

A vibrant canal scene in a coastal town, likely in Italy. The canal is filled with numerous small boats, some covered with blue or white tarps. The buildings lining the canal are colorful, with shades of red, orange, and yellow. People are walking along the sidewalks, and the water reflects the buildings and the sky. The overall atmosphere is lively and scenic.

Travel  
Brochures  
Monday

# Travel Brochures

Monday

We will be making a travel brochure this week in our draft and edit books.

But first, we will be taking a look at some travel brochures.

## Lesson Objectives

- To look at and discuss words and phrases that capture the reader's interest and imagination.
- Looking at and discussing writing similar to that which they are planning to write in order to understand and learn from its structure, vocabulary and grammar.



# Travel Brochures

Quickly, let's have a think about what grammar we can remember to help us in writing:

- What is a noun?
- What is an adjective?
- What is a verb?
- What is an adverb?
- What is a fronted adverbial?



# Travel Brochures

Quickly, let's have a think about features of travel brochures that we have seen before:

- What language do they use?
- What kind of tone is the writing?  
(formal/informal)
- How is it structured?

# Travel Brochures

**Rome**

Our Grand Tour begins in Rome as we immerse ourselves in the history and culture of Italy. Rome as a modern city has flourished on top of its ancient ruins.

We will explore architectural wonders such as the Colosseum, Roman Forum, and the Pantheon and contemplate the artistic treasures of the Vatican Museums and the Sistine Chapel, all the while indulging in traditional Roman cuisine, wines, and artisanal gelato!

**Florence**

Florence was a must stop on the original Grand Tour. This modern city was once home to Italy's most famous artists: Leonardo Da Vinci, Michelangelo and Giotto. Day trips in Tuscany including Pisa (the famous Leaning Tower), Lucca and Siena. We've also included a private wine tasting tour.

**Sorrento**

Sorrento and Capri will provide us with breathtaking views, delicious seafood, and more in a relaxing, tropical location. You will be free to shop in Sorrento's small boutiques and visit one of its many beaches.

**Capri**

Sorrento is known for its hillside lemon trees and limoncello. Our time will be spent taking in the sights that the Amalfi Coast has to offer before taking a day trip to one of Italy's best kept secrets: The Isle of Capri.

**Pompeii**

We will also spend an afternoon exploring the mysterious ruins of Pompeii in the region outside of Naples.

**Included in the Tour**

- Roundtrip Airfare
- 3 Star Hotel Accommodations
- All Breakfasts and Four Group Dinners
- Ground Transportation in Italy
- Services of Expert Tour Guides
- Entries into Included Museums, Churches etc.
- Winery Tour in Tuscany

Questions? More Info Available  
www.itats.org/tours

**Highlights of The Grand Tour of Italy 2016**

May 21-June 2, 2016

*Let's have a look at a couple of these travel brochures.*

*What can we notice about them?*

How are they similar with each other?

How are they different?

What do they use to catch your eye?

**POLITICS AND SPACES**

Politics - Right now we are ruled by the medici, a political dynasty that has been in and out of power since the 14th century.

spaces - lately we have been having problems. the Italian wars. Louis the 22th of France, just reached an agreement with Ferdinand II of Aragon to divide Naples. A combined French and Spanish force has seized control of the kingdom; disagreements about the terms of the border led to a war between Louis and Ferdinand. And Louis, having been defeated at the Battle of Cerignola and Battle of Garigliano, has been forced to withdraw from Naples, which is now left under the control of a Spanish viceroy, General de Córdoba.

**PLACES AND ARCHITECTURE**

Our beautiful city was founded by the Roman great Julius Caesar in 59 BCE. Around 1000 a man named Margrave Hugo chose to live here rather than in Lucca. This started our beautiful renaissance in our area, since then artists have flocked to our city for inspiration and possible fame if they work hard, please you should see: Florence Cathedral, Florence Baptistery, Basilica of Santa Maria Novella, or Basilica of Santa Croce.

**FLORENCE, ITALY WELCOME!**

**WELCOME TO FLORENCE**

Welcome to the capital of the Italian region of Tuscany.

