HOLIDAY IN THE UK

NAME [ ]   CLASS [ ]

- Many people are choosing to holiday in the UK this year
- Your task is to promote a suitable UK holiday destination (it could be where you live!)

Essential to include

- ❑ Visual elements e.g. images, videos
- ❑ Location e.g. map/directions
- ❑ Brief overview / history of the place
- ❑ Attractions/experiences e.g. diving, castles
- ❑ Accommodation e.g. hotel, B&B
- ❑ Where to eat/drink
- ❑ Links to relevant website e.g. attractions
- ❑ Prices for anything you include
- ❑ Reviews of what you include
- ❑ Typical weather in the area
- ❑ Services e.g. pharmacies, fuel stations

Creation ideas

- ❑ Desktop Publishing e.g. Canva
- ❑ Presentation e.g. Microsoft PowerPoint
- ❑ Video e.g. Microsoft Photos, Movie Maker
- ❑ Graphic Design e.g. Photopea

Inspiration

www.visitengland.com
www.visitscotland.com
www.visitwales.com
discovernorthernireland.com

To create an even better guide consider some or all of these

- ❑ Create a 3-day itinerary to make it easy for anyone who doesn't want to plan
- ❑ Tailor your guide to suit different budgets
- ❑ Use persuasive language to ensure people visit
- ❑ Edit images to enhance them before putting them into your guide
- ❑ Choose a specific audience and ensure that you tailor your guide to that audience
- ❑ Come up with a consistent house style (use the same type of font and only a few colours)