**Abstract**

This research paper is entitled *An Analysis of Marketing Strategy of Graha Wista Tours and Travel to Increase Sales of Domestic Tour Package.* The content of the paper is discussed about marketing strategy in Graha Wisata Tours and Travel. The applied method of problem analysis is the qualitative method. The step that the writer took are collecting, clarifying, analyzing and interpreting the data. The writer examine the issues relating to the effectiveness of the use of marketing strategies to increase sales of domestic tour packages that are used by *Graha Wisata Tours and Travel*. Strategy is used very simple, this strategy was adopted from specific strategies that focus on the target market, the determination of position, marketing mix and marketing expense. Base on the research Graha *Wisata Tours and Travel* stated that utilize relationships and create customer happy and comfortable is one strategy that is very influential in the business continuity tourism travel agency, using this strategy will travel directly promoted, so that the possibility of customers interested in using the services from *Graha Wisata Tours and Travel* is bigger.

Key Words: Marketing Strategy, Marketing Media, Marketing Revenue