*The brochure today is not only advertising but also a modern form of communication, a sign of friendship, an expression of sympathy in modern society, where there is no time for visits. They are downloaded with the subsequent purchase of a tour. After all, this is one of the few products that contain a high level of profitability.*

**Create a Travel Brochure**

**What is a travel brochure**? The brochures' creators can be safely called the directors of human emotions. The brochures can reflect a whole palette of feelings and traditions, cause a smile from the buyers of your tours. Each book is charged with its own positive energy. Today's market is very diverse, but most often travel brochures are divided into thematic and general. Thematic - these are those that can be sold all year round, seasonal. They are meant to tell about a particular trip. General brochures do not have a theme. More precisely, they describe the company services as a whole and provide brief information about the tours. There is another type of **travel agency brochure**s- image, the production of which is an excellent niche for the development of small business.

What is the first thing that comes to your mind when you remember about happy journeys, oceans and seas, mountains and deserts, forests, where a man’s foot has never stepped? Beautiful photos and interesting stories about the most unusual corners of the globe. Coming to a travel agency, your potential buyer is looking for some new and beautiful place to visit. Considering a brochure with great photos, good stories and convenient design, the client will definitely choose something. Travel offers can be very different. Buying plane tickets or bargains, unforgettable Instagram-places with enchanting sunsets and sunrises, hiking in the mountains with backpacks, vacations at the sea... Advertise the journey as an exciting and adventurous process. Bright juicy photos on the sun-drenched beach, Margarita cocktail, tan and the sound of the surf **making** the right atmosphere for **a travel brochure**. Fill the content with the most amazing facts. For example, the news about the benefit of travelling, that it is good for keeping fit. They have a beneficial effect on mental and emotional health. In other words, travelling makes people happier. Carry this message to your potential client in a brochure and he will definitely agree to consider the tour in detail. This action will be key in the subsequent communication with the tour operator. After all, an interested client is likely to buy your tour! Come to the writing of the text with humour. It's so important to dilute dry facts or ad units with funny comments. For example: “If you are going to lose two kilograms, do not choose the most delicious gastronomic tour to the Tuscany. After all, only there you can taste all the most delicious masterpieces of local cuisine. Crispy pizza on the wood, melted mozzarella on bruschetta or tasty home-made cheese and a huge variety of wines from the suburban old cellars. It sounds amazing. But it does not shine for you, because you are on a diet!" It is funny to read such descriptions. After all, there are so pleasurably described food! There is a salivating from such descriptions. With this text, you attract even the most sophisticated gourmet to the action!

Download on our website **free travel brochure template**.

Below there is a guide of **how to create a travel brochure**.

**How to Make a Travel Brochure**

As it is mentioned above, think carefully about the concept of the brochure itself. For example, you offer accompaniment on a business trip to New York, voyage to Morocco, or a bold decision to drop everything and go to India to clear the mind and purify karma. Divide this information into blocks. Each unit should be systematized by attaching interesting and clearly presented information, impressive photographs and discount figures, or advantageous price offers. If your price depends on the exchange rate and is constantly changing, then it is worth writing the approximate value of the pass cost. For instance: "Tour from one hundred dollars". With your text, you have to psychologically set up a client to buy a product. After all, while buying a ticket, he changes his comfort zone. First of all, it concerns the material investments, as well as a feeling of satisfaction after the financial transaction. Even if your customer has sold everything and came to you with money in the office and wants to buy a tour without any hesitation, open a book in front of him and let him choose by considering various options. If you get a person who is accustomed via doing everything spontaneously, show him your attitude. He is your friend and you only want the best for him. While opening the brochure, he can see a detailed travel plan. Convince him that even reasonableness in everything does not negate surprises. It only gives a guarantee of security to the client.

Consider and download **examples** in **pdf** or in other formats.

Fill each page of the **travel brochure examples** with high-quality beautiful photos. Describe the country culture, the local residents lives. Also, an interesting section in your book can be the buyers' comments regarding the tour. Write about the problems in unfamiliar situations in a foreign country, how to become more flexible and patient while dealing with local people who have their own special mentality, how to be emotionally strong and not to be deceived. Positive photos in warm muted colours, with a predominant storyline of fun, friends and youth also emphasize the **travel brochure ideas** atmospheric. Just think that even your neighbour on a plane on the way to Paris can become your best companion and friend, the pretty girl with whom you ordered the same cocktails at a local Chicago bar — your wife or girlfriend, and a simple funny guy who met you on the street - the future employer! Alarmed with such real stories and pictures of the customers' views, and you will definitely have feedback.

**Travel Brochure Template for Kids**

Creating a **travel brochure template for kids** is an exciting experience. After all, such materials should interest the child. You should **create a travel brochure**, which is a fairly costly process.

In order to develop a cool **travel brochure design**, you need to find and use an exclusive idea that will allow you to stand out against the rest of the artists-designers. Secondly, it is necessary to study the consumer market and find out which tours are the most demanding.

For example, the British marketer Tommy Harrison offers beginners to **make a travel brochure** for children with local symbols, monuments of nature and architecture, using a national or regional flavour for the design. The main consumers of such books, in his opinion, are the guests of the country.

Download the **templates** in **PSD** or in other formats on our website.

In order to keep the buyer's interest, it is necessary to constantly invent something new and interesting. The market does not stand still and requires new products, because people will not buy tours with poor-quality advertising. After all, considering a professionally executed **travel brochure sample**, they will primarily consider its design. Fashion and trends in such a business change very quickly, so the ability to respond to changing market demands is one of the qualities of successful implementation in this industry.

There are enhancing not only the quality of the **example of a travel brochure**, its printing design but also the service (for them high-quality covers, an individual package, an external text label).