

Tourist Brochure

Project



Task:

1. Create a tourist brochure
2. Complete a presentation of your tour guide business with your brochure

Internet Example:

Italy

YOU ARE INVITED

Join Meredith's new president, Dr. Jo Allen, '80, and other Meredith alumnae and friends as we explore the charms and beauty of Tuscany and Umbria. Enjoy a unique travel experience, enhanced by personable tour guides who have intimate knowledge of the region.

“I enjoyed the Sansepolcro trip more than any other trip I have taken. I think the difference was how we were made to feel like part of the community. From the hotel owner to the waitresses to the people on the street, we felt welcomed at every turn.”—James Robinson

Experience an Italy you won't find in any guidebook.



June 13-23, 2012



Imagine yourself ...

touring the premier sculpture museum in Florence



enjoying a guided tour and tasting in Italy's wine country



sampling chocolates in the ancient Etruscan city of Perugia

sipping cappuccino in the piazza while watching the swallows dip and dive in the twilight

dining with students in Meredith's newly-renovated 16th century palazzo in Sansepolcro

learning from experts who enrich your understanding of the history, architecture and art

What's Included

- All accommodations and breakfast every day
- Six additional meals
- Entrance fees to museums and cultural sites
- Transportation by private coach, including airport transfers
- Special events

Trip price: \$3,300 per person, based on double occupancy. Airfare not included—group flight option available. Single supplement: \$550. Secure your tour reservation with a \$500 non-refundable deposit by February 1, 2012. Total amount due: March 1, 2012.

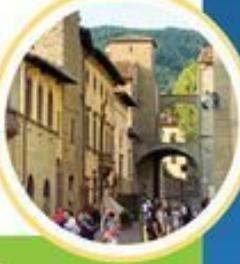
Your Guides

Becky Bailey

Professor Emerita
Department of Art

Betty Webb, '67

Professor Emerita
Department of English
and Director of Meredith in Sansepolcro



Sansepolcro, home base

For much of the trip, Sansepolcro will be our base. We will conclude our Italian adventure with a two-day tour of the Brunello wine region and spend our last night where we began, in Florence.

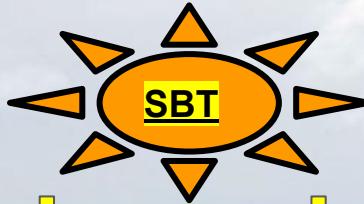
MAKE PLANS NOW TO JOIN US!

Reserve your space early. Space is limited to 30 guests. Please contact Jane Mitchell at mitchelj@meredith.edu or (919) 760-8060. For a complete description of the trip and travel details, visit: www.meredith.edu/alumnae/travel.htm.



Welcome to Waiheke Island

rich in NZ history and culture

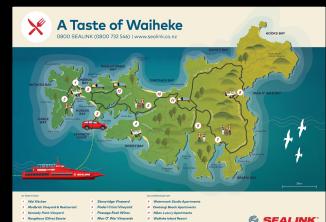


Background:
Sunburst Tours (SBT) has been touring Waiheke Island for over 20 years.
We offer a variety of activities and sights to suit all guests.

Access: to access our office take the SeaLink Ferry from the Auckland port to Waiheke Island, where we will meet you at the dock.

Timetable available at:

<https://www.fullers.co.nz/timetables-and-fares/?from=AUCK&to=WAIH>



Wine and Dine:

We can offer to take you to some of the best places to eat.

Including but not limited to:

- Fish and Chips on Onetangi beach
- Mudbrick Restaurant and Vineyard
- The Boathouse beachfront restaurant

Popular attractions:

- Waiheke Wine Tours
- Waiheke Community Art Gallery
- Ecozip Adventures
- Waiheke Dive and Snorkel

Other information:

- You can choose to complete a guided group tour with a member of our team or a private tour which will take you to less well known places and allow you to discover Waiheke Island's best kept secrets.



A Taste of Waiheke

0800 SEALINK (0800 732 546) | www.sealink.co.nz



Map of Waiheke Island

Background to SunBurst Tours Company:

SunBurst Tours is one of the original tour companies on Waiheke Island.

With over 20 years of experience making the most personalised and interesting tours a reality for our visitors, we can guarantee a trip that you will remember for a lifetime.

All you need to do, is answer a few short questions and we will organise a tour to suit your needs.

After that, sit back and relax while we work our magic.

SunBurst Tours and Waiheke Island are ready to cater to you.

ACCESS:

