

# Holidays - what's attractive?

## How are people persuaded to visit?

Here are two adverts for hotels in the Broads.

- What tells you that they are not modern?
- Which bit/s of the advert first catch your eye?
- What are the hotels offering to visitors?
- Do they persuade you to want to stay there?
- Do you think they were aimed at families?

The image contains two separate advertisements. The top one is for the Waveney Hotel, Oulton Broad, near Lowestoft, owned by G. Smith. It features a detailed illustration of a large, multi-story brick building with a prominent arched entrance. The text to the right of the illustration lists services such as yachting, wharves, sailing, and fishing boats. Below the illustration, it mentions furnished apartments and shooting arrangements. The bottom advertisement is for R. Kemp, a Yacht & Boat Builder, also in Oulton Broad, Lowestoft. It features two circular medals from the International Fisheries Exhibition in London 1883. The text describes Kemp's services, including boat and yacht construction, and storage facilities.

WAVENEY HOTEL, OULTON BROAD, near Lowestoft  
G. SMITH,  
PROPRIETOR  
AND  
YACHT AGENT.  
YACHTS,  
WHARVES,  
SAILING,  
AND  
FISHING BOATS  
of every  
description to LET.  
Furnished Apartments  
for Gentlemen staying  
in the neighbourhood.  
Yachts wintered, and  
Stores carefully looked  
after. Terms moderate.

Splendid Shooting arranged for Gentlemen during Winter months.

LADY OF THE LAKE HOTEL,  
Where Visitors to the Broads will find First-Class Accommodation.

INTERNATIONAL FISHERIES EXHIBITION,  
London 1883.  
Silver Medal & Diploma of Honour.

R. KEMP  
YACHT & BOAT BUILDER,  
Oulton Broad, Lowestoft.

BOATS & YACHTS ALWAYS ON HAND, FOR SALE OR HIRE.  
Yachts or Boats, bought, sold, or taken as part payment for new.  
R. KEMP has excellent accommodation for Yachts lying afloat, up to 10 feet  
draught, or hauled out in shed, also good dry Store Rooms. Terms very moderate.  
MODELS & DRAWINGS OF BOATS, YACHTS, & SHIPS MADE TO ORDER.

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## What's attractive about Geldeston lock as a place to visit?

Use the notes you made at the lock to produce a leaflet or poster to promote it to visitors.

Think about the kinds of people you might aim to attract:

- What do they want (and need) to know?
- What sort of language, style and layout will hold their interest?
- How will you catch their attention?

Don't forget to go through the stages of drafting and revising before you make your final version.

Discuss and evaluate your leaflet with other people.