**Italy**

**YOU ARE INVITED**

Highlights of the Grand Tour of Italy  
May 21-June 2, 2016

Join us as we embark on a once in a lifetime journey to Italy. Experience the classical grandeur of Rome along with the charms and beauty of the Tuscan countryside. Explore the coastal beauty of Sorrento and Capri the mysterious ruins of Pompeii.

Enjoy a unique travel experience, enhanced by personable tour guides who have over 12 years of leading trips abroad along with intimate knowledge of the region.

ITATs is travel that is...  
Authentic, Affordable and Awe-Inspiring

**MAKE PLANS NOW TO JOIN US!**  
Reserve your space early! Space is limited to 20 guests. Lock in the low price of \$3880 by Dec. 31 with your \$500 deposit. For a complete description of the trip please visit us at:  
www.itats.org/tours

Experience an Italy you won't find in any guidebook.

Imagine yourself ...

- Touring Florence and learning about the rich history and art of the "Renaissance City"
- Enjoying a tour and tasting in Italy's premier wine region
- Sampling regional cuisines in local, family owned restaurants
- Walking the ruins of the Roman Forum and the evocative remains of Pompeii
- Strolling down the rocky beaches of Capri
- Learning from experts who enrich your understanding of art, history and architecture.

**Your Guides**

Both Scott Raynor and Mark Brown are practicing artists and professors who enjoy sharing their knowledge of Italy's art, architecture, food and culture.

# Travel Brochures

# Italy

**YOU  
ARE  
INVITED**

Highlights of the  
Grand Tour of Italy  
May 21-June 2, 2016

Join us as we embark on a once in a lifetime journey to Italy. Experience the classical grandeur of Rome along with the charms and beauty of the Tuscan countryside. Explore the coastal beauty of Sorrento and Capri the mysterious ruins of Pompeii.

Enjoy a unique travel experience, enhanced by personable tour guides who have over 12 years of leading trips abroad along with intimate knowledge of the region.

ITATs is travel that is...  
Authentic, Affordable and Awe-Inspiring

Experience an Italy  
you won't find in  
any guidebook.



Imagine yourself ...

Touring Florence and learning about the rich history and art of the "Renaissance City"

Enjoying a tour and tasting in Italy's premier wine region

Sampling regional cuisines in local, family owned restaurants

Walking the ruins of the Roman Forum and the evocative remains of Pompeii

Strolling down the rocky beaches of Capri

Learning from experts who enrich your understanding of art, history and architecture.

### Your Guides

Both Scott Raynor and Mark Brown are practicing artists and professors who enjoy sharing their knowledge of Italy's art, architecture, food and culture.

**MAKE PLANS NOW TO JOIN US!**

Reserve your space early! Space is limited to 20 guests. Lock in the low price of \$3880 by Dec. 31 with your \$500 deposit. For a complete description of the trip please visit us at:

[www.itats.org/tours](http://www.itats.org/tours)



Now let's have a look at this one in closer detail

What do they use at the start to catch our attention?

What is the kind of language we can see in the text?

What kinds of things is it telling me?

# Travel Brochures

Title

List of potential places

The brochure is titled "Italy" in large white letters on a dark blue background. Below the title, it says "YOU ARE INVITED" and "Highlights of the Grand Tour of Italy May 21-June 2, 2016". The text describes a journey through Italy, mentioning Rome, the Tuscan countryside, Sorrento, and Capri. It also lists activities like touring Florence, sampling regional cuisines, and walking the ruins of Pompeii. A map of Italy is shown in green, with a dotted line indicating the tour route. A circular inset shows two people holding wine glasses. The brochure includes contact information for ITATS and the Insightful Travel & Tours logo.

Eye-catching sub-heading

Informing me of the place I am going to

Contact information

Picture related to the brochure

Letting me know about the things I can do there

# Now it's your turn

Task: Look at the travel brochure example that has been provided and identify all of the key features that we have been talking about in the lesson.

- Label the title, sub-headings, contact information, different sections of the brochure.
- Underline all of the key language (e.g. where is it informative? Where have they used descriptive adjectives and adverbs?).
- Next steps: How does the layout help you read it?



L.O. Looking at and discussing writing similar to that which we are planning.