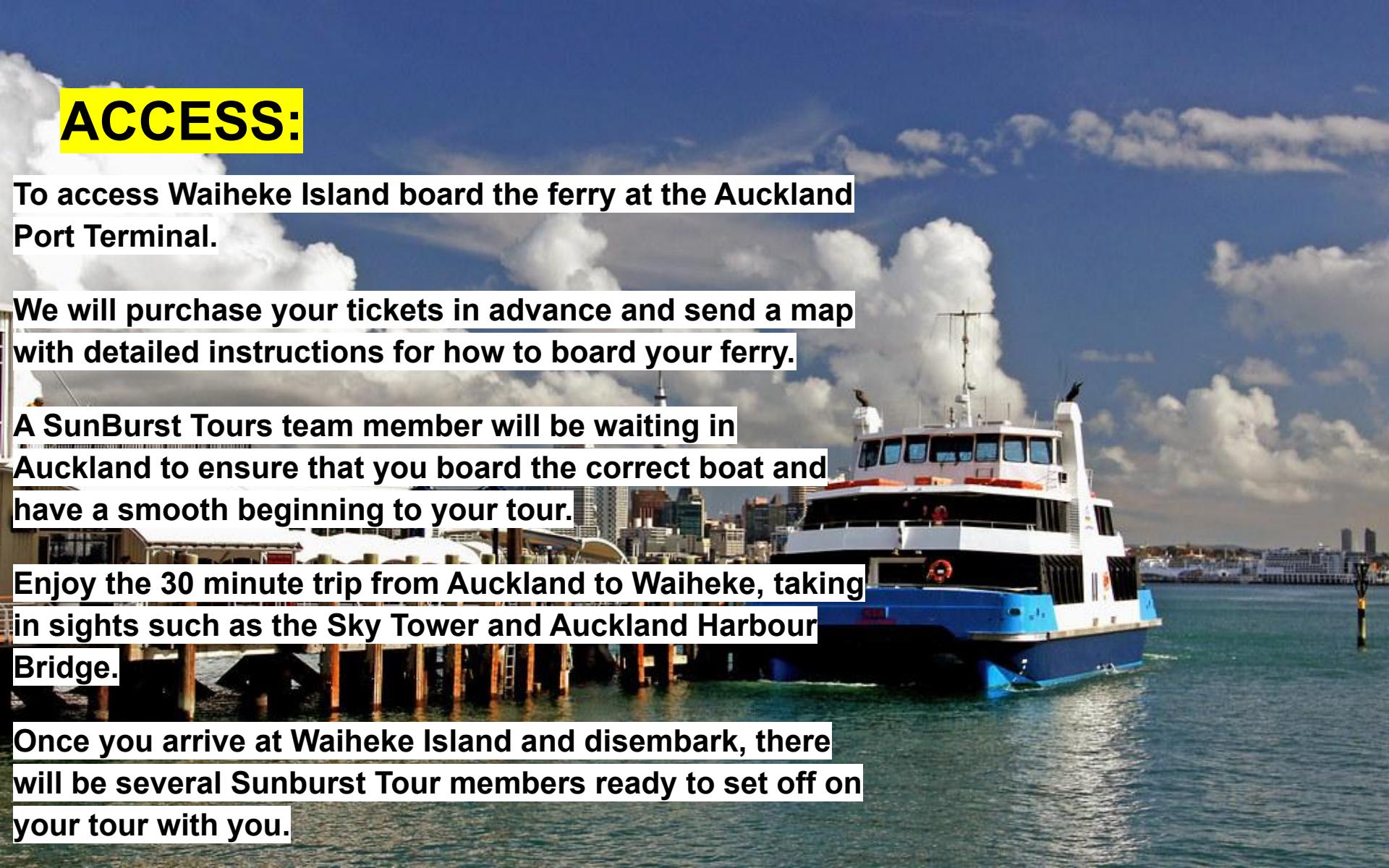
To access Waiheke Island board the ferry at the Auckland Port Terminal.

We will purchase your tickets in advance and send a map with detailed instructions for how to board your ferry.

A SunBurst Tours team member will be waiting in Auckland to ensure that you board the correct boat and have a smooth beginning to your tour.

Enjoy the 30 minute trip from Auckland to Waiheke, taking in sights such as the Sky Tower and Auckland Harbour Bridge.

Once you arrive at Waiheke Island and disembark, there will be several Sunburst Tour members ready to set off on your tour with you.



Food & Drink Options:

Waiheke Island is famous for its various award winning vineyards:

- Mudbrick Restaurant and Vineyard
- Stonyridge Vineyard
- Man O' War Vineyards
- Kennedy Point Vineyards
- Plus many more to choose from our visit on a winery tour

Other places that are fantastic for food and drink include:

- The New Zealand classic of Fish and Chips on Onetangi Beach. Fresh fish guaranteed.
- The Boathouse beachfront restaurant
- Charlie Farley's Restaurant & Bar



Things to see and do:

There are a variety of things to see and do on Waiheke Island.

At Sunburst Tours we pride ourselves on offering activities to suit all of our guests.

Below are just a few examples of what we have to offer:



Diving & Snorkeling



Mudbrick Restaurant & Vineyard



Ecozip Adventures



Art Gallery



Enjoy the variety of nature walks



Kauri Springs Lodge for accomodation

Why Choose Sunburst Tours?

- 1. We can change the tour to suit what you want or need**
- 2. The cost is affordable: from \$200 NZD per person for a day, including food and transport.**
- 3. We have single day tours or multi-day tours including accommodation**
- 4. We have access to some of Waiheke Island's best kept secrets, only the locals know about these spots.**

Task:

1. Create a tourist brochure
2. Complete a presentation of your tour guide business and brochure

Things to include in your brochure:

- **Pictures or photos**
- **What area will your tour be in?**
- **What can people do on your tour?**
- **Think of events, places to eat and visit, transportation, length of time the tour takes**
- **Name of your business and logo**
- **Reasons why we should choose your tour over the others.**

Things to include in your presentation:

- Photos, pictures or visuals
- Facts and information
- Map of the area
- Extra information

(can look at Janelle's example for ideas)

Words or phrases that you might want to include:

- A tradition of excellence.
- A whole world on a single island.
- Beautiful one day, perfect the next.
- Creative Holidays. Create your kind of holiday.
- Discover a different world...
- Enjoy the freedom
- Rich in culture and history
- Award Winning
- Popular tourist destination
- Hidden gem
- The area's best kept secrets
- Affordable luxury