

TOURISM MARKETING – CAMPAIGN REVIEW  
AUGUST 2025

Tourism Marketing Budget	\$505,000	5% COV 95% TMD
Agency of Record (AOR)	-\$392,000	
Other Budget Tourism Marketing	\$113,000	MMGY ( January) \$14,542 Expedia -MML \$20,000 Certified Folder \$ 7,705 VCA Newsletter: \$ 8,500 Moro to Morro: \$ 2,500 UK National Geo \$21,000 Hotel Beds: \$12,000 Two-Six Digital \$15,000
	\$113,000	\$101,247

Website Refresh	\$40,000	50% COV 50% TMD
4i – Web Reskin Design	-\$ 7500	
Drozan Implementation	-\$10,000	

\$22,000

\$11,753

\$33,753

(\$20,000) Expedia

\$13,753