# Italy

YOU  
ARE  
INVITED

Highlights of the  
Grand Tour of Italy  
May 21-June 2, 2016

Join us as we embark on a once in a lifetime journey to Italy. Experience the classical grandeur of Rome along with the charms and beauty of the Tuscan countryside. Explore the coastal beauty of Sorrento and Capri the mysterious ruins of Pompeii.

Enjoy a unique travel experience, enhanced by personable tour guides who have over 12 years of leading trips abroad along with intimate knowledge of the region.

ITATs is travel that is...  
Authentic, Affordable and Awe-Inspiring

Experience an Italy  
you won't find in  
any guidebook.



## Imagine yourself ...

Touring Florence and learning about the rich history and art of the "Renaissance City"

Enjoying a tour and tasting in Italy's premier wine region

Sampling regional cuisines in local, family owned restaurants

Walking the ruins of the Roman Forum and the evocative remains of Pompeii

Strolling down the rocky beaches of Capri

Learning from experts who enrich your understanding of art, history and architecture.

## Your Guides

Both Scott Raynor and Mark Brown are practicing artists and professors who enjoy sharing their knowledge of Italy's art, architecture, food and culture.



## MAKE PLANS NOW TO JOIN US!

Reserve your space early! Space is limited to 20 guests. Lock in the low price of \$3880 by Dec. 31 with your \$500 deposit. For a complete description of the trip please visit us at:

[www.itats.org/tours](http://www.itats.org/tours)



A vibrant canal scene in a coastal town, likely in Italy. The canal is filled with various boats, including motorboats and small fishing boats. The buildings lining the canal are colorful, with shades of red, orange, and yellow. The sky is blue with some clouds. The overall atmosphere is lively and scenic.

Travel  
Brochures

Tuesday

A scenic view of a Venetian canal with buildings and boats. The water is calm, reflecting the colorful buildings and the sky. Several boats are docked along the canal, and a few people can be seen walking on the sidewalks. The overall atmosphere is peaceful and picturesque.

# Travel Brochures

Tuesday

## Lesson Objectives

- Retrieve and record information from non-fiction.
- Looking at and discussing writing similar to that which they are planning to write in order to understand and learn from its structure, vocabulary and grammar.



# Travel Brochures

Quickly, let's have a think about features of travel brochures that we have seen before:

- What language do they use?
- What kind of tone is the writing?  
(formal/informal)
- How is it structured?

# Travel Brochures

Remember the travel brochure we looked at yesterday?

We are going to look at it again today.

In this brochure, I can see techniques used such as:

Alliteration - "Authentic, Affordable and Awe-Inspiring", they all begin with the same letter and sound nice to hear and say.

Double A, descriptive sentences - Using adjectives to make the place sound more interesting means more people will want to go.

Targeted pronouns - Even though the text is formal, they do not make it impersonal or distant. They use pronouns such as 'You', 'Our', or 'Us' to make us feel included (e.g. "You are invited").

**Italy**

**YOU ARE INVITED**

Highlights of the Grand Tour of Italy  
May 21 - June 2, 2016

Join us as we embark on a once in a lifetime journey to Italy. Experience the classical grandeur of Rome along with the charms and beauty of the Tuscan countryside. Explore the coastal beauty of Sorrento and Capri the mysterious ruins of Pompeii.

Enjoy a unique travel experience, enhanced by personable tour guides who have over 12 years of leading trips abroad along with intimate knowledge of the region.

ITATs is travel that is...  
Authentic, Affordable and Awe-Inspiring

Experience an Italy you won't find in any guidebook.

**Imagine yourself ...**

- Touring Florence and learning about the rich history and art of the "Renaissance City"
- Enjoying a tour and tasting in Italy's premier wine region
- Sampling regional cuisines in local, family owned restaurants
- Walking the ruins of the Roman Forum and the evocative remains of Pompeii
- Strolling down the rocky beaches of Capri
- Learning from experts who enrich your understanding of art, history and architecture.

**Your Guides**

Both Scott Raynor and Mark Brown are practicing artists and professors who enjoy sharing their knowledge of Italy's art, architecture, food and culture.

