



ELEMENT 5: MARKETING & BRANDING – SHARING YOUR EXPERIENCE WITH THE WORLD

TRAVEL TRADE MARKETING – YOUR EXPERIENCE FLAT SHEET

Here is a helpful 'how to' on editing our Flat Sheet Template:

Page 1 - Front Page

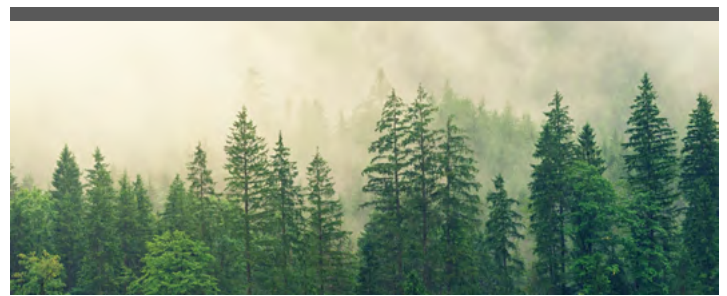
Edit 'FLAT SHEET TITLE HERE' text box, add your business name and/or tour name(s).

FLAT SHEET
TITLE HERE



Place your logo in the designated logo area.

Think about changing the font and colour to reflect your brand and capture the excitement of your offered travel experience.



Adjust the colour of the banner highlight bar.

Add/replace photo in the designated photo banner area.

TOURS & HIGHLIGHTS

Describe you or your company and what you are offering as a travel experience!

- Minimum and/or maximum amount of guests to operate the experience.

Replace content in the 'TOURS & HIGHLIGHTS', 'INCLUSIONS & EXCLUSIONS', and 'RATES' designated text boxes.

INCLUSIONS & EXCLUSIONS

List any items travelers must or should bring to the experience.

List what is included and what is not included in the experience (e.g., meals).

RATES

Program Name	Schedule	Length	2022 Rack Rate*	2023 Rack Rate
Rock Art Tour	May, June & Sept	2.0 hrs	\$24/\$15/ \$9/\$78	\$24/\$15/ \$9/\$78
Rock Art in Aisinalpi	May, June, July, Aug, & Sept	1.5 hrs	\$21/\$13.5/ \$8/\$69	\$21/\$13.5/ \$8/\$69
Custom Group	Flexible; advance booking required	2 hrs / flexible	\$500**	\$500**

*Adult (18+) / Youth (8-17) / Child (4-7) / Family, Children
 **Custom Group and Step-on Guide rates are for groups 12-24. Additional per-person rates apply for larger groups.

Edit the footer with your business name, contact information, and your social media handle.

Don't forget to remove any social media icons that your business does not have an account for.

Business Name
 Address | Phone Number | Email | Website URL
 @handlehere



Page 2 - Back Page

Edit 'FLAT SHEET TITLE HERE' text box, add your business name and/or tour name(s). Place your logo in the designated logo area.

Edit the fonts and colour to reflect the adjustments you have made to page 1 (front cover) of your flat sheet.

Add/replace photos in the designated photo areas. Feel free to move text boxes and photos as you see fit.

Replace content in the 'LOCATION', 'POLICIES', and 'BOOK WITH US TODAY!' designated text boxes.

Place a Google map screen-shot or a drawn map in order to help your clients find their way with ease.

The footer edits you made on page 1 should automatically update.


YOUR LOGO HERE **FLAT SHEET TITLE HERE**

LOCATION
Describe how travelers can find your business or experience location

Place Google map or drawn map here

BOOK WITH US TODAY!
Describe how to book your tour, online, by phone, other.

POLICIES
Describe any booking policies, such as requiring a deposit or cancellation policy.

Business Name
Address | Phone Number | Email | Website URL
 @handlehere