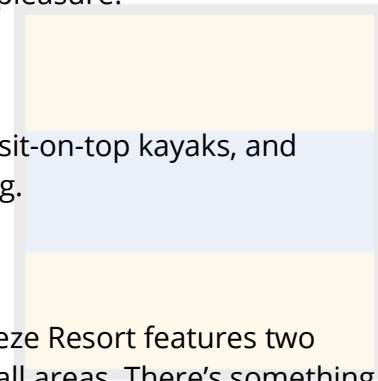
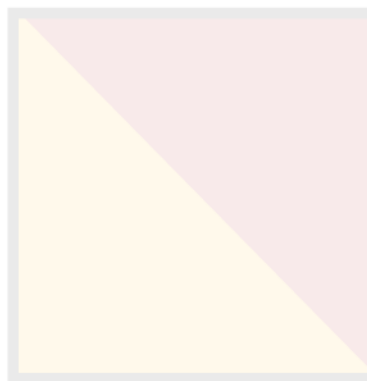
All of our guest rooms feature a breath-taking view of our white sand beach and aquamarine waters. Three restaurants and two nightclubs on our grounds await your dining, drinking, and dancing pleasure.

- **An exciting array of water sports awaits you.**

We offer stand-up paddleboards and surfboards, sit-on-top kayaks, and windsurfers, as well as snorkeling and scuba diving.

- **Not a water baby? No problem!**

For those who don't want to get wet, Serenity Breeze Resort features two tennis courts, as well as lawn bowling and volleyball areas. There's something for everyone!



■ **Want to learn a new sport? Ask for a lesson!**

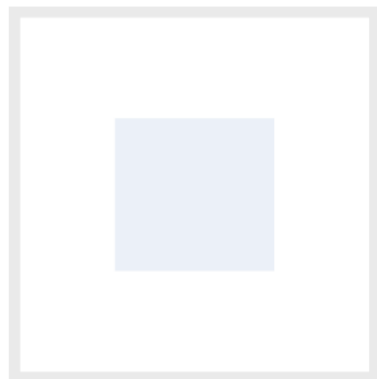
Our staff is available to teach newcomers the basics of paddling boards or kayaks, windsurfing, lawn bowling, volleyball, tennis, water polo, and snorkeling in one easy lesson. Scuba instruction is available, too, but for safety's sake, we require three lessons for certification before allowing new divers to check out dive gear.

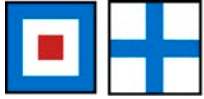
■ **Easy access to nearby venues.**

Taxis are always available to take you on a shopping trip, an island tour, or to a nearby casino. Note that all off-resort activities are not included in our all-inclusive price.

Contact Us

For additional information, please contact Reception at 800-555-9292 at any time.





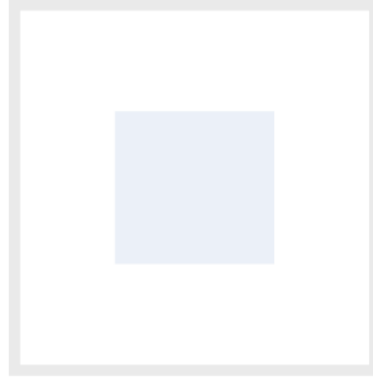
Accommodations

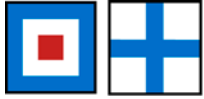
Our 76 private cabanas cascade down a beautifully landscaped hillside on our 120 acre resort. You'll enjoy blooming bougainvillea, jasmine, and other exotic plantings as you stroll through our resort. Each cabana features a bedroom area, a small sitting area, and a patio or balcony with a great view of the white sand beach and the blue-green waters of the Caribbean.

- ❑ Bedrooms are furnished with one king-size bed or two queen-size beds dressed with luxurious Egyptian cotton linens and a walk-in closet with drawers and hanging space for all your needs.
- ❑ The private baths feature large Jacuzzi tubs as well as separate showers, marble countertops, and colorful handmade ceramic sinks. Bath towels and beach towels are supplied in every room.
- ❑ The sitting area features a small table and chairs and ample electrical plugs for all your electronic devices.
- ❑ Tasteful artwork from local artists adorns the walls of every professionally decorated room.
- ❑ On your private patio, you'll find comfortable outdoor furniture that invites you to linger and enjoy the view.

Summary

Your private tropical getaway awaits you at Serenity Breeze Resort. Book soon—reservations fill up fast, especially during the High Season.





Amenities

You'll be astounded at all the amenities Serenity Breeze Resort has to offer in our all-inclusive stay.

Here are just a few of our features:

■ **Private cabanas and baths**

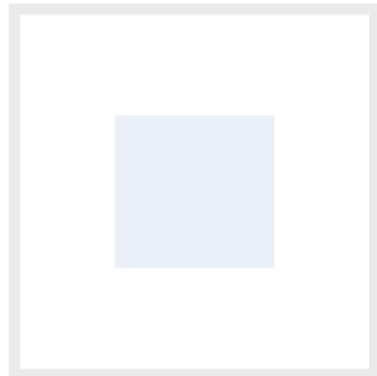
No adjoining walls to share with other guests!