**MAKE PLANS NOW TO JOIN US!**

Reserve your space early! Space is limited to 20 guests. Lock in the low price of \$3880 by Dec. 31 with your \$500 deposit. For a complete description of the trip please visit us at:  
[www.itats.org/tours](http://www.itats.org/tours)

Insightful TRAVEL & TOURS

# Travel Brochures

Alliteration - "Authentic, affordable and awe-inspiring", they all begin with the same letter and sound nice to hear and say.

For a few minutes, have a think of some examples of alliteration.

Come up with at least two examples of alliteration for the picture in this slide



# Travel Brochures

Double A, descriptive sentences - Using adjectives to make the place sound more interesting means more people will want to go.

For a few minutes, have a think of some examples of Double A sentences.

Come up with at least two examples of Double A sentences for the picture in this slide.



# Travel Brochures

Targeted pronouns - Even though the text is formal, they do not make it impersonal or distant. They use pronouns such as 'You', 'Our', or 'Us' to make us feel included (e.g. "You are invited").

For a few minutes, have a think of some examples of targeted pronouns.

come up with at least two examples of targeted pronouns for the picture in this slide





# Persuasive writing

Main task: For the rest of the lesson, I want you to write a short descriptive paragraph in nice, neat handwriting.

Use at least three examples of the previous features we have talked about; Double A sentences, alliteration and targeted pronouns.

I want you to write this about one of the pictures on the right. Convince me that they are great.



# Persuasive writing

Here is an example that I wrote for this picture of a pizza

Alliteration – Red

Double A sentences – Yellow

Targeted language - Green



The **crispy, crunchy crust** of our **spectacular, award-winning** pizza is to die for! We use only the **finest, quality ingredients** to make our pizza toppings.

**Come on down and join us** at the table here at Luigi's Pizzeria. Try our imported **bullalo mozzarella** or **sample our spicy, succulent salami** topping. Our pizza dough is **expertly, perfectly hand-crafted** to deliver to **you** the best taste possible. Cooked to **positively peak perfection** in our **artisan, wood-fired** oven. Once **you** try it, **you** won't regret it!



---

---

---

---

---



---

---

---

---

---



---

---

---

---

---

Use this template to write your description for each picture.

Once you have finished and checked your writing, please email your work to the Year 4 email:

[year4@holytrinity.leeds.sch.uk](mailto:year4@holytrinity.leeds.sch.uk)

A vibrant canal scene in a coastal town, likely in Italy. The canal is filled with water, reflecting the sky and the colorful buildings lining the banks. Several small boats, including motorboats and rowing boats, are docked along the sides. People are walking on the sidewalks, and some are standing near the water. The buildings are multi-story, with various colors like red, orange, and yellow, and many have green shutters. In the background, a tall, thin tower is visible against a blue sky with some clouds.

Travel  
Brochures  
Wednesday

A scenic view of a Venetian canal with colorful buildings and gondolas. The water is calm, reflecting the buildings and the sky. Several gondolas are docked along the canal, and a few people can be seen walking on the bridges and buildings.

# Travel Brochures

Wednesday

## Lesson Objectives

- Retrieve and record information from non-fiction.
- Use research to inform my writing.



# Travel Brochures

Informative writing: What are some of the features of informative writing?

What can we remember?

Have a minute to list as many features as you can think of that we can find in informative writing.

# Travel Brochures

Informative writing: What are some of the features of informative writing?

What can we remember?

Here are some examples...

- Clear opening .
- General and specific information about the topic.
- Mostly facts.
- Rhetorical questions to engage reader's interest.
- Specific examples.

# Travel Brochures

# Italy

YOU  
ARE  
INVITED

Highlights of the  
Grand Tour of Italy  
May 21-June 2, 2016

Join us as we embark on a once in a lifetime journey to Italy. Experience the classical grandeur of Rome along with the charms and beauty of the Tuscan countryside. Explore the coastal beauty of Sorrento and Capri the mysterious ruins of Pompeii.

Enjoy a unique travel experience, enhanced by personable tour guides who have over 12 years of leading trips abroad along with intimate knowledge of the region.

ITATs is travel that is...  
Authentic, Affordable and Awe-Inspiring

Experience an Italy  
you won't find in  
any guidebook.



