

Visit Haywood Destination Guide

Prepared for Haywood County TDA

CoverLetter

Visit Haywood Destination Guide

Dear Corrina Ruffieux,

Lure Creative Design is excited to submit this proposal for producing the Visit Haywood Destination Guide. As an experienced and innovative publisher, we specialize in creating engaging, visually compelling, and revenue-generating visitor guides that elevate destination marketing efforts.

Our comprehensive, full-service approach ensures that we will manage all aspects of production, from design and editorial development to digital integration. Our expertise in content marketing and publishing will streamline processes and maximize engagement.

We look forward to the opportunity to collaborate with you and deliver a high-quality guide that inspires travelers to explore Haywood County TDA.

Sincerely,

Mike Howren

President

AboutLureCreative

Who We Are

Lure Creative Design is a full-service destination marketing agency that specializes in visitor guides, digital marketing, and interactive travel experiences. With a team of highly skilled designers, writers, and advertising professionals, we offer turnkey publishing solutions for CVBs, DMOs, and Chambers of Commerce nationwide.

Our Services

- Custom Design & Layout
- Advertising Sales & Revenue Generation
- Editorial & Copywriting (including local storytelling)
- High-Quality Printing & Distribution
- Digital Guide Conversion
- Destination Website Design
- AI Itinerary Builders and Automations

Why Choose Us?

- Deep expertise in destination marketing with decades of experience publishing travel guides.
- Proven advertising sales success to ensure fully funded publication costs.
- Integrated print and digital solutions, including interactive digital guides.
- Highly skilled content team capable of producing engaging, locally driven storytelling.
- Cutting-edge CRM system for advertiser management, payment processing, and proof approvals.

References & Portfolio

Visit Haywood

Ashley Rice, TMP

O: 828.944.0761 | C: 828.400.3385

ashley@visithaywood.com

Greater Freeport Partnership

Nicole Haas

815-801-3676

nhaas@greaterfreeport.com

City of Santa Clarita

Marilyn Sourgose

(661) 286-4084

msourgose@santa-clarita.com

Duplin County Tourism

Robert Cox

910-296-2181

Robert.cox@duplincounty.com

Portfolio

Please view our work at <https://lurecreativdesign.com/portfolio>

ProjectVision

Over the years, visitor guides have transformed from simple informational brochures into immersive, inspirational storytelling pieces that captivate and engage travelers. Modern guides emphasize emotional storytelling, featuring larger, more compelling imagery and editorials that forge deep connections with visitors. This evolution reflects a shift toward creating memorable experiences through personalized narratives and visual storytelling that go beyond just listing attractions. Additionally, visitor guides have transitioned from pre-arrival planning tools to post-arrival companions, designed to enhance the on-site experience by highlighting local stories, hidden gems, and insider tips that inspire deeper exploration.

To keep guides relevant in today's tech-driven world, integrating digital elements such as QR codes is essential. By incorporating scannable codes linked to interactive maps, itineraries, and up-to-date event listings, the guide becomes a seamless bridge between print and digital content. This approach ensures visitors have real-time access to expanded resources, while still benefiting from the tactile, inspirational appeal of a physical guide. By blending storytelling, stunning visuals, and digital integration, today's visitor guides serve as dynamic tools that inspire travelers while enhancing their experience on the ground.

Project Scope & Deliverables

The Visit Haywood Destination Guide will showcase the authentic character and natural beauty of Haywood County's five mountain communities, inviting travelers to experience one of Western North Carolina's most captivating year-round destinations. Nestled among the Great Smoky Mountains and Blue Ridge Mountains, the region offers breathtaking scenic drives, outdoor adventure, Appalachian heritage, vibrant downtowns, and unforgettable mountain experiences. Designed as an editorial-style travel magazine, the guide will blend inspiring storytelling, stunning photography, and curated trip ideas to immerse readers in the Haywood County experience while encouraging exploration throughout Canton, Clyde, Lake Junaluska, Maggie Valley, and Waynesville. Through compelling features, visitor resources, and visually engaging content, the publication will inspire travelers to discover the region's mountain charm, cultural richness, and unmatched access to the outdoors.

Our team at Lure Creative will deliver a visually compelling, editorially engaging, and strategically structured publication that reflects the values of Haywood County TDA. Managing custom design and layout, printing and delivery, digital guide conversion and AI itinerary builder, we will ensure the guide maximizes exposure and economic impact. By combining dynamic content, professional photography and seamless digital integration, we will create a guide that deepens visitor engagement, supports local businesses, and strengthens the Haywood County TDA brand as a premier regional destination.

