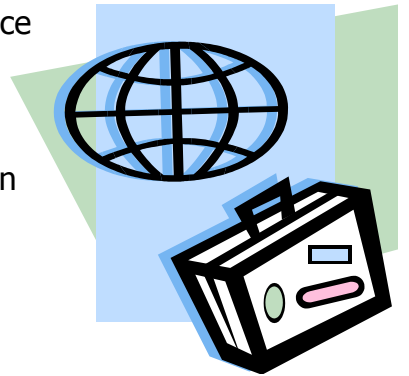




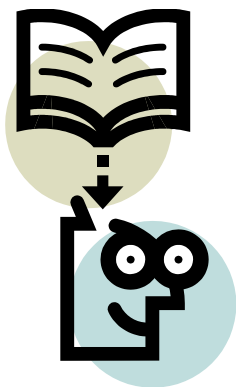
# Guidelines for a perfect tour brochure

Always keep in mind: the intention of your text is to convince tourists to book a trip with you. It is therefore important to present tour highlights, sights, landmarks, stops, transfers, accommodation, etc in an attractive and appealing way. An eye-catching layout is almost as important as the written content.



## Important aspects:

- Choose an interesting destination and sights for stops. It is not necessary to have many stops, about 2 or 3 detailed ones are enough.
- Think of a good name for your tour, make it sound special.
- Famous places: focus on the positive and special aspects of your destination and give examples for what the place is famous for.
- Colorful details: Make your reader curious by using colorful, flowery descriptions of the places.
- Give information about
  - the destination
  - itinerary and stops
  - times (meeting time and place, length of trip, schedule)
  - accommodation if necessary
  - means of transport (bus, train, plane, cruise-ship...)
  - cost
  - any requirements or preconditions
  - contact and booking information
- Illustrate your brochure (pictures, map,...) and choose a clearly structured layout.



# Chicago Segway Tour

## **Quick Tour Facts:**

Times: 10am, 2pm and 6pm

Price: \$70 (Day), \$60 (Evening)

Duration: Day tour are 3 hours, Evening tour is 2 hours



Our Segway Tour is perfect for both those new to the city and Chicago veterans. For the beginners, this tour will offer you a fantastic orientation and give you an opportunity to see virtually all of the sites you know from movies, postcards and history. For the veterans, we're positive you'll learn new facts and stories about Chicago that you've never heard. And we're sure you'll both agree that Segway-ing is the best way to see the 'Windy City'!

## **Highlights of the tour include:**

- **The Field Museum** – Founded to house the biological and anthropological collections assembled for the World's Columbian Exposition of 1893. Current home to Sue, the famous T-Rex and the Lions of Tsavo.
- **Shedd Aquarium and Oceanarium** – Opened to the public in December 1929, at the time it was the world's largest indoor aquarium. One of the first and currently its oldest resident: a Lungfish acquired in 1933.
- **Adler Planetarium** – The first planetarium built in the Western hemisphere. Contains astronomical artifacts and instruments dating back to 12th century Persia. Provides one of the best panoramic views of Chicago's fabulous skyline!
- **Millennium Park** – Chicago's newest gem, featuring the Pritzker Pavillion, the cascading waters of the Crown Fountain towers, and the famous Cloud Gate sculpture affectionately known as "The Bean".
- **The Lakefront/Monroe Harbor** – Cruise along the edge of Lake Michigan speckled with sailboats, with Navy Pier as its backdrop.
- **Chicago's Skyscrapers** - See the architectural wonders that comprise one of the most recognizable skylines in the world.

## **Meeting Point** Our office at:

400 East Randolph Street

Chicago, IL 60601

## **Important Notes**

Each of our tours begins with a 30 minute orientation session. We will practice on the Segways until everyone feels comfortable and is ready to conquer Chicago. The Segway is appropriate for virtually anyone 12 and older. Anyone suspected of being under the influence of alcohol will not be permitted to ride. Unfortunately, pregnant women will not be permitted to participate. Got questions? Email us at

[Chicago@CitySegwayTours.com](mailto:Chicago@CitySegwayTours.com). **Telephone** 1-877-SEG-TOUR (1-877-734-8687)