### Imagine yourself ...

Touring Florence and learning about the rich history and art of the "Renaissance City"

Enjoying a tour and tasting in Italy's premier wine region

Sampling regional cuisines in local, family owned restaurants

Walking the ruins of the Roman Forum and the evocative remains of Pompeii

Strolling down the rocky beaches of Capri

Learning from experts who enrich your understanding of art, history and architecture.

### Your Guides

Both Scott Raynor and Mark Brown are practicing artists and professors who enjoy sharing their knowledge of Italy's art, architecture, food and culture.

### MAKE PLANS NOW TO JOIN US!

Reserve your space early! Space is limited to 20 guests. Lock in the low price of \$3880 by Dec. 31 with your \$500 deposit. For a complete description of the trip please visit us at:

[www.itats.org/tours](http://www.itats.org/tours)



Where can we see the previous informative writing features in this text?

Take a couple of minutes to identify them.

They are listed again below to help:

- Clear opening .
- General and specific information about the topic.
- Mostly facts.
- Rhetorical questions to engage reader's interest.
- Specific examples.

Are there any features that aren't there?



# Travel Brochures

## Research

In order for us to make our own travel brochure tomorrow, we need to find out some facts about Italy.

We will be doing our research on **Florence**.

Find the research and then record what you have found.

On the sheet provided, record the research and facts that you have found out about your chosen place.

Make sure you find out **at least 3 facts** for each section so that you can use them in your brochure tomorrow and Friday.

Wednesday 3rd February - L.O. to use research in order to inform my own writing

General Facts

---

---

---

---

---

---

---

---

---

---

Human Landmarks

---

---

---

---

---

---

---

---

---

---

Natural Landmarks

---

---

---

---

---

---

---

---

---

---

Food and Drink

---

---

---

---

---

---

---

---

---

---

A vibrant canal scene in a coastal town, likely in Italy. The canal is filled with water, reflecting the sky and the colorful buildings lining the banks. Several small boats, including motorboats and rowing boats, are docked along the sides. People are walking on the sidewalks, and some are standing near the water. The buildings are multi-story, with various colors like red, orange, and yellow, and many have green shutters. In the background, a tall, thin tower is visible against a blue sky with some clouds. The overall atmosphere is lively and scenic.

Travel  
Brochures  
Thursday

# Travel Brochures

Wednesday

## Lesson Objectives

- Use research to inform my writing.
- using simple organisational devices [for example, headings and sub-headings].
- Draft and write by progressively building a varied and rich vocabulary and an increasing range of sentence structures.



# Travel Brochures

Thursday

Remember everything we have done so far on travel brochures?

Have a minute to think of all of the features of a *persuasive* text that we can remember.



# Travel Brochures

Thursday

Remember everything we have done so far on travel brochures?

Have a minute to think of all of the features of a *persuasive* text that we can remember.

- *Alliteration*
- *Double A, descriptive sentences*
- *Targeted pronouns*



# Travel Brochures

Thursday

Remember everything we have done so far on travel brochures?

Have a minute to think of all of the features of an *informative* text that we can remember.



# Travel Brochures

Thursday

Remember everything we have done so far on travel brochures?

Have a minute to think of all of the features of an *informative* text that we can remember.

- Clear opening .
- General and specific information about the topic.
- Mostly facts.
- Rhetorical questions to engage reader's interest.
- Specific examples.



# Travel Brochures

Thursday



**Italy**

**YOU ARE INVITED**

Highlights of the Grand Tour of Italy  
May 21-June 2, 2016

Join us as we embark on a once in a lifetime journey to Italy. Experience the classical grandeur of Rome along with the charms and beauty of the Tuscan countryside. Explore the coastal beauty of Sorrento and Capri the mysterious ruins of Pompeii.

Enjoy a unique travel experience, enhanced by personable tour guides who have over 12 years of leading trips abroad along with intimate knowledge of the region.

ITATs is travel that is...  
Authentic, Affordable and Awe-Inspiring

Experience an Italy you won't find in any guidebook.

