

## Tour Brochure

**Tour Brochure** is a small booklet or pamphlet, often containing promotional material or product information about destinations or travel services. A brochure (also referred to as a pamphlet) is a type of leaflet. Brochures are most commonly found at places that tourists frequently visit, such as museums, major shops, and tourist information centers. Another type of brochure is interpersonal brochures, which are brochures based on other people. The two most common brochure styles are single sheet, and booklet (folded leaflets) forms.

The most common types of single-sheet brochures are the bi-fold (a single sheet printed on both sides and folded into halves) and the tri-fold (the same, but folded into thirds). A bi-fold brochure results in four panels (two panels on each side), while a tri-fold results in six panels (three panels on each side).

Brochures are often printed using four color process on thick gloss paper to give an initial impression of quality. Businesses may turn out small quantities of brochures on a computer printer or on a digital printer, but offset printing turns out higher quantities for less cost. Compared with a flyer or a handbill, a brochure usually uses higher-quality paper, more color, and is folded.

Despite the ubiquity of travel information on the Internet, many people still turn to the traditional travel brochure when preparing their vacations or business trips. Travel brochures provide a wealth of information about specific locations, all in an easy-to-read, colorful, handy booklet that you can throw into your suitcase and take with you wherever you go. The Internet offers many deals and discounts as well as reviews from fellow travelers about hotels, destinations and airlines, but it's hard to beat the portability and ease of the travel brochure.

### **Portability:**

Travel brochures have the advantage of being small and portable enough to fit into a purse, backpack or suitcase. Even a big stack of brochures can lay flat and be bundled up into a neat package to take along with you on your next vacation. When you're having breakfast at your hotel restaurant and wondering how to spend your day, it's much easier and more convenient to pull out those handy brochures and browse through them as you plan your vacation itinerary.

**Ease of Storage and Filing:**

A great advantage of collecting travel brochures is the opportunity to store them for future reference. For example, when you cross the state line at an interstate highway, you will often find a state "welcome center." It typically has a collection of travel brochures, maps and other useful information about the state and its most popular destinations. If you're in Colorado, you'll find maps and information about the Rocky Mountains, Colorado National Monument, Estes Park, Aspen, Vail and other must-see sights. In Texas, you can browse photographs and maps of Big Bend National Park, Fredericksburg, Austin/Hill Country, and other tourist hotspots. Even if you're just driving through, collect the brochures that interest you and file them away for the future. You might find yourself in Northern California and need some quick tips on where to go and what to see. An added bonus: you'll never need to pay for a map.

**Convenience:**

There may come a time when you'll find yourself in a location unexpectedly and don't know where to go or what to see. If you're on a business trip and didn't have much time to plan your itinerary for the off-hours, the travel brochures available at local tourist information centres, visitors bureaus and even the lobby of your hotel will come in handy. Browse through the stacks and pick up the ones that catch your attention. Whether you love shopping, antiques, river rafting, cruising, hiking or even balloon riding, you'll probably find plenty of things to occupy your time. Brochures allow vacationers who prefer a more spontaneous approach to set their itinerary as they go. If you'd rather spend your time enjoying your vacation and less time actually organizing it, travel brochures are the way to go.