

ATL Project: Communication and Language Development



You are putting in a pitch to the Spanish tourist board to advertise your holiday company on a Spanish holiday experience.

You will need to present:

- A five minute advertising film on the holiday experience your company can offer
- The aims and benefits of why they would use your company
- What you can offer in terms of value for money
- Your knowledge of the area that you host your holiday experience
- Your understanding of the target population you are addressing
- How you would plan their experience and personalize it
- Produce a brochure to give interested holiday makers
- Write an advert for local newspaper in the host language as well as in English

Target audience will be one of:

- Students traveling around Spain
- Educational trip for school aged children
- Retired holidaymakers
- Couples planning romantic holidays

You have three weeks to complete this assignment and will present in the week of 30th March