

**WORLD GEOGRAPHY HONORS
DREAM VACATION TRAVEL BROCHURE**

Date Due:

You are a travel agent from the country of _____ . You are competing with other travel agents to lure a large group of tourists from the United States to your country. You will plan all aspects of the trip, from beginning to end, for the best price possible.

You must first research the places of interest and activities that are found in your country. Then decide which are the most notable and design a travel brochure for tourists include an itinerary for 6-7 days. The brochure is created on both sides of an 8 ½"x 11" sheet of paper folded into thirds. It must include the following information:

- 1. Climate type and the best time of the year to visit the country**
- 2. Map(s) showing the country and important sites**
- 3. Places of interest with information about each (8)**
- 4. Pictures or drawings illustrating the highlights of the trip (Use a caption with each picture)
Minimum of 8 pictures, they really add color and visuals to the brochure
This does not include those used on the front cover or the flag.**
- 5. Name of the currency used in the country**
- 6. Time (hours and minutes) to fly there**
- 7. Cost of round-trip airline tickets (Print this page and turn it in with your brochure.)
Highlight on your brochure the travel time and price.**
- 8. An estimate of the total cost of the trip (Include such expenses as food, transportation, tips, souvenirs, and sightseeing.) I want to see the break down of prices. (Print the hotel price page and turn it in with your brochure.)**
- 9. Itinerary for 6-7 days including travel days in the 6-7 days**

You may use encyclopedias, travel books, travel brochures, magazines, Internet, airline or travel agents, or contact embassy officials for your country.

Make this as inviting and appealing as possible.

All writing on the brochure must be TYPEWRITTEN.

Strive for a professional look.

DO NOT LAMINATE THE BROCHURE.

You will be graded on neatness, eye appeal, creativity, correct information, following directions, quantity and quality of work.

This will count as 2 test grades.

TRAVEL BROCHURE ASSESSMENT

(120 POINTS)

NEATNESS: 20 POINTS

- Lettering is neat and straight**
- Pictures are cut neatly and placed straight on paper**
- Correct spelling**
- Correct grammar**

8 ITEMS OF REQUIRED INFORMATION: 80 POINTS

- Climate and best time of the year to visit the country**
- Maps showing the country and important sites**
- Places of interest with information about each**
- Pictures or drawings illustrating the highlights of the trip**
- Name of the currency used in the country**
- Time to fly there**
- Cost of round-trip airline tickets; an estimate of the total cost of the trip**
- Itinerary for 6-7 days**

CREATIVITY: 20 POINTS

- Presentation (Eye appeal)**
- Lettering**
- Matting**
- Effective use of color**
- Placement of items on the page**
- Effective use and number of pictures**