

Travel or Tourism Promotional Package

Select a promotional package item of your choice to design and create an advertisement for a travel or tourism product or service.

A travel business includes airlines, car rentals, taxi and ferry services and train and bus services.

A tourism business includes convention and visitors bureaus, cruise companies, meeting and convention planners, tour operators, travel agencies and travel and tourism offices.

Promotional materials:

1. Apparel – display venue name on aprons, caps, t-shirts or other items
2. Direct mail – items found in mail outs such as advertisements, coupons and menus
3. Door hanger menus – used to hang on doorknobs or handles
4. Email – electronic mail targeted to a particular market
5. Flyers – paper signs promoting particular menu items
6. Merchandising materials – table tents or display items that can be placed on tables
7. Point of purchase materials – menu boards or print pieces placed at the counter or table
8. Premiums – token gifts or giveaway items
9. Promotional items – display venue name on cups, magnets, mugs, pencils, pens, stuffed toys or other items
10. Signage – signs that indicate where the venue is located

Be sure to include:

- The name of the product or service
- A location
- A phone number beginning with 555
- A catchy slogan

Keep in mind:

- Keep cost to a minimum
- Use recycled items when possible