

## Holiday Brochures

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Read through the following two online holiday advertisements which are both from websites of well-known holiday companies.

The first is from Club Med: a luxury holiday company with 'villages' all over the world. They offer all-inclusive holidays. Customers stay in chalet or hotel accommodation on the resort.

The second is from Haven Holidays: a holiday park company in the UK. As well as being able to take tents and/or caravans and campervans to the sites, customers can rent mobile homes (also known as static caravans).

Then answer these questions:

1. Find four facts and four opinions from each advertisement.
2. What sort of audience is each advert trying to appeal to? It is not enough to say 'adults': give more details and find evidence for your choices.
3. How does each advert use language to appeal to their audience? It is not enough to write, 'It is descriptive' or 'It makes the place sound nice' – think carefully about how the language works to make each holiday seem appealing.
4. How does each advertisement use layout, structure and presentation to appeal to their audiences?

### **Turquoise – Turks and Caicos Island**

#### The Village

Once a pirates' haunt, the eight Turks and Caicos Islands are today a dream destination and absolute heaven for divers.

The enticing colour of the sea around this group of islands in the South Bahamas will make you want to bathe in its waters and explore its undersea world forever. The Resort of Turquoise is in Grace Bay, which is in the north-eastern corner of the main island, Providenciales. Colourful bungalows mingle with the hibiscus trees along the edge of a beach of pearly sand, stretching as far as the eye can see.

The Village is for adults only, so guests can devote their energy to their favourite sports all day long, and then dance the night away...

*From: the Club Med online brochure.*

## Cala Gran

Near Blackpool

### Fantastic Family Fun at Cala Gran Holiday Park

It bubbles so much with a party atmosphere, it's easy to forget that Blackpool is not so far away from Cala Gran Caravan Park. Nearby traditional Fleetwood's market is worth catching on a Tuesday. It's fizzing with family fun at the centre of the Park so have a great time at the big indoor pool, outdoor SplashZone or the multi sports court.

2008 Half Price Breaks                      Per family from                      £134

[Check availability & Book](#)

### Loads to do on and around Cala Gran caravan Park...

**For a family friendly**, action-packed holiday for all Cala Gran caravan Park is the perfect choice. The onsite shops, services and Kids Clubs will make your Self-Catering holiday a real breeze.

**Your kids will love the Heated Indoor Pool**, the Waterslide and the Outdoor SplashZone allowing you to enjoy every minute of your holiday. For the younger children our soft play area and Cinderella Pantomime are great fun. With this much fun for the whole family everyone will love a holiday at Cala Gran.

**There's never a dull moment** at Cala Gran Holiday Park. The exuberant holiday attractions of Blackpool are only a short tram away ensuring that every fun-filled day of your holiday is great fun and value.

**Blackpool's bubbly enthusiasm** spills over into Cala Gran with sizzling daytime fun and into the fantastic Cala Gran night-life. So, pack your bags, and discover a great Haven Holiday at Cala Gran. All you have to do is book online and you're all set for another great Blackpool Holiday.

*From: the Haven online brochure.*

### Exam style question:

Compare and contrast the way the advertisements aim to sell the holidays to readers.

Remember to explore:

- The language
- The structure and layout
- The presentational devices