

Have a look at the travel guides on your table.



Whilst you're looking thinking about the audience (who might be reading), the purpose (why was it written?) and style (what do they use in the writing specific to the style)



## THE TOP 500 EXPERIENCES IN THE USA... RANKED

What is the purpose of a travel guide/brochure?

What style do they write in?

What sort of language do they use?

Tuesday 22nd March 2022

Can I plan a travel brochure for one of the  
United States?

## **Aim:**

To write a travel brochure one of the five united states on offer!

This will to be persuade the reader that they want to visit the state by explaining and talking about all the amazing things they can see and do...



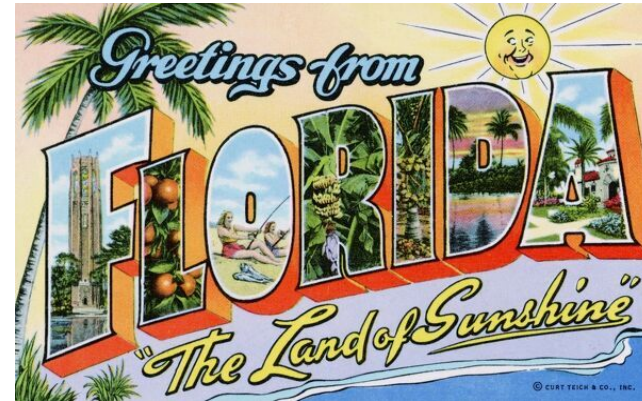
**So what State will you choose?**

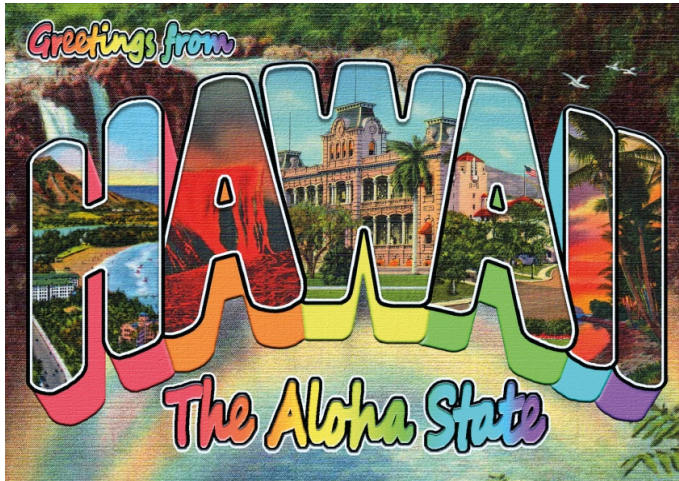
**Have a look at the information about each one and decide which one you could make the most convincing travel brochure for.**



- West Coast
- Los Angeles, Hollywood, San Francisco are all in California
- Home of American movies
- Hot, sunny
- Known for surfing, and outdoor sports

- Southern east coast
- Known for Disneyworld, Everglades, Kennedy Space Center
- Tropical
- Strong Spanish and Cuban influence.
- Cities include Miami and Orlando.





- not attached to the mainland - an island
- volcanoes
- outdoor lifestyle, swimming, surfing, tropical beaches
- has its own way of life and culture



- New York city is here
- The state includes lots of woodland
- Niagara Falls is in the northern parts of the state
- Wide and varied weather- seasonal.





- known for cowboy lifestyle, BBQ and hot weather
- deep south state
- country music and rodeos
- Houston and Dallas are cities in Texas
- Oil is a key part of economics here

**Choose a state, and stick the picture into your book, with plenty of space around it to collect your ideas and research.**

I am writing my tourist brochure about the state of Pennsylvania, what areas might I want to find out about the state to help me write a convincing booklet?





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