**Biome Eco-Travel Brochure**

You work for a competitive eco-travel agency and your boss has decided to have a contest to determine who will get a promotion. Each employee in the company will be assigned a biome. You will need to design an eco-vacation package to any country in the world *containing your biome*. Your job is to create a colorful travel brochure that will convince tourists to choose *your biome vacation* instead of the ones planned by your colleagues.

Your brochure needs to share accurate information about the biome and its conditions, but you are encouraged to use humor and creativity to offer suggestions for overcoming the challenges of visiting your location.

On the due date, the employee whose brochure receives the highest number of “sign ups” will receive a promotion (extra credit).

Include the following content in your brochure.

1. Destination
	1. A clear title displaying the country and biome of your destination
	2. Other countries where your biome is found and why your country is a better destination
	3. A map that shows where your country and biome are located
2. Cultural information:
	1. Most commonly spoken language, type of currency and any customs your clients should be aware of
	(ex. Do females need to cover their heads in public?)
	2. Which type(s) of agriculture/land uses are present? Farming? Logging? Ranching? Tourism?
	3. What can be grown there? Is the soil fertile or poor?
	4. How is the land used? Any major mining resources? If so, what and where?
	5. your biome being harmed? If so, how? Why?
	6. Are animals, people, plants, and/or land being destroyed or are they in harm’s way?
3. Travel Accommodations:
	1. What is the cost of a plane ticket from SFO (San Francisco International Airport) to your destination? Which airport will you fly to?
	2. How will customers travel from the airport to their lodging?
	3. Will your customers be staying in hotels, tents, cabins?
4. Packing Suggestions (based on climate):
	1. Temperature – What are the average highs and lows?
	2. Seasons - How many? What are the seasonal differences in temperature? How long does each season last?
	3. Which types of precipitation occur in this biome? Rain? Snow? Ice?
	4. What is the average precipitation per year in centimeters (cm)?
	5. Are there seasons of rainfall? Explain average precipitation by season.
	6. Make a recommendation for the best season to visit.
	7. What equipment or clothing will be necessary to visit your destination
	(for example, if they will be backpacking through the wilderness, they will need specific items)
5. Itinerary:
	1. Give a sample itinerary for a 7-day long trip, including travel time. Be aware that you may need an entire day to travel from one place to another, depending on where you are.
	2. List activities that you can do each day. Include visits to the tourist attractions in your destination (natural wonders, national or state parks, mountain ranges, volcanoes, deserts etc.)
	3. Clearly identify what attracts people to your biome (snorkeling, skiing, hiking etc.)
	4. Identify examples of meals that your clients might eat while there
6. Wildlife:
Your customers love nature – this is why they selected your eco-travel agency. Include information on the organisms they will find in their destination.
	1. 3-5 animals, with at least 2 images
	2. Description of adaptations these animals use to survive in your biome
	3. What season are you likely to see animal babies? When do the animals hibernate? What might they expect to see in the Winter, Spring, Summer or Fall?
	4. 3-5 plants in your biome, with at least 2 images.
	5. A description of the challenges the plants face (predators, lack of water, extreme temperatures etc.)
	6. A description of any pests or dangerous wildlife they might encounter
7. Organization:
	1. Your brochure needs to contain colorful images of at least 5 pictures from “previous” trips.
	2. The content needs to be typed
	3. You can fold a normal piece of paper and glue in typed work OR you can use a “brochure” template in a word processing document

Biome Eco-Travel Brochure Rubric:

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| --- | --- | --- | --- |
| **Category** | **Packing My Bags** | **Maybe Next Year** | **Not Convinced** |
| **Formatting**0-10 points | * Visually attractive, clear title
* Typed
* Good grammar / spelling
* 5 photos from “prior” trips
 | * Attractive, title included
* Typed
* 2-3 grammar/spelling mistakes
* Fewer than 5 photos of “prior trips”
 | * Not attractive
* Hand written
* More than 3 grammar/spelling mistakes
* Most “prior” trip photos missing
 |
| **Destination**0-5 points | * Country and biome clearly indicated
* Other countries; why yours is best
* Map
 | * Region (not location) indicated
* Other countries listed;
* No clear explanation why yours is best destination
* Map is messy or too small
 | * Country or biome not clearly indicated
* No other countries listed
* No explanation why yours is best destination
* No Map
 |
| **Culture/Land Use**0-10 points | * Customs, currency, language
* Land use
* Soil type and types of crops
* Natural resources
* Is your biome being harmed? How?
 | * Currency and language or customs
* Land use unclear
* Agriculture discussion is incomplete
* Few natural resources
* Weak description of harm to your biome
 | * No discussion of currency, language or customs
* No discussion of land use
* Agriculture not addressed
* Natural resources not addressed
* No description of harm to biome
 |
| **Travel Accommodations**0-5 points | * Flight info: cost, airports
* Type of travel / transportation within country
* Type of lodging
 | * Incomplete flight information
* Transportation vague
* Lodging mentioned, no details
 | * Flight information missing
* No in-country transportation discussed
* No lodging mentioned
 |
| **Packing / Climate**0-10 points | * Temperature
* Seasons
* Precipitation
* Appropriate clothing and supplies
* Best time to visit
 | * Weather is described but not seasons or best time to visit
* Temperature OR precipitation mentioned
* Some supplies are discussed
 | * Weather not discussed
* Temperature and precipitation not discussed
* No packing list is included or mentioned
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| **Itinerary**0-10 points | * 7-days worth of plans, including travel time
* Natural resources to visit
* Biome-related activities to do
* Sample meals are described
 | * Incomplete itinerary; travel time not discussed
* Missing natural resources
* Very few biome-related activities included
* Food hardly discussed
 | * Incomplete or missing itinerary
* No natural resources
* No biome-related activities
* No sample meals
 |
| **Wildlife**0-10 points | * 3-5 animals, 2 images
* 3-5 plants, 2 images
* Animal adaptations to climate
* Seasonal animal sightings, baby /hibernation seasons
* Challenges to plants
* Pests or dangerous wildlife
 | * Fewer than 3 animals; 1 image
* Fewer than 3 plants; 1 image
* Unclear animal adaptations
* Unclear suggestions about seasonality of babies/hibernation
* Weak description of challenges to plants
* Unclear pest / wildlife warnings
 | * No animals or images
* No plants or images
* No animal adaptations
* No seasonal suggestions for animal sightings
* No plant challenges
* No warnings of pests/dangerous wildlife
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