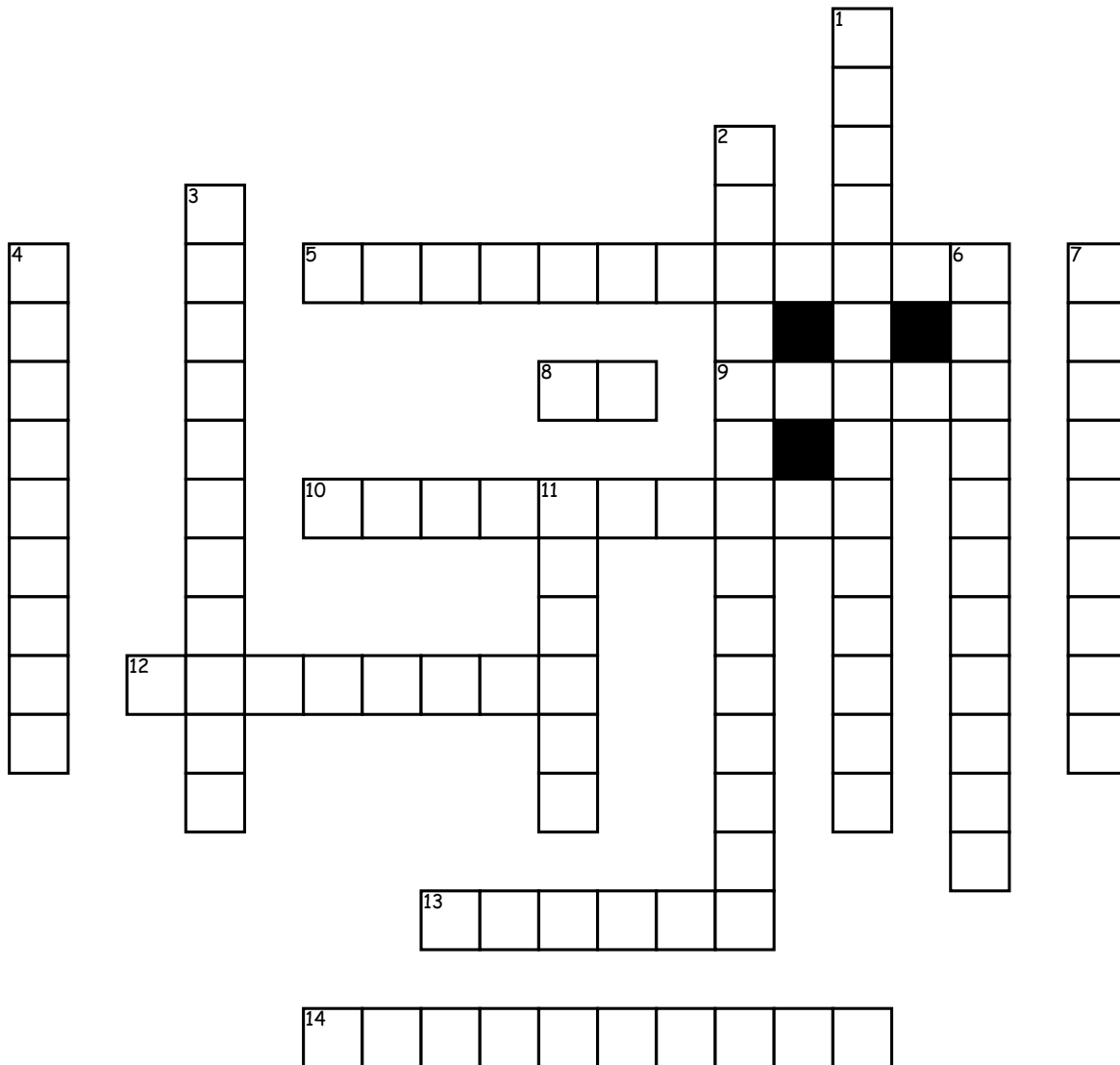


Name: _____ Date: _____

Promotional Material



Across

5. This Morning with Philip and Holly run these. Winners may receive a city break or a Spa weekend.

8. Tour Operators pay to advertise on this using commercials that last approx 30 seconds.

9. Coach companies pay to advertise on this so listeners can 'hear' the about the tours they are selling.

10. Train companies advertise in these daily produced forms of promotion.

12. You may receive one of these through your letter box from a local visitor attraction with a voucher so you can enter for less.

13. Holiday centres such as Butlins send these to promote new season offers to existing customers.

14. Hotel companies pay to display huge posters on these so that people driving by can see what their hotels are like.

Down

1. Travel agencies put last minute holiday offers in these?

2. Ferry companies use these as a way to promote their crossings to possible customers who may have searched before hand.

3. Restaurants send these to customers who have previously subscribed, with offers to entice them to go and eat there.

4. Tour Operators produce these and send them to the travel agent for customers to pick up and look through so they can find a holiday.

6. Airlines use football shirts or Formula 1 cars as this method of promotion.

7. Tour operators use examples of these such as Cosmopolitan and Vogue to advertise job vacancies for Resort Representatives

11. You might find one of these in the airport that has been put up by a car rental company promoting car hire.