

# *Bohemian Creative Lifestyle*

By Lisa Hall

# Tourism Murals

**Creating high-impact marketing assets to amplify tourism efforts:**

- **Strengthens city branding & identity**
- **Supports marketing campaigns**
- **Activates spaces & programming**
- **Drives economic development**

**Let's chat**



**I am a world traveler, muralist and marketing specialist who loves to create connections between people and places through art.**

My murals feature a fun, bright illustrative style of art designed to attract visitors, be photographed and offer long-term visibility.

The integration of art is a strategic approach to enhance tourism marketing efforts, strengthen a city's identity and drive economic development.

Whether you are looking to promote a city, district or local event, let's work together to create a vision to turn blank walls into creative marketing assets that locals will love and visitors will remember.

**[View mural examples](#)**



**Lisa Hall**

**# of Countries Visited: 54**

**Top Destination: Nice, France**

**Vacay Vibe: Chic Boho Beach Club**

**Traveler Type: Cultural & Digital Nomad**



# Public art becomes a valuable marketing asset:

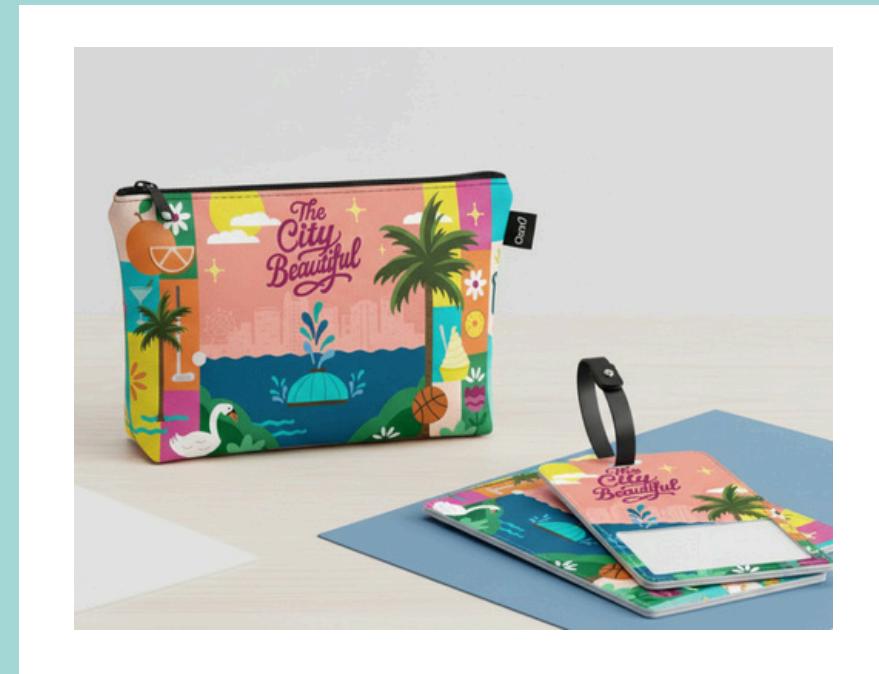
## Strengthens city brand & identity

- Reinforces city slogans
- Provides recognizable visual elements for consistent branding
- Positions the city/area as creative and culturally vibrant



## Supports marketing campaigns

- Creates striking visuals for campaigns
- Generates user-created content
- Acts as a long-term marketing asset
- Provides media content
- Can offer added opportunities for product sales



# Strategically placed to energize businesses and signal growth:

## Activates spaces & programming

- Revitalizes underutilized areas/corridors
- Supports mural walks and art events
- Creates backdrops for festivals, sporting events and public programming

## Drives economic development

- Creates photo-worthy spots to strategically drive visitors
- Encourages new investment by signaling growth and community vitality
- Creates revenue opportunities through tours, events, merchandize and increased traffic to local businesses



# Process

## Phase 1: Vision + Estimates (1-3 days)

- Initial video call to discuss your mural needs/goals
- Get to know my work, offerings & estimates

## Phase 2: Design + Revisions (2-3 weeks)

- Discuss art direction for the design
- Up to 2 rounds of revisions
- Approve final design & project details

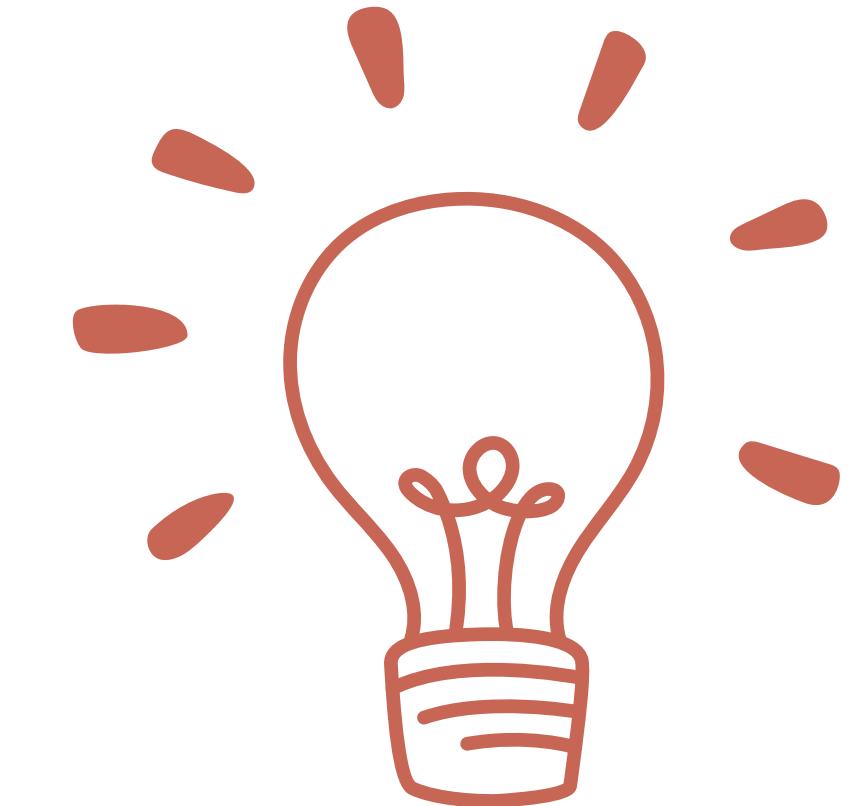
## Phase 3: Painting + Marketing (1-2 weeks)

- Prep walls as needed and begin painting
- Incorporate marketing campaign (if requested)
- Celebrate mural completion

# Pricing

Pricing depends on a number of factors such as wall size & material, level of engagement/marketing, timeline, materials needed, etc.

My starting base price is \$5,000 for a mural or starting from \$7,500 with a marketing campaign component.



## Mural ideas:

- Insta-worthy “I heart city” design
- “Welcome to” gateway mural
- Promote annual event
- Mural festival in arts district

& many more!

# Let's bring the world to you!

## Lisa Hall



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**Your mural starts here**

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