

TOP FIVE TIPS for eye-catching promotional materials

Research commissioned by Tourism Saskatchewan in 2017 determined that “in-market” promotional materials, such as rack cards, maps or concise brochures, are resources that travellers use for day-to-day activity planning when they have reached their destination. Local businesses – hotels, gas stations, restaurants and tourism information centres – are key places for display. Here are some tips for creating materials that stand out amid the clutter, give travellers the information they are seeking and lead them to new discoveries.

1. WHAT'S UP TOP MATTERS

Display units tend to be cluttered. Their design may block the bottom half of your rack card or brochure from view. The top of the card should scream “Pick me!” A striking blend of colour, fonts and strong call to action makes all of the difference in the world. A good exercise is to stand in front of an overcrowded display and see what catches your eye. Consider the look of those items that stand out. Design advice is only a click away and there are many online resources to explore.

2. BE SPECIFIC

Provide detailed, up-to-date information about your business or event. Travellers value their time and want their questions answered up front. Ensure that your rack cards or brochures are concise and accurate. Include dates, hours of operation, location, directions, address, website and contact information. If visitors request additional details, ensure a prompt reply to any phone calls or emails.

3. FEATURE IMPRESSIVE PHOTOGRAPHS AND MAPS

Compelling images are part of effective storytelling. Tourism businesses, attractions and events benefit from investing in impressive, inviting photography for use online and in print. Show off your best photos of special places, dynamic settings and experiences that will spark curiosity. Travellers still use and appreciate maps. If your location is off the beaten path, feature a simple map that visitors can easily navigate.

4. PLACEMENT AND AVAILABILITY ARE UP TO YOU

Placement is everything. See that your brochures are visible and adequately stocked in local restaurants, hotels, bed and breakfasts, gas stations, attractions and other businesses visited by tourists. Restocking is up to you, as is the removal of outdated information or rack cards and brochures that highlight past events. Keep the material fresh.

5. PROMOTE LOCAL

Travellers value authentic experiences and are eager to discover local tastes and products. Highlight any unique features of your businesses, as well as local partnerships or products that enhance the visitor experience. Most importantly, ensure that you deliver on the promise made to consumers.