■ **Two fresh-water swimming pools**

Our largest pool, adjacent to the Splash! Bar and Nightclub, is reserved for adults only, and features a waterfall and colored lights after dark. A smaller pool with a walk-in entry for small children is available between our two tennis courts.

■ **Gourmet restaurants**

Our resort is home to three excellent restaurants for your dining pleasure: the Tutti Amici Italian restaurant, featuring a wide assortment of delectable pasta and pizza; the Caribbean Serenity restaurant with local specialties and fresh seafood; and the HomeAway Café with American-style sandwiches, steaks, soups, and salads. Breakfast, lunch, and dinner are served in all three venues. Menus are available in every guest room.



■ Nightclubs and entertainment

Two nightclubs offer drinks and musical entertainment for your pleasure. The Shakelt Club features Calypso music and a wide array of exotic Caribbean drinks as well as all the old standards. The Hemingway Hideout features hosts a wide array of performers as well as a wide array of beverages; check the resort listings to see who is scheduled to appear during your vacation. Nightclubs are open from 7 pm to 1 am.

■ Private white-sand beach

Bring your towel to reserve your beach chair and enjoy a mile of pristine beach reserved exclusively for our guests.

■ So many activities, you'll never be bored

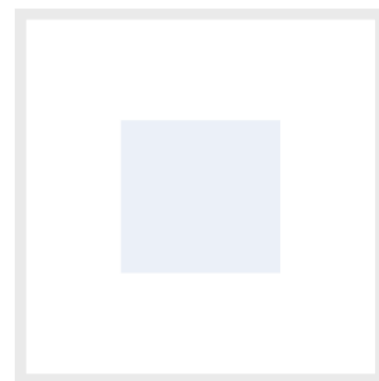
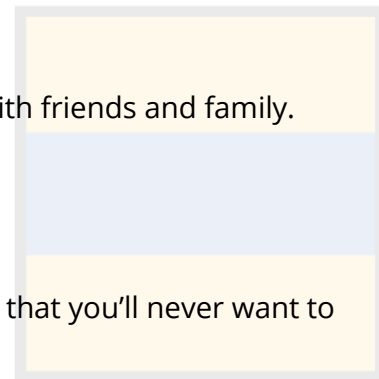
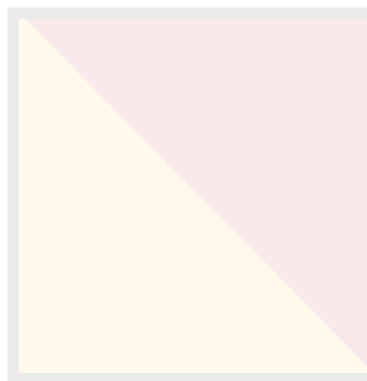
Our guests are invited to enjoy swimming, volleyball, lawn bowling, snorkeling, stand-up paddleboarding, kayaking, windsurfing, tennis, and scuba during the day, and dancing and dining in the evening.

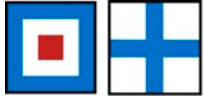
■ Resort-wide wi-fi

Our private network allows you to stay in touch with friends and family.

Summary

You'll find that Serenity Breeze Resort offers so much that you'll never want to leave our all-inclusive resort.





Services Provided

The staff at Serenity Breeze Resort is eager to meet all your needs. We offer the following services.

■ Professional Sports Instructors

Eager to learn something new? We offer on-site lessons in windsurfing, paddleboarding, snorkeling, scuba, tennis, lawn bowling, and volleyball.

■ Babysitting Service

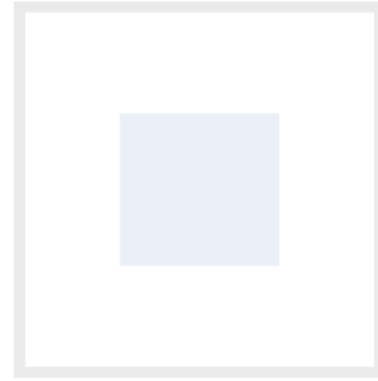
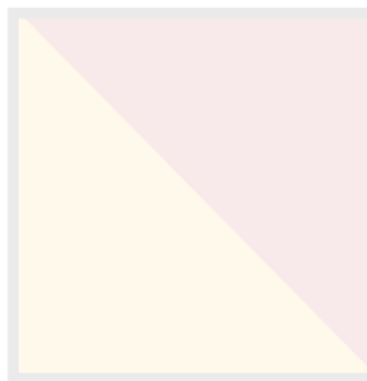
Just because you brought the kids doesn't mean you have to spend all your time with them. We can arrange for an experienced babysitter that both parents and children will approve of. (This service is not included in our all-inclusive price.)

■ Business Services

Although we specialize in taking you away from the work world, we know that situations may arise where you need to communicate with clients or colleagues. Our offices can provide email, scanning, and photocopying services when needed.

■ Transportation

Transportation from and to the airport is included with your all-inclusive stay. At other times, local taxis can be quickly hailed to take you anywhere you'd like to go.



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