

# Proposing like a Pro

**A Travel with Awestruck Guide**

TRAVEL WITH  
AWESTRUCK

# Introduction

There is no single “right” way to write a travel proposal, and that is part of your opportunity to differentiate and customize your service to your clients' needs.

The most effective proposals are strategically crafted to reflect your brand, speak directly to your client’s desires, and build excitement for what’s possible.

This guide will help you understand what makes a proposal compelling, what to include, and how to present proposal options. Your proposal is your first chance to show clients what it feels like to travel with you.

Are you ready to propose the Travel with Awestruck way?



# The Art of a Great Proposal

# Your proposal is more than a trip outline

This is your first real chance to show clients how you think, how you plan, and how you elevate the travel experience. Whether you're planning a honeymoon, a milestone birthday, or a high-touch corporate retreat, a well-crafted proposal builds trust and excitement before the first deposit is even paid.

A beautiful proposal makes an impact, but a smart proposal builds trust, manages expectations, and protects both you and your client. No matter which format you use, these best practices will ensure your proposal is complete, professional, and aligned with the Travel with Awestruck standard of service.

Any proposal **must** include:

**Travel with Awestruck terms and conditions** and any supplier terms and conditions

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**Travel insurance information.** This may be sent after the trip is deposited if using Travel Insured, but you must include that travel insurance cost is not included, and a quote will be provided after deposit.

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**Disclaimers on pricing and availability**, so that your clients understand that nothing is confirmed until payment is complete

Any proposal **should** include

**Clarity on what is and is not included** in the proposal and pricing you are presenting

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**Your branding and contact information**

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**A personal note** introducing the proposal and thanking them for the opportunity

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**A call to action** on what to do next (e.g., share feedback, make changes)

# What makes a travel proposal compelling?

There are many different ways to write proposals, but a few elements that all compelling proposals have in common.

**Remember, a compelling proposal is not just about how it looks. It is about how it makes your client *feel*.**

Your proposal should build confidence in your expertise, stir excitement for the journey ahead, and show that you understand their needs better than anyone else.

## Compelling proposals...

**Feel tailored, not templated.** Clients should see *themselves* in your proposal. Reference specific preferences, desires, or pain points they've shared with you. Even if the itinerary structure is standard, the framing should be personal.

**Paint a clear picture of the experience.** Don't just list inclusions. Try to bring them to life. Use language that helps the client *feel* the atmosphere, pace, and energy of the trip. For example, instead of "private transfer to hotel," say, "You'll be greeted at the airport by your private driver for a seamless ride into the heart of the city."

**Build trust through transparency.** A great proposal answers questions before they're asked. It clearly lays out pricing, inclusions, policies, and next steps. It manages expectations around what's confirmed vs. what's subject to availability, and reminds clients that deposits are required to secure pricing.

**Are easy to navigate and visually polished.** Whether it's a sleek PDF, a Travefy link, or a custom-designed deck, formatting matters. Your proposal should be skimmable, organized, and free of clutter or broken links. Be sure to use section headers to break up content, include visuals, and use your brand kit consistently.

**Show your leadership in the planning process.** Clients want to feel that you've taken the wheel and are guiding them toward the best possible experience as a true expert. That means offering recommendations confidently, flagging any tradeoffs, and making the next step crystal clear.



Reflect your brand and your unique value proposition. Your proposal is an extension of your business. The design, language, and tone should reinforce why working with you is different—and worth the investment. **It should answer the unspoken question:**

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**“Why should I book this with you and not just on my own?”**

Whether your style is bold and modern, or elegant and understated, make sure your proposal looks and sounds like *you* and communicates the level of professionalism clients can expect throughout the process.



# Options for Presenting Your Proposal

# Option 1 : Travefy

Travefy is our preferred option for most proposals at Travel With Awestruck. Travefy is a digital itinerary builder that allows you to create visually polished, interactive proposals and itineraries with embedded photos, day-by-day breakdowns, documents, and more. It is a useful tool for more than just your proposal, and is most often also how we deliver travel documents to our clients as well.

