

TRAVEL GUIDE

EXPLORE. DISCOVER. EXPERIENCE.

PURPOSE

To inform and persuade travellers and inspire them to visit.

Your next adventure starts here!

SANTORINI GREECE

Stunning views. White villages. Clear blue seas. Unforgettable moments.



SEE

Breathtaking sunsets in Oia.



EAT

Try fresh seafood and local specialities.



DO

Explore beaches, hike trails and take a boat tour.



STAY

Choose from charming hotels and villas.

“A GOOD TRAVEL GUIDE SHOWS THE WAY AND MAKES YOU WANT TO GO.”

ADVENTURE AWAITS!

KEY FEATURES



RECOMMENDATIONS

Suggest the best places, activities and experiences.



DESCRIPTION

Use vivid language to bring places to life.



FACTS

Include key information like location, prices and opening times.



PERSUASIVE LANGUAGE

Use powerful words to encourage the reader to visit.



READER FOCUS

Think about what your reader wants and needs to know.

TOP TIPS

- ✓ Use exciting, positive language.
- ✓ Describe sights using sensory details.
- ✓ Recommend and give reasons.
- ✓ Use subheadings and bullet points.
- ✓ End with a call to action.

DO

- ✓ INSPIRE
- ✓ BE POSITIVE
- ✓ GIVE DETAILS
- ✓ RECOMMEND
- ✓ FOCUS ON THE READER

DON'T

- ✗ LIST FACTS ONLY
- ✗ BE NEGATIVE
- ✗ USE BORING LANGUAGE
- ✗ FORGET KEY INFORMATION
- ✗ IGNORE THE READER