

HOW TO WRITE A TRAVEL BROCHURE

★ *Destination information:*

Provide a complete profile of the destination. Include information about some of the following points:

- location of the destination
- geographic, demographic, and environmental descriptions
- population and weather reports
- a list of major cities
- language(s) spoken
- religions and holidays celebrated
- the currency used

★ *Historical information:*

Provide a brief history of the destination including the following information:

- brief description of the significance of each historical location
- available tours that offer tourists an opportunity to site see

★ *Recreation Information:*

Everyone likes to have fun on vacation. Find the hot spots or events at the desired destination. Remember, not everyone is alike. Some people like water sports; some like indoor activities. Some people are early risers, while others party all night long and sleep late. You might include the following points:

- activities varying from indoor to outdoor, land to water, dawn to dusk
- names and locations of areas of interest (recreation, dining, etc.)

★ *Transportation & accommodation information:*

Offer a variety of packages for the various wallet sizes. Keep in mind that people of all incomes and interests travel. Some like to travel with class; some just like to get to their desired destination, even if it means driving long hours in a bus. Give information about:

- transportation to destination
- transportation within destination (car rental, subway, bus, etc.)
- lodging accommodations