

CREATE OR UPDATE YOUR TOURISM BROCHURE

GET YOUR CONTENT READY

Logo - have a high res logo ready to place on your brochure

Images - have a suite of your best imagery ready so you have the best images to choose from and place

Copy - Your message is important, so spend a little time drafting what you want to say in advance – you'll be able to make tweaks later. Your copy should include these basics:

- Intro/About us – A brochure is an opportunity to say more about who you are and what you stand for – whether that's reliability, personal service or quality products. Try to focus on one or two key messages.
- Product/Service info – Prepare all your essential info about what your business offers. It helps to split it up into categories, so it's easier to scan and digest.
- Contact details – Tell customers how to get in touch and include your working hours.

Source - Vistaprint

WHAT DESIGN SHOULD I USE?

The best way to stand out from your competitors is to work with a graphic designer to help set up a template that represents your brand. If this is not something you can afford right now then Canva is a good alternate option to get something done in the interim.

10 TIPS TO HELP YOU CREATE

1. **Include customer testimonials**- word of mouth is a great selling tool, people really enjoy finding out what other customers have previously experienced.
2. **Who is your target market?** - it is important to know what demographic you are trying to sell to so you can make sure you are using the right imagery and wording
3. **Get their attention** - make sure the front cover is eye catching, high quality images, brand name and logo and easy to read fonts help your brochure stand out
4. **Use beautiful imagery** - great photography gets results, the user likes to be able to picture themselves enjoying your product and the more captivating the imagery, the more they feel the need to book or buy
5. **Keep it simple** - avoid big words and industry jargon, just use everyday language and connect with the potential customer
6. **Be consistent** - use the same colours, designs, font types and styles associated with your brand, this keeps it looking clean and simple and helps customers recognise your company and sets you apart from your competitors
7. **Make it 'scannable'** - don't fill your brochure with too many lines and blocks of text, instead use the space for images to appeal to customers
8. **Be contactable** - add a way for the customer to contact you - email, address, phone number and website
9. **Don't describe, show the experience** - use testimonials, stories and images to share the experience the customer could enjoy
10. **Have a call to action** - tell the customer to 'book now' or 'enquire now' and advise them how they can do this.

Las Vegas Color



"My son now says I'm officially the coolest mom ever!"

Thanks to Scott's Cheap Flights, this past year we have been to Peru, England, Scotland, Paris, Iceland and Switzerland. Being a Premium member has really paid off. I had been to Machu Picchu before, but nothing compares to the joy of seeing it with your child who is so hungry for adventure.

Jennifer G.
Member since 2017