

# Travel & Tourism

Performance Objective PO-05

## **Assignment: Create a Tourism Brochure for Utah**

**Date Assignment Given:** \_\_\_\_\_ **Due Date of Assignment:** \_\_\_\_\_

You have been hired in the marketing department of the Utah State Tourism board and your first assignment is to create a brochure about the State of Utah. The primary purpose of the brochure is to convince people who have never been to Utah to plan a trip here to explore all the things that Utah offers as a vacation destination.

Key points to remember:

Make the brochure attractive and Professional looking

Highlight the Major Tourist Attractions

Make the Brochure Copy (wording) Compelling

Provide all Necessary Information

Attach to the completed brochure a 1 page explanation of the design elements of your brochure and why you choose to include the items you did.