

Theme Resort Brochure

Your task is to create an informational brochure designed to sell time at a luxury resort you own. What makes your resort so special is that it has a special theme . Some examples of resort themes are: pirate, safari, NASCAR, football, Egyptian, rock and roll, country music, and others. (You DO NOT have to use one of these themes.)

Save your publication as **Resort Brochure** in your Publisher Lesson 2 folder.

Your brochure will have six panels. Each of your six panels will need to contain specific information:

Page 1 - Outside Right – Front of the Folded Brochure (3 points)

- Name of the resort
- Picture of the resort (or something related to the resort theme)
- Phone number

Page 1 - Outside Middle – Back of the Folded Brochure (4 points)

- Name of the resort
- Resort logo
- Resort slogan
- Other information of “hooks” (optional)

Page 1 - Outside Left – Inside Flap of the Folded Brochure (3 points)

- Message from the owner of the resort (you) about the resort’s commitment to customers
- Image of “happy customers”

Page 2 - Inside Left (3 points)

- An introduction to your resort. Get the reader to use their imagination to create an image of how awesome your resort is.
- An interesting or inviting picture that has to do with your resort

Page 2 - Inside Middle (3 points)

- Use pictures with captions of your resort or images that represent the resort theme
- Use hooks
 - Guest testimonials
 - Mention special pricing promotions
 - Mention limited-time attractions that will not be at your resort forever

Page 2 – Inside Right (4 points)

- Pricing information
 - Adult rates
 - Children’s rates
- Include different prices for different packages
- *Briefly* explain the differences in the packages