

**Name:** \_\_\_\_\_

**Country:** \_\_\_\_\_

**Due Date:** \_\_\_\_\_

### **Latin American Travel Brochure Project:**

The Bureau of Latin American Tourism is gearing up for a new and fresh look to boost tourism. As a member of one of the best public relations firms in Latin America, your company has been awarded the contract for creating this product. Your assignment is to design a dynamic travel brochure that showcases your country.

You will choose a country in Latin America. You must now become an expert on this country for your job. You will need to gather enough information to create a brochure to attract tourism. Think about all of the special interests and needs that have to be included in a successful brochure. You will have to use your imagination and creativity to sell your country as a world class travel location.

Goal: to create a 6 –sided travel brochure that would entice someone to visit your specific country.

Steps:

1. Provide the name of your country that you will research for this project: \_\_\_\_\_

2. Research information about your country so that you can include facts and pictures. You should set up your brochure with the following information on each page.

Cover page - name of country - picture of country - an exciting phrase to catch people's attention	2 Geography - climate - environment - important physical features	3 Culture - customs - traditions - clothing - music - holidays
4. Sites to Visit - list any important landmarks, places, or historical sites that people may want to visit	5. Interesting Facts - language - food - religion - events in history - people	6. - 3 Unique trivia facts about your country. -Any unusual information about your country.

**Latin American locations you may select:**

Mexico	Belize	Costa Rica
El Salvador	Guatemala	Honduras
Nicaragua	Panama	Bahamas
Antigua & Barbuda	Barbados	Cuba
Dominican Republic	Grenada	Puerto Rico
Haiti	Jamaica	St. Lucia
Bermuda	Montserrat	Anguilla
Turks & Caicos	French Guiana	Colombia
Guyana	Surinam	Venezuela
Brazil	Bolivia	Chile
Ecuador	Peru	Argentina
Paraguay	Uruguay	