

Tour Brochures

- One of the **most important sales tools** is the tour company's brochure.
- Mostly tour operators publish two brochures in a year. (**Spring-summer tours- autumn-winter tours**)
- Most brochures follow the **IATA format**.
- The form of transportation, length of tour, type of tour (independent, hosted or escorted) **must be disclosed on** the front cover.
- **Tour's itinerary** must be detailed, preferably with a map.
- A destination **photograph or illustration** must be included.
- Tour features, hotels to be used, prices and identifying code **must appear**.
- The brochure's **validity dates** must be displayed.
- The brochure **must include** an information and responsibility page that details what the tour operator will provide and discloses the name of the tour operator.

Reading a Brochure

- Brochures are a **form of contract** between the tour operator and the client.
- They range from one page hand-outs to the multipage books distributed by the major tour operators.
- In the back of tour brochures are pages titled '**General Information**' or '**Terms and Conditions**'. These are the most important pages of a brochure.
- These pages spell out **what the tour operator will provide** and **what is expected of the tour participant** regarding deposits, payment schedules, cancellation and refund policies.
- A good brochure is **easy to read**, has pictures that give clues to the target market, presents organized itineraries, spells out included meals, and provides detailed general information.

Back-of-the-Brochure Information

- **What is included and what is not**

Hotel classifications and their meanings

Transportation

Transfers

Meals

Sightseeing

Baggage

Tips

- Participant's health and comfort
 - *Early wake up calls
 - *Strenuous conditions
 - *Lack-of air conditioning in certain areas
 - *High altitude problems with breathing
- Travel and health documentation
- Trip Insurance
- Reservation procedures
- Deposits and payments
- Tour documents
- Cancellation policy (By participant & by tour operator)
- Withdrawal after tour begins
- Possible changes in the itinerary
- Smoking restrictions
- Tour operator's responsibility clause
- Effective dates

Tour Brochures

- **Brochures** are mostly used for marketing advertising purposes. Every business company designed his unique, impressive and professional looking **brochures**.
Brochures are giving information about your business. A great designer create new eye-catching and unique designs. When considering different **brochure** print services make sure you choose a brochure printing company that can print a high quality attention grabbing full color **brochure**.