**Imagine yourself ...**

- Touring Florence and learning about the rich history and art of the "Renaissance City"
- Enjoying a tour and tasting in Italy's premier wine region
- Sampling regional cuisines in local, family owned restaurants
- Walking the ruins of the Roman Forum and the evocative remains of Pompeii
- Strolling down the rocky beaches of Capri
- Learning from experts who enrich your understanding of art, history and architecture.

**Your Guides**

Both Scott Raynor and Mark Brown are practicing artists and professors who enjoy sharing their knowledge of Italy's art, architecture, food and culture.

**MAKE PLANS NOW TO JOIN US!**  
Reserve your space early! Space is limited to 20 guests. Lock in the low price of \$3880 by Dec. 31 with your \$500 deposit. For a complete description of the trip please visit us at:  
[www.itats.org/tours](http://www.itats.org/tours)

**Insightful TRAVEL & TOURS**

Map labels: Florence, Siena, Rome, Sorrento, Pompeii, Capri

Before we go onto our activity, let's have a look at the travel brochure on this slide.

What do we notice about the layout?

Look at the structure and we can clearly see a title, sub-headings, information next to pictures and short paragraphs to make it easier to read.

# Travel Brochures

Thursday

**Italy**  
**YOU ARE INVITED**  
Highlights of the Grand Tour of Italy  
May 21 - June 2, 2016

Join us as we embark on a once in a lifetime journey to Italy. Experience the classical grandeur of Rome along with the charms and beauty of the Tuscan countryside. Explore the coastal beauty of Sorrento and Capri the mysterious ruins of Pompeii.

Enjoy a unique travel experience, enhanced by personable tour guides who have over 12 years of leading trips abroad along with intimate knowledge of the region.

ITATs is travel that is...  
Authentic, Affordable and Awe-Inspiring

Experience an Italy you won't find in any guidebook.

Imagine yourself ...

- Touring Florence and learning about the rich history and art of the "Renaissance City"
- Enjoying a tour and tasting in Italy's premier wine region
- Sampling regional cuisines in local, family owned restaurants
- Walking the ruins of the Roman Forum and the evocative remains of Pompeii
- Strolling down the rocky beaches of Capri
- Learning from experts who enrich your understanding of art, history and architecture.

**Your Guides**  
Both Scott Raynor and Mark Brown are practicing artists and professors who enjoy sharing their knowledge of Italy's art, architecture, food and culture.

**MAKE PLANS NOW TO JOIN US!**  
Reserve your space early! Space is limited to 20 guests. Lock in the low price of \$3880 by Dec. 31 with your \$500 deposit. For a complete description of the trip please visit us at:  
[www.itats.org/tours](http://www.itats.org/tours)

Insightful TRAVEL TOURS

Task: Create your own brochure for the city in Italy that you have done your own research on.

Draft and edit book on its side and divide it into three sections.

Remember the:

- Persuasive writing techniques
- Informative writing techniques
- Structure

Of the brochures we have already seen so far.

# Writing Frame

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Italy		learn
Santa maria del fiore		explore
Pasta		visit
Pizza		discover
Piazza Michelangelo		Investigate
Uffizi gallery		Join
Leonardo Da Vinci		Sample
Ponte Vecchio		Goose
Gelato		Pander
Café		Marvel
vino		Experience
		Gulp

A vibrant canal scene in a coastal town, likely in Italy. The canal is filled with numerous small boats, some covered with blue or white tarps. The buildings lining the canal are colorful, with shades of red, orange, and yellow. People are walking along the sidewalks, and the water reflects the buildings and the sky. The overall atmosphere is lively and scenic.

Travel  
Brochures

Friday



# Travel Brochures

Thursday

Remember everything we have done so far on travel brochures?

Have a minute to think of all of the features of a persuasive text and an informative text that we can remember.



# Travel Brochures

Thursday

Remember everything we have done so far on travel brochures?

Have a minute to think of all of the features of a *persuasive* text and an *informative* text that we can remember.

## Persuasive writing

- Alliteration
- Double A, descriptive sentences
- Targeted pronouns

## Informative writing

- Clear opening .
- General and specific information about the topic.
- Mostly facts.
- Rhetorical questions to engage reader's interest.
- Specific examples.



