



### Be a Travel Agent:

In this activity, children get to use their persuasive writing skills to entice travellers to different worlds.

*What a good one looks like:*

Start collecting travel brochures. Ask children to collect brochures for a homework task. Try to include examples from a variety of holiday companies to ensure differences.

Ask children to review the brochures, looking for what draws them to a holiday and how that is done. Ask them to find common features on each destination. Focus in particular on the destination pages you get before the individual hotels are shown.

In pairs, allow children to pick a favourite example to cut out. It's a good idea to stick it on a large sheet of paper here. Then children can annotate and label around it, focusing on features such as title, temperature graph, highlights, landmarks, language use etc...

*Creating a page:*

Children need to decide here which world they wish to advertise on their travel brochure page. This could be of their own creation or one of the worlds in the book. How will they persuade the customer/reader that this is a place to visit?

Features children could include:

- Enticing photographs (this could utilise art or ICT skills)
- A map
- Temperature graph (link to maths skills)
- Wildlife to see
- What to expect (gravity, weather, locals)

Children can create this on a double-page spread in their book or on an A3 page fold to give 2 A4 pages. A sketch of the layout should be included in the planning stage to encourage children to consider how the reader will navigate the page, thinking about which parts they want to stand out and in what order they want the advert to be read.

