

# AFRICA TRAVEL BROCHURES

Answer questions 1-15 by referring to the magazine article about travel brochures. Write the letter. Some of the choices may be required more than once - in such case write the letters in alphabetical order.

Which brochure or brochures is said to

contain a surprising omission? (1) \_\_\_\_\_

make good use of language to attract potential holiday-makers? (2) \_\_\_\_\_

fail to refer to the natural features of the country it deals with? (3) \_\_\_\_\_

feature a set of guidelines outlining its company's practices? (4) \_\_\_\_\_

contain one section which is unsatisfactory? (5) \_\_\_\_\_

use a layout designed to draw attention to different informational details? (6) \_\_\_\_\_

feature visits to a neighboring country? (7) \_\_\_\_\_

have a slightly misleading name? (8) \_\_\_\_\_

feature holidays which cost more at certain times of year? (9) \_\_\_\_\_

(10) \_\_\_\_\_

be of interest to holiday-makers without a lot of money to spend? (11) \_\_\_\_\_

contain rather repetitive visual material? (12) \_\_\_\_\_

feature a location where it is possible to stay longer than intended? (13) \_\_\_\_\_

present information in an inventive way? (14) \_\_\_\_\_

(15) \_\_\_\_\_



# BROCHURES UNDER REVIEW

## A. WILDLIFE SAFARIS

This company offers about 70 wildlife and adventure safaris. There are three different styles of trip - the *Traveller Plus*, which is based in three- and four-star accommodation, the *Traveller*, which is in tourist class hotels, lodges and camps, and *Budget*, where guests houses and DIY camping are part of the action. The safari itineraries outline daily locations, activities and options, and are accompanied by fact boxes covering the type of trip, transport, staffing, age group and other data. Locations and route maps are included. The brochure also provides an extremely useful set of guidelines about the dos and don'ts of behaviours in each of the countries concerned. These vary from dress code through personal greetings - including a few language tips to impress the hosts - to the taking of photographs.

For the adventurous, perhaps budget-conscious, traveller, there are some tempting safaris on offer.

## B. AFRICAN ADVENTURE

This award-winning, long-haul, worldwide tour operator offers a variety of safaris to a number of East African countries. They cover the Serengeti, Zanzibar and Lake Manyara, although the Olduvai Gorge is temporarily off the list for this year.

Itineraries are generally of 9-14 days' duration, but extensions of up to a week on Zanzibar Island are available.

Bird lovers and those wanting to climb Mt. Kilimanjaro are well-catered for by what must surely be one of the most dynamic holiday companies around. The camera work is head and shoulders above that of its competitors, with this year's brochure featuring an original ten-to-a-page design in glorious multi-color. The same can't always be said for the writing; the description of places leaves a little to be desired throughout, but nobody's perfect!

Prices are quoted for each itinerary and costs for seaside accommodation listed in tables showing seasonal variations. This attractive, easy-to-use brochure concludes with fairly extensive information for visitors, this company's code of conduct and a booking form.

## C. EXPLORE GAMBIA

This is a colorful, informative and effective sales tool. Clever use of a question-and-answer technique covers essentials such as money, weather, food and concerns like the type of electrical plugs used. A restaurant guide pinpointing the characteristics of 21 establishments precedes an outline of 14 hotels, of excellent standard and variety. Each of these is afforded in double-page spread, over half of which displays photographs showing off the facilities, particularly the swimming pool, which dominates most

layouts. This, and the absence of a mention of the beach for a number of hotels, is perhaps a reflection of holidaymaker preferences. Intriguing, considering the country's considerable coastal attractiveness.

A number of pages are devoted to birdwatching safaris and excursions. The latter include river trips, such as cruises across the border into Senegal or up to local creeks, fishing expeditions and horse trips. Notes on hotel grading, climate, history and the economy will prove very useful.

## D. AFRICAN CLASSIC

African Classic is a 25-year-old International Travel Connections Company, and classic their 90-page brochure is - an array of stunning photographs and seductive descriptions displayed with refined taste. It exudes class and quality, and that's exactly what the establishments it portrays represent. There are suggested itineraries and notes on luxury train journeys within South Africa. The separate price guide gives information on various (seasonally variable) charges for air flights, car hire, train safaris, accommodation and activities.

A mouth-watering look at South Africa, which will make you wish you could stay forever!

## E. ALLAFRICA

Though the coverage is very broad, the bulk of this 124-page brochure is devoted to the Southern African countries. The index is puzzling and it takes a bit of time to work out what is where and, in some cases, exactly where to find what you want.

The first section is given to quality pictures and short descriptions of upmarket hotels, lodges and camps in the countries listed. Of the 80 pages in this section, getting on for half sell Southern African hotels. Ghana and Uganda are briefly covered as destinations, without accommodation descriptions. The second section presents suggested tour itineraries. Again the bulk are devoted to Southern Africa but overall the suggested routes encompass the main attractions in logical and economical sequence.

The brochure does warn, however, of considerable fluctuations in the price of air travel, so the message is - don't travel at Easter and Christmas time.

