

Travel brochure

By designing and creating a unique travel publication like brochure or guide book by any reputed graphic design agency based in the UK, the USA or India you can advertise your services and reach out to your clients in a more positive way. A travel publication includes general information related to the selected destination along with useful information about places to stay, prices, places to visit with plenty of appealing images. The first impression is usually the most lasting impression. And if your travel brochure makes a mark at the first glance, you stand a good chance of converting your visitor into your customer.

Guide Book: A guide book is a book for tourists or travelers that provide details about a geographic location, tourist destination, or itinerary. It is the written equivalent of a tour guide. It will usually include details, such as phone numbers, addresses, prices, and reviews of hotels and other lodgings, restaurants, and activities. Maps of varying detail are often included. Sometimes historical and cultural information is also provided. Different guide books may focus on different aspects of travel, from adventure travel to relaxation, or be aimed at travellers with larger or smaller travel budgets, or focus on the particular interests and concerns of certain groups, such as lesbian and gay singles or couples. Guide books are generally intended to be used in conjunction with actual travel, although simply enjoying a guide book with no intention of visiting may be referred to as "armchair tourism".

Brochure: A brochure or pamphlet is a leaflet advertisement. Brochures may advertise locations, events, hotels, products, services, etc. They are usually succinct in language and eye-catching in design. Direct mail and trade shows are common ways to distribute brochures to introduce a product or service. In hotels and other places that tourists frequent, brochure racks or stands may suggest visits to amusement parks and other points of interest. The two most common brochure styles are single sheet and booklet forms.

Features of Travel Brochures: The brochure plays a crucial role in attracting new customers, maintaining current ones and helping a business grow. Printed material represents the professional image of your company and relays a message that motivates a potential client to contact the business for more information. Most tourism related businesses are interested in having travel brochures to attract more customers. A well planned, well designed travel brochure can increase clientele. Travel brochures are an effective way to reach a target audience, so it is vital that the travel brochure is carefully designed and printed. A poorly designed travel brochure can drive away potential clients. Travel brochures are important because they help travelers locate and book exciting and exotic vacations. They provide travelers with the names and information on hotels, guesthouses and private rentals that make memorable vacation experiences. A well designed travel brochure will "sell" potential visitors their ideal vacation by highlighting a country's best features. Such features include climate, recreational facilities, shopping, landmarks, historical features and distinct geographical locations. By using brief, descriptive summaries and pictures, ideal travel brochure can be designed. Some of the important features in a travel brochure are:

History: The area's first known inhabitants, explorations and invasions, when the area was settled, achieved independence, the influence of wars, and cultural information are included under this heading.

Physical features: The main regions, major features, description of cities, any mountains or bodies of water.

Political features: Population density per square mile, the capital city and a list of the largest cities and their respective populations are main political features. Include the flag of the country, its coat of arms, the currency used and a list of the basic monetary units. The ancestry and ethnic diversity of the country are good points to include.

Language(s): Include the national language, other languages widely spoken, local dialects and a few helpful phrases.

Travel and Communication: Popular modes of transportation, the names of well known roads and highways should be listed. Popular radio and television stations can be listed along with a listing of popular shows.

Accommodations: Describe the types of accommodations available in the area. Include international chains, local favorites, discount hotels, private rentals, guesthouses, bed and breakfasts and hostels.

Culture: Culture is one of the most important aspects of a location and is widely overlooked. The area's architecture, visual and performing arts, general information about religions, traditional clothing and what to wear when visiting certain areas are all very important facts to include in a brochure.

Recreation List: Popular sports and pastimes enjoyed in the area. Include all public and private recreational and entertainment facilities. Mention historical sites, sporting events, plays, festivals, parades and other celebrations.

Food List: the typical foods and beverages available, as well as the local delicacies and traditional foods. Be sure to include a section on where to find international and continental cuisine as well as chain restaurants.

Places of interest: It is important to mention major tourist attractions and places of interest. Include anything from museums to mountains in a collection of well known places worth visiting, and some little known places of interest.

Climate: The climate includes the high and low temperatures, average annual rainfall and the best and worst time to visit for particular weather.