Some reasons to consider using Travefy:

**Easy to customize and duplicate proposals**, saving you time if you are proposing similar itineraries often

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**Clean, consistent formatting** with high visual impact

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**Accessible by your clients live, on any device** and can be updated in real-time, instead of trading PDFs

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**Integrated with some supplier content and CRMs**, minimizing the excess work you need to put into creating the proposal

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**Easily present multiple options** for your clients to review

You should use Travefy for any itinerary in which the supplier proposal is not up to your standard. In general, it is best practice to use Travefy to stay consistent with your brand and client experience.

Remember that Travefy has an additional cost. This cost varies and is pro-rated.

[View a sample Travefy proposal here](#)



## Option 2: Using Supplier Proposals

Many DMCs, cruise lines, and tour operators offer pre-made proposal PDFs or presentations that include their branding, pricing, and detailed descriptions.

That said, the standard for these proposals is vastly different. Some of your suppliers will deliver beautiful, formatted PDF documents with their branding and yours included. Others send Word documents filled with typos.

At Travel With Awestruck, we use proposals from some of our trusted suppliers because they meet our high standard for client service. Some examples include **Memorable Costa Rica, See Italy, Titanium Tours, Travelive, Live Life Safaris, and Delta of Scandinavia.**

[View a Memorable Costa Rica proposal](#)

[View a See Italy proposal here](#)

If you are considering using a supplier's "done for you" proposal rather than creating one on your own, ask yourself the following questions before proceeding:

- **Does the proposal feature my name and branding, or only the supplier?**
- **Is the proposal well-written, free of typos, and grammatically correct?**
- **Am I proposing multiple supplier options to my client?**
- **Does the proposal meet my standard for client service in cleanliness and visual appeal?**
- **Is the proposal pricing accurate?** Does it reflect the gross price that my client will pay (remember that most suppliers quote in net)?

In short, using a supplier proposal can be a great way to save time and bring a professional offering to your clients. However, you should always check the proposal before sending to ensure it meets our high Travel With Awestruck standard.

# Option 3: Creating your own template

If you do not like the alternative options, you can create your own proposal template using a tool like PowerPoint or Canva. This is an option to reflect your personal aesthetic, voice, and design style, but does require more time investment up front to create your template.

This option may be a good fit for you if:

- **You emphasize high-touch, white-glove service** for ultra-luxury clients who are used to fully custom treatment
- **You serve a type of client that requires a different degree of detail in their proposals** (e.g., destination weddings, corporate meeting and incentive travel)
- **You want full control over and reinforcement of** your brand
- **You have strong design skills** and are confident in your ability to build a branded template that reflects the degree of professionalism that your clients expect

Most Travel with Awestruck advisors choose to trust the experts on this one and use either Travefy or supplier proposals, but as always, you should choose the option that best reflects your needs and those of your clients.



## Option 4: Using another tool

Travefy is one of many options available to create professional proposals and itineraries. If you like the idea of having a proposal tool but do not like Travefy's interface or functionality, you are welcome to explore other proposal and travel document creation tools that better match what you are looking for.

Some popular Travefy alternatives that we see others using:

Axis

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Unmapped

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TravelJoy

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Tern

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TourWriter

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Triplt

Whichever you select, we encourage you to look for trial and demo periods before committing. Some solutions look great on paper or in sleek marketing videos, but end up adding significant time and effort to your day when it comes to actual document creation.

# Closing Thoughts

# The best proposal is the proposal that is authentic to you

As in all things, the best way to build a proposal is the way that best supports your business, your brand, and your client experience.

Many successful advisors use all three methods at different stages or for different types of trips. What matters most is that your proposal is clear, inspiring, and aligned with your client's expectations.

Start with the option that feels most natural, then refine over time. A strong proposal is one of the most powerful tools in your sales process. Make it yours.



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