Design & Layout

- Custom magazine-style layout that aligns with client's branding and tourism strategy.
- Engaging visual design that balances high-impact imagery with clear, easy-to-read typography.
- Strategic use of white space and grid-based layouts to ensure a clean, modern look.
- Incorporation of local photography to create an authentic and inviting representation of client area.
- Designed to drive engagement, with clear calls to action, featured sections, and interactive elements for digital versions.
- Ad placement optimization to maximize visibility and effectiveness for advertisers without disrupting editorial flow.
- Collaborative design review process with three rounds of revisions to ensure alignment with client's vision. Additional rounds billed at \$150/hour.
- Preparation of print-ready files with full bleed, color correction, and high-resolution formatting for professional-quality printing.

Roles & Responsibilities

Client: Provide branding guidelines, logos, and other required design elements. Approve design drafts and final layouts.

Lure Creative Design: Handle all aspects of design, layout, and formatting, ensuring a high-quality, visually compelling guide.

Printing & Delivery

Print Specifications:

Quantity: 50,000

Size: 8 3/8 x 10 7/8

Pages: 64pg + cover

Paper: Cover: 100# matte text; Body: 50# gloss text

Binding: Saddle Stitch

Inks: 4/4 PC

Packaging: Cartons, 50 per carton

Delivery: TBD

Roles & Responsibilities

Client: Approve print specifications and final proofs before production.

Lure Creative Design: Oversee printing process, ensure high-quality production, and coordinate delivery.

DigitalGuide

Digital Guide Development

Development of an interactive digital version of the guide with:

- Clickable links to advertiser websites.
- SEO optimization for increased search visibility.
- Interactive table of contents and embedded video capabilities.

Roles & Responsibilities

Client: Review and approve digital guide features and interactive elements.

Lure Creative Design: Convert print guide to an interactive digital format with enhanced features.

ProjectCalendar

Phase 1: Planning & Content Development (4 weeks)

- Kick-off meeting to align on project goals, content direction, and branding guidelines.
- Collection of assets (existing content, photos, logos, marketing materials).
- Content development, including interviews, research, and writing.

Phase 2: Client Approvals (4 weeks)

- Continued editorial refinement and layout adjustments based on client feedback.
- Cover designs and layout concepts presented for review (up to 3 rounds of revisions).
- Final approval of editorial content.

Phase 3: Final Design & Production (4-6 weeks)

- Final design adjustments and layout refinements.
- Proofing process, including three rounds of client revisions.
- Preparation of files for print and digital distribution.

Phase 4: Digital & Print Distribution (4 weeks)

- Printing and production of guides.
- Delivery of printed guides to designated distribution points.

Ongoing Support & Performance Tracking

- Quarterly reporting on digital guide engagement.

Destination Clients & Case Studies

Case Study: Houston Visitors Guide

Circulation Increase: 400K to 500K

Ad Revenue Boost: \$372K to \$424K

Revenue Share to Client: 2% to 20%

Zero Cost, \$84K+ in Profit for Client

Case Study: Breckenridge Visitors Guide

Circulation Growth: 20K to 60K

Ad Revenue Jump: \$52K to \$92K

Client Profit Return: +\$20K in direct
revenue

Our Destination Clients Include:

Houston TX, Breckenridge CO, Visit Fresno CA, Haywood County NC, York County SC, City of Camden SC, Aspen CO, Amarillo TX, Kansas City KS, Buellton CA, Alamosa CVB, Huntsville CVB, Salado TX, Greater Merrimack Valley CVB, Central Massachusetts CVB, Putnam County CVB, Alexander City Chamber of Commerce, City of Kingman, Orange County Chamber of Commerce, PA Route 6 Association, City of Thomasville, Wilson County NC, Flint Michigan, Duplin County NC, Los Angeles CA, Greater Freeport Partnership, Arlington Convention and Visitor Service, Clinton County Convention & Visitors Bureau, Front Royal-Warren County Visitors Center, DeSoto Chamber of Commerce, Gila Bend Chamber of Commerce, The Naked Winery, Conroe CVB TX, Clermont County CVB OH, Loudoun County, Cheatham Chamber of Commerce, Putnam County CVB WV, Cleveland County Visitor Center NC, Santa Clarita CA, Middletown Chamber of Commerce, Greater Dover Chamber of Commerce.

