# Adventure Travel, Web Site Proposal

# *(A fictitious web site project for educational purposes)*

Adventure Travel  
3450 Conhost Avenue  
Boulder Colorado 12345  
(317) 555-7414

**Description/Background**

Adventure Travel is a small-group adventure travel company based in Billings, MT that specializes in high-end, active vacations. The company has been in business for more than 20 years, and the trips have been listed among the "World's 25 Best New Trips" by National Geographic Adventure Magazine on multiple occasions.

###### **Market/Customers**

Young and middle-age active adults 25-50. Basic income of +50K annual. Physically fit, athletic.

###### **Site Objective**

Adventure Travel does currently have a website. However, the site is dated and they an entirely new look with the new content provided. (See Adventure Travel\_text\_content.txt).

###### **Pages & Site Organization** page 1: Home page page 2: The Adventure Advantages page 3: Destinations page 4: FAQ page 5: Contact Us