

How to Optimise your Marketing through Effective Brochures

OR

Are Tourism Brochures Still Effective?

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Did you know that.....

- Brochures are the most popular information source for tourists
- Most travellers change their travel plans while travelling
- Brochures play a greater role than the internet for travellers once they leave home
- Brochures influence decision making of travellers who have already left home

Did you know that.....

- Brochures have a major influence on regional destinations (33%) and length of stay in a region (15%)
- Can be distributed almost anywhere
- The strength of tourism brochures is in their simplicity, colourfulness and appropriate distribution points

Source: Claude Peloquin address to Tourism Intelligence Network (of the ESG-UQAM Chair in Tourism University of Quebec at Montreal)

Doing your homework

- Product – define what yours is
- Price – does it reflect the nature of the product
- Place – who's the target audience
- Promotion – where and how to get the message out there

Do the homework...

- Identify the target market
- Appeal to the target market
- Getting the target market to buy your product over everyone else and it's not just about price...

(in fact if you've targeting the market correctly price becomes a minor player by comparison)

Getting Started....

- Spend the time exploring the image you want to portray
- What appeals to your market?
- What else are they looking at?
- What “look” do they look for?
 - Are they Holden or BMW buyers?
 - Do they shop at David Jones or Target?

Getting Started...

What style of brochure do you want to use?

- 4 page A4 single fold
- Multiple page A4
- Single page A4
- Tri Fold A4 (folds down to DL size)
- Single page A5

Designing the brochure...

Front Cover or Headline (if flyer)

- getting the reader's attention
- emotive appeal – a reason to open your brochure over the others

Designing the brochure...

Writing Copy

- introduce your company
- introduce your product/s
- know your client desires
- demonstrate how you will fill those needs
- trigger emotions with benefits
- write as though you are speaking to them personally

Designing the brochure...

Text

- keep it clean and simple to read
- be consistent with font, headings, colour codings

Art Work

- use original art work not clip art

Images

- source widely – use client or personal images or photos but always reflecting the product and emotion

Designing the brochure...

The Graphic Designer

- keep “your personality” in design and message
- it’s your product not theirs!

Designing the brochure...

Create mock ups of your brochure

- Hand it around to others and ask the questions:
- Does it work for you?
- What is it saying to you?
- Would you buy the product?

- Look for constructive criticism

Major hints for the inbound market

Include:

- factual info but the brochure really needs to relate to your demographic so
- make sure you include stuff that appeals to ego and interest
- what makes you different?
- what is it that past passengers comment on favorably and include that stuff, give people a reason why they should go with you
- give an emotive hook

Must haves:

- company name & logo – your brand
- validity dates
- duration of the tour & departures (if applicable)
- itineraries & inclusions
- accreditations
- industry or other partners eg. Airline etc
- awards – be proud of achievements!
- how to make a booking or contact you
- inter relate to other promo material eg. website – be consistent
- Prices!

Did you know that.....

- The basics of brochure design apply to web design
- FREE to you is :



<http://www.atdw.com.au>

Thank you and good luck

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