

General elements of travel brochures:

- A header that identifies the place and creates interest
- Information about location, often including a map
- Subheadings, making topics easy to find
- Short blocks of information under each subheading
- Lists or charts with additional information as needed
- Photos with captions that support the text, adding detail and visual impact
- Attractive lettering, layout, and clip art that make details easy to find and to read
- Short persuasive text encouraging people to visit the place and giving reasons why.



Information that must be included in your travel brochure:

- Location details: relative location, latitude and longitude, neighbouring countries
- Travel details: approximate travel times from Canada, major airport(s)
- Description of the climate and vegetation
- Description of the landscape, natural landmarks, major landforms, bodies of water
- Identification of major cities
- Explanation about why this country is interesting
- A map of the country identifying major geographic details
- Reference details for at least three sources

Assessing Brochures

Develop descriptors to help you assess the following elements of the brochure:

1. **Overall Layout:** Is the brochure attractive and easy to read?
2. **Information:** Is the information complete, clear, and accurate? Are sources cited completely?
3. **Language & Mechanics:** Is the language of the brochure correct, descriptive, and persuasive?
4. **Use of Publishing Technology:** Does the brochure use digital photos, clip art, drawing, or word art in an attractive and effective manner?