# Travel Brochures

Thursday

We are continuing with our task from yesterday. If you have already finished, you can:

Edit and improve your writing, colour in parts of the brochure or find extra research to put into your brochure.

Task: Create your own brochure for the city in Italy that you have done your own research on.

Turn your book/paper on its side and divide it into three sections.

Remember the:

- Persuasive writing techniques
- Informative writing techniques
- Structure

Of the brochures we have already seen so far.

**Italy**

**YOU ARE INVITED**

Highlights of the Grand Tour of Italy  
May 21-June 2, 2016

Join us as we embark on a once in a lifetime journey to Italy. Experience the classical grandeur of Rome along with the charms and beauty of the Tuscan countryside. Explore the coastal beauty of Sorrento and Capri the mysterious ruins of Pompeii.

Enjoy a unique travel experience, enhanced by personable tour guides who have over 12 years of leading trips abroad along with intimate knowledge of the region.

ITATS is travel that is...  
Authentic, Affordable and Awe-Inspiring

Experience an Italy you won't find in any guidebook.

Imagine yourself ...

- Touring Florence and learning about the rich history and art of the "Renaissance City"
- Enjoying a tour and tasting in Italy's premier wine region
- Sampling regional cuisines in local, family owned restaurants
- Walking the ruins of the Roman Forum and the evocative remains of Pompeii
- Strolling down the rocky beaches of Capri
- Learning from experts who enrich your understanding of art, history and architecture.

**Your Guides**

Both Scott Raynor and Mark Brown are practicing artists and professors who enjoy sharing their knowledge of Italy's art, architecture, food and culture.

**MAKE PLANS NOW TO JOIN US!**

Reserve your space early! Space is limited to 20 guests. Lock in the low price of \$3880 by Dec. 31 with your \$500 deposit. For a complete description of the trip please visit us at:  
[www.itats.org/tours](http://www.itats.org/tours)

**Insightful TRAVEL & TOURS**

Use this to help if you are stuck for ideas or don't know what to improve

# Travel Brochures

Title

# Italy

**YOU  
ARE  
INVITED**

Highlights of the  
Grand Tour of Italy  
May 21-June 2, 2016

Join us as we embark on a once in a lifetime journey to Italy. Experience the classical grandeur of Rome along with the charms and beauty of the Tuscan countryside. Explore the coastal beauty of Sorrento and Capri the mysterious ruins of Pompeii.

Enjoy a unique travel experience, enhanced by personable tour guides who have over 12 years of leading trips abroad along with intimate knowledge of the region.

ITATs is travel that is...  
Authentic, Affordable and Awe-Inspiring

Contact  
information

Experience an Italy  
you won't find in  
any guidebook.



Imagine yourself ...

Touring Florence and learning about the rich history and art of the "Renaissance City"

Enjoying a tour and tasting in Italy's premier wine region

Sampling regional cuisine in local, family owned restaurants

Walking the ruins of the Roman Forum and the evocative remains of Pompeii

Strolling down the rocky beaches of Capri

Learning from experts who enrich your understanding of art, history and architecture.

**Your Guides**

Both Scott Raynor and Mark Brown are practicing artists and professors who enjoy sharing their knowledge of Italy's art, architecture, food and culture.

**MAKE PLANS NOW TO JOIN US!**

Reserve your space early! Space is limited to 20 guests. Lock in the low price of \$3880 by Dec. 31 with your \$500 deposit. For a complete description of the trip please visit us at:

[www.itats.org/tours](http://www.itats.org/tours)



