

# How to create your brochure

In the tourism industry, hard-copy brochures are important. While most consumers will research travel options online before and during a visit, many will consider options when they're on the road, such as when they visit the local visitor information centre or at their accommodation.

Brochures are also important for wholesalers on sales calls and for trade partners to refer to online when they're promoting your product. They are also handy when dealing with media enquiries.

With so many products on display in brochure racks, you need to stand out from the crowd. Here are some pointers to get you started on developing some professional print marketing collateral.

## Research

Start by doing some basic research on your clients and your competitors. You also need to know your budget. Consider:

- Your target markets and what type of brochure will appeal to them.
- Your competitors' brochures and other tourism industry brochures. What works, what doesn't and how can you use the good parts?
- What is your budget to design and print your brochures? What is the most common brochure size for your region? Do you want to produce something a bit different or conform to the norm? Remember, your brochure needs to be practical and fit into a brochure rack.

## Writing your content

Your content should be easy to read and highlight the benefits and value of your product or service.

A common mistake is putting your logo or business name at the top of a brochure. In a rack only the top third of your brochure will be visible — that's valuable real estate! The strength of your brand and how well your business name describes your product should influence whether your company name or an eye-catching description is best used in your heading.

Here are some tips for including the best content:

- Write an eye-catching heading at the top of your brochure. It may be better to have 'Rock art, bush tucker and Aboriginal culture day tour from Darwin' than your company name.
- Keep your text conversational, not technical or heavy with jargon.
- Be concise – use bullet points and minimal text. People are attracted to striking images over text.

## What to include

- Times, locations including a map, and contact/ booking details.
- Prices can date your brochure. If you include price, clearly state validity dates and any terms and conditions.
- Strong images and graphics.

## Images and graphics

Eye catching imagery is essential for effective brochures. Choose photos that will inspire people to jump in and experience your product.

Make sure your images:

- Are high quality, preferably professionally taken.
- Are appealing to your target market.
- Show people experiencing what you offer so they accurately represent your product.

Additionally, consider using one 'hero' image over lots of small images and always use simple and clear maps.

Tourism NT has an image library of high-quality photos. To register and search the gallery, visit: [imagegallery.tourismnt.com.au](http://imagegallery.tourismnt.com.au)

## What else?

- Make headings clear and bold.
- Select from common, neat and sans serif fonts, such as Verdana or Tahoma.
- Don't mix and match your fonts. Too many fonts will make your brochure look messy and crowded. Use a large text size so it's easy to read.
- What weight, colour, and textured paper do you want to use? Basic white paper will give you a clean slate so that your images and text stand out more. A thicker paper will ensure your brochure stands up in racks and looks professional.