PriceSummary

Design & Layout: **Included**

Printing & Delivery: **Included**

Digital Guide Conversion: **Included**

AI Itinerary Builder: **\$5,000 set up and \$500 per month (Waived as part of the Visitors Guide contract)**

Print Specifications:

- Quantity: 50,000
- Size: 8 3/8 x 10 7/8
- Pages: 64pg + cover
- Paper: Cover: 100# matte text; Body: 50# gloss text
- Binding: Saddle Stitch
- Inks: 4/4 PC
- Packaging: Cartons, 50 per carton
- Delivery: TBD

Total Cost: 38,587

Terms & Conditions

These Lure Creative Design, Inc. Proposal Terms and Conditions (the "Terms and Conditions") are attached to the Lure Creative Design, Inc. Proposal (the "Proposal") that will act as the agreement between Lure Creative Design, Inc. ("Lure Creative Design, Inc.") and you ("Customer") for purposes of the transactions referenced in the Proposal.

Any products and/or services to be supplied by Lure Creative Design, Inc. under the Proposal will be provided in accordance with the specifications set forth in the Proposal. Any dates or schedules specified in the Proposal for the delivery of any products or services by Lure Creative Design, Inc. are only estimates and shall not be binding upon Lure Creative Design, Inc. Lure Creative Design, Inc. shall not incur any liability, either directly or indirectly, nor shall any engagement be canceled as a result of any delays in meeting such dates or schedules.

Lure Creative Design, Inc. may refrain from starting any work under the Proposal until such time as Customer has delivered to Lure Creative Design, Inc. all required content, including, but not limited to, copy, image files, logos and reference materials. Any delays in providing such content by Customer will extend the time period for the delivery. Lure Creative Design, Inc. has no obligation to review any content, information or other materials supplied by Customer and does not assume any liability therefore.

Lure Creative Design, Inc. shall not be responsible for any delays or inability of third parties used by Lure Creative Design, Inc. to provide the products and/or services under the Proposal. Any price estimates in the Proposal may be based on a quote from a third party. Lure Creative Design, Inc. shall not be bound by any price quote in the Proposal if any such third party fails to provide the products or services as agreed.

CANCELLATION. In the event Customer cancels the engagement contemplated under the Proposal or fails to deliver any items set forth in the Proposal or these Terms and Conditions after written request by Lure Creative Design, Inc., Customer shall pay to Lure Creative Design, Inc. all charges and fees incurred by Lure Creative Design, Inc. through the date of termination. In addition, without limiting the availability of any and all other legal or equitable remedies, Customer shall pay a cancellation fee, depending upon the date of cancellation, equal to the following schedule: (a) cancellation during Phase 1 (or equivalent period) -- 50% of total estimated fees; (b) cancellation during Phase 2 (or equivalent period) -- 75% of total estimated fees; and (c) cancellation during Phase 3 (or equivalent period) -- 100% of total estimated fees.

OWNERSHIP. Any content or materials supplied by Customer shall remain the property of Customer. Any image, graphics, coding, scripts, text, source files, software or other materials supplied or prepared by Lure Creative Design, Inc., and any derivative works therefrom, shall remain the property of Lure Creative Design, Inc.; provided Lure Creative Design, Inc. shall grant to Customer the limited right to use such materials, on a non-transferable basis, on its website or as otherwise contemplated in the Proposal. Notwithstanding any other provision of the Proposal or these Terms and Conditions, Customer shall not be permitted to modify, reverse engineer, disassemble or decompile any software or source code supplied by Lure Creative Design, Inc. for any website developed by Lure Creative Design, Inc.

INDEMNIFICATION. Customer shall indemnify and hold Lure Creative Design, Inc., and its directors, officers, employees and agents, harmless from and against any claims, losses, damages, liabilities, costs or expenses of any nature (including reasonable attorney's fees) suffered or incurred by any of them to the extent that such are caused by (i) a breach of the Proposal or these Terms and Conditions by Customer, or (ii) any content or materials supplied by Customer.

Agreement

Yes, I authorize Lure Creative to begin development on the guide as outlined by the above terms.

____ 2027 Visitors Guide Publishing

____ Printing & Delivery

____ Digital Guide Conversion

____ AI Itinerary Builder

Accepted By:

Haywood County TDA - Corrina Ruffieux

91 N Lakeshore Drive, Lake Junaluska, NC
28745

Printed Name: _____

Title: _____

Signature: _____

Date: _____

Prepared By:

Lure Creative Design, Inc. - Mike Howren

151 Portage Trail Suite 2, Cuyahoga Falls, OH
44221

Printed Name: _____

Title: _____

Signature: _____

Date: _____