European Travel Brochure

Directions: You have recently taken a job in a travel agency. Your first assignment is to advertise and create interest in travel to a European country. As part of your marketing strategy, you’ve decided to develop an advertisement telling people why they should visit a certain country on their vacation (or as referred to in Europe, their “holiday”). You must include all of the following in your project:

1. An Exciting Cover Page and Company Notes- (5 Points Total)
   - This will capture the customer’s eye and make him/her want to open your brochure to find out more. It should include the name of the country, a slogan, a map of the country outlining where your tour will take the travelers and an eye-catching visual as a picture or drawing representing the country.

2. A Daily Itinerary for a 5 day Vacation in that Country- (15 Points Total)
   - There must be one featured place of interest for each day. You must include the location and description for why you chose these tourist destinations and what your travelers will be able to do there. These could be geographical features, historical sights, or places people go for entertainment
   - Make sure the order in which you visit the tourist destinations makes sense. Don’t start in a city in the northern part of the country, then the south, and then head back north!
   - Make sure for each day you also include food suggestions so the travelers get a feel for the culture.

3. The Culture of the Country or Region- (10 Points Total)
   - There are many aspects of culture. Include at least 4 examples on this page (food, clothing, transportation, art, music, laws, etc…). Each example chosen will need a corresponding picture or drawing and at least one sentence describing the cultural trait.

4. The Climate of the Country or Region- (10 Points Total)
   - Include information about the climate so the traveler knows how to dress depending upon what time of year they decide to visit. Remember different parts of the country may have different climates so be sure to include necessary information.

5. The Geography of the Country- (10 Points Total)
   - What does the country look like? Describe the landscape and physical features. Be sure to include important bodies of water, mountains, and other physical features. Include pictures for at least 4 of the physical features.

6. The Fast Facts and Key Phrases- (10 Points Total)
   - People need to know a little bit about where they are going! Give a brief summary of what they need to know in order to successfully travel. Examples: currency ($$), capital city, other cities of interest, population, literacy rate, major languages (including key phrases with translations), form of government, transportation available, etc...

You and your partner may choose the format in which you advertise your country. Here are a few suggestions:
- Brochure- you can use Google docs for this (I can show you how to format it properly)
- Commercial Video- must be edited well and look like something professionally made
- Display Board- Use a tri-fold display to showcase everything
- Other- Talk with me prior to doing another format to get approval (must have a clear plan)

Due Date: Thursday October 3 at the end of class!! We will be doing presentations on Friday so it is important to get this done by Thursday.
# European Travel Brochure Grading Rubric

1. **An Exciting Cover Page and Company Notes-** (5 Points Total)
   - Title of Country to visit: 0 / 5

2. **A Daily Itinerary for a 5 day Vacation in that Country-** (15 Points Total)
   - 5 Day Itinerary: 0 / 1 / 3 / 5
   - One place of interest to visit per day: 0 / 1 / 3 / 5
   - An order of travel that makes sense and food suggestions: 0 / 1 / 3 / 5

3. **The Culture of the Country or Region-** (10 Points Total)
   - Description of at least 4 examples the country's culture: 0 / 1 / 3 / 5
   - Pictures of cultural aspects of your country: 0 / 1 / 3 / 5

4. **The Climate of the Country or Region-** (10 Points Total)
   - Description of your country’s climate: 0 / 1 / 3 / 5
   - Times of year and season your vacation is scheduled for: 0 / 1 / 3 / 5

5. **The Geography of the Country-** (10 Points Total)
   - Description of your country’s topography: 0 / 1 / 3 / 5
   - Include key geographical points of interest: 0 / 1 / 3 / 5

6. **The Fast Facts and Key Phrases-** (10 Points Total)
   - Description of your country including money, capital city, other major cities, population, literacy rate, and major languages: 0 / 1 / 3 / 5
   - Key phrases to help a traveler communicate: 0 / 1 / 3 / 5

7. **Bonus Points**
   - Aesthetically pleasing and inviting to potential customers: 0 / 1 / 3 / 5
   - On time and prepared to present: 0 / 5

**TOTAL:** /60

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**Notes:**