

# Help Sheet for your Tourist brochure

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**Your goal is to convince the reader to choose this destination**

**You must include:**

- A catch phrase (Attention grabber)
- Persuasive language (PERSUASIVE adjectives, PERSUASIVE phrases, superlatives – see below)
- Pictures that are relevant and show the main attractions
- Information about the activities available
- Information about landmarks or landscape features
- A slogan to help sell the destination: e.g. **The Grand Canyon rocks!**

**Try to use as many:**

**PERSUASIVE adjectives**

SPECTACULAR views

HISTORICAL castle

CHARMING building

AMAZING sights

FAMOUS attraction

EXCITING rides

ICONIC location

WONDERFUL beach

RELAXING time

WELL KNOWN cafes

**PERSUASIVE phrases**

INSPIRING

EXPERIENCE

WATCH

GET INVOLVED

YOU MUST VISIT

MAKE YOUR DREAMS COME TRUE

DON'T MISS

TREAT YOURSELF TO

ENJOY

JOIN IN

**Superlatives**

FANTASTIC

BRILLIANT

AWESOME

OUTSTANDING

THRILLING

SUPERB

TREMENDOUS

AWE INSPIRING

UNIQUE

INCREDIBLE