List of  
potential  
places

Picture  
related to  
the  
brochure

Letting me know  
about the things  
I can do there

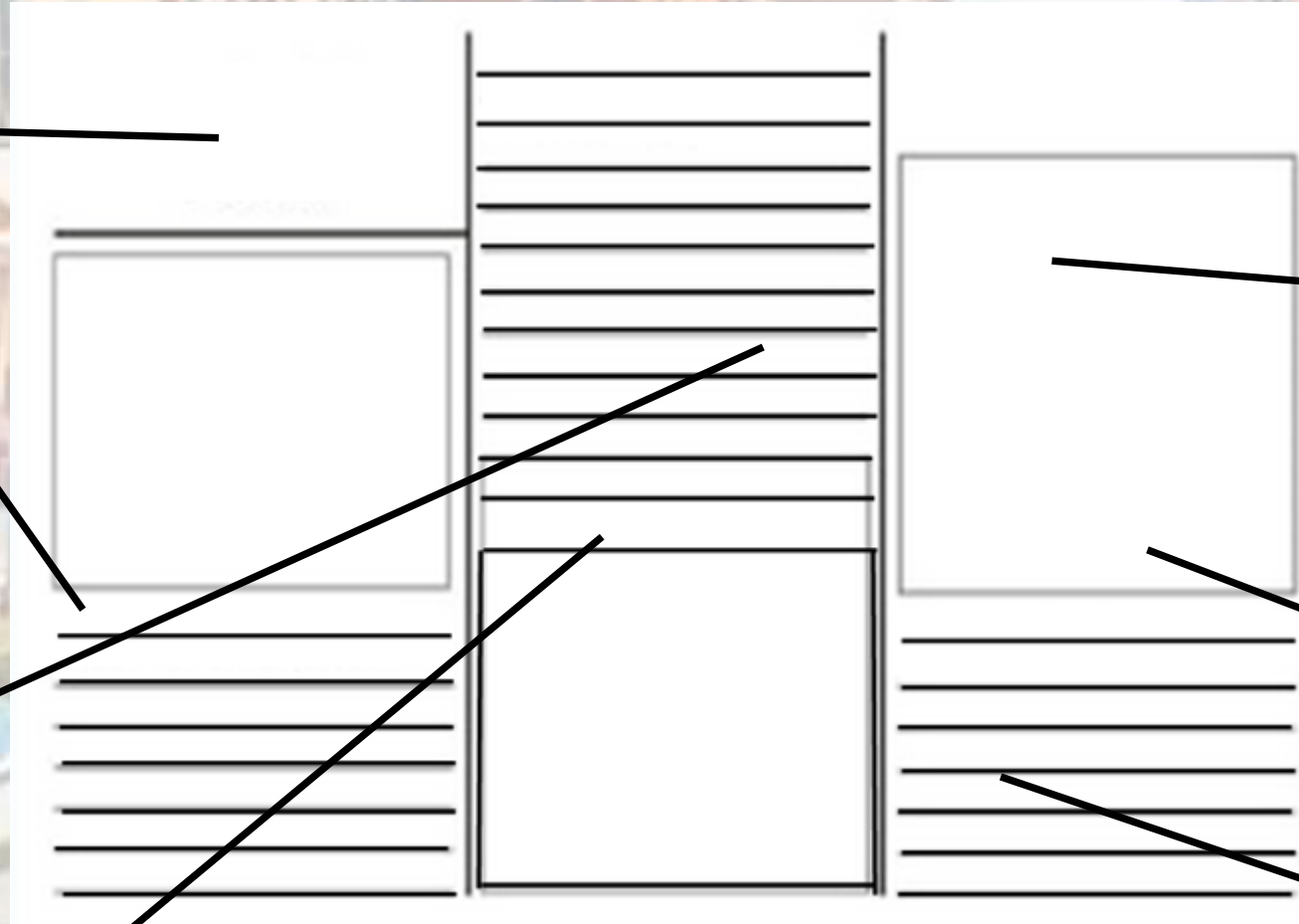
Eye-  
catching  
sub-  
heading

Informi  
ng me  
of the  
place I  
am  
going to



Use this to help if you are stuck for ideas or don't know what to improve

# Travel Brochures



Title

Letting me know about the things I can do there

Eye-catching sub-heading

Picture related to the brochure

Informing me of the place I am going to

Contact information

List of potential places



A scenic view of a Venetian canal with gondolas and buildings. The water is calm, reflecting the colorful buildings and the sky. Several gondolas are docked along the canal, and a few people can be seen walking on the bridges and along the water's edge. The overall atmosphere is peaceful and picturesque.

Once you have finished  
and checked your  
writing, please email  
your work to the Year 4  
email:

[year4@holytrinity.leeds.  
sch.uk](mailto:year4@holytrinity.leeds.sch.uk)