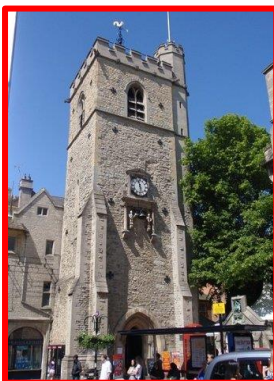


My New Oxfordshire

Tourist Attraction



Name:

Your challenge is to design a new, exciting tourist attraction for Oxfordshire.

What is Oxfordshire missing? What would help to bring people to the area? What kind of attraction would you like to go to?

Use this booklet to help combine all of your ideas to make your attraction the BEST it can be!

So, get thinking and get creative! Come up with something exciting that would attract tourists to our lovely county.

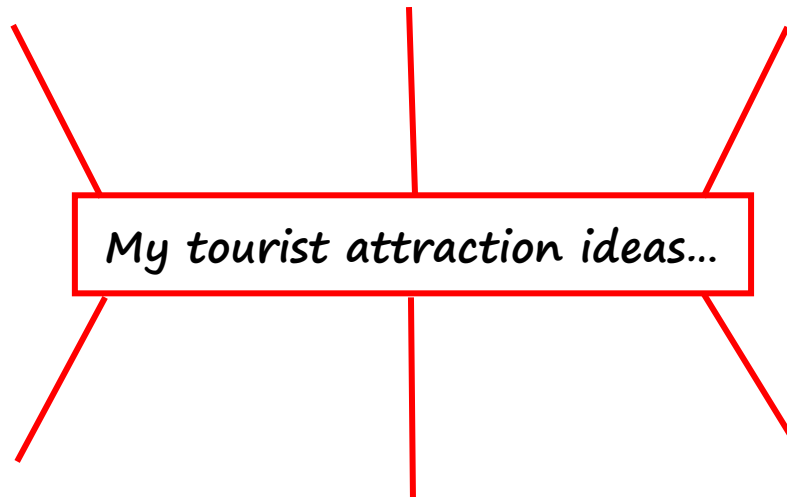


GOOD LUCK!



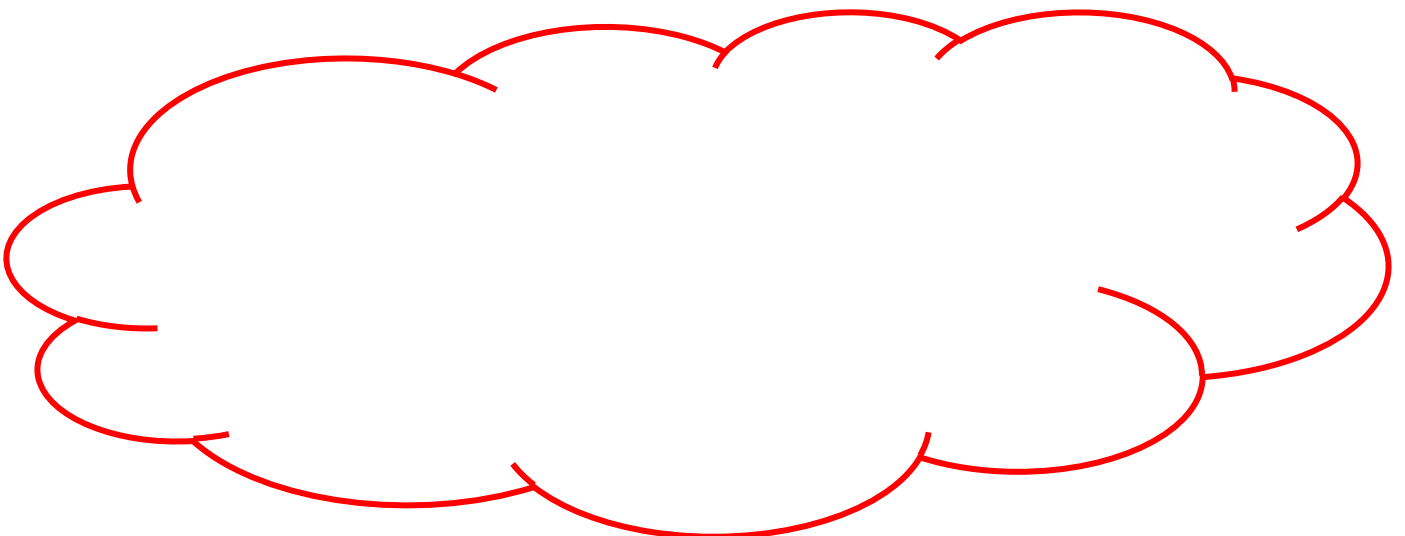
My ideas...

Below, complete the mind map. Come up with at least 6 different types of attraction you think could have their place in Oxfordshire. Add some more lines if you wish...



Names for my attraction...

Tick the attraction you would like to design! Use the space below to write down possible names for your attraction.



My choice...

Write your final choice of your attraction's name below:



Attraction logo...

In the spaces below, design some different logos for your attraction. Make them bright and colourful, and perhaps link your logo to the type of attraction you're designing.

More details about my attraction...

In the space below, jot down any ideas of what you will find at your attraction. What will visitors be able to do and see?

A large, empty rectangular box with rounded corners, outlined in red, intended for writing ideas about an attraction.

More details about my attraction...

Now that you have some ideas, add more detail to at least 4 of these. For example, if you want to have a café at your attraction, what is it called and what will it serve?

Idea 1:

-
-
-

Idea 2:

-
-
-

Idea 3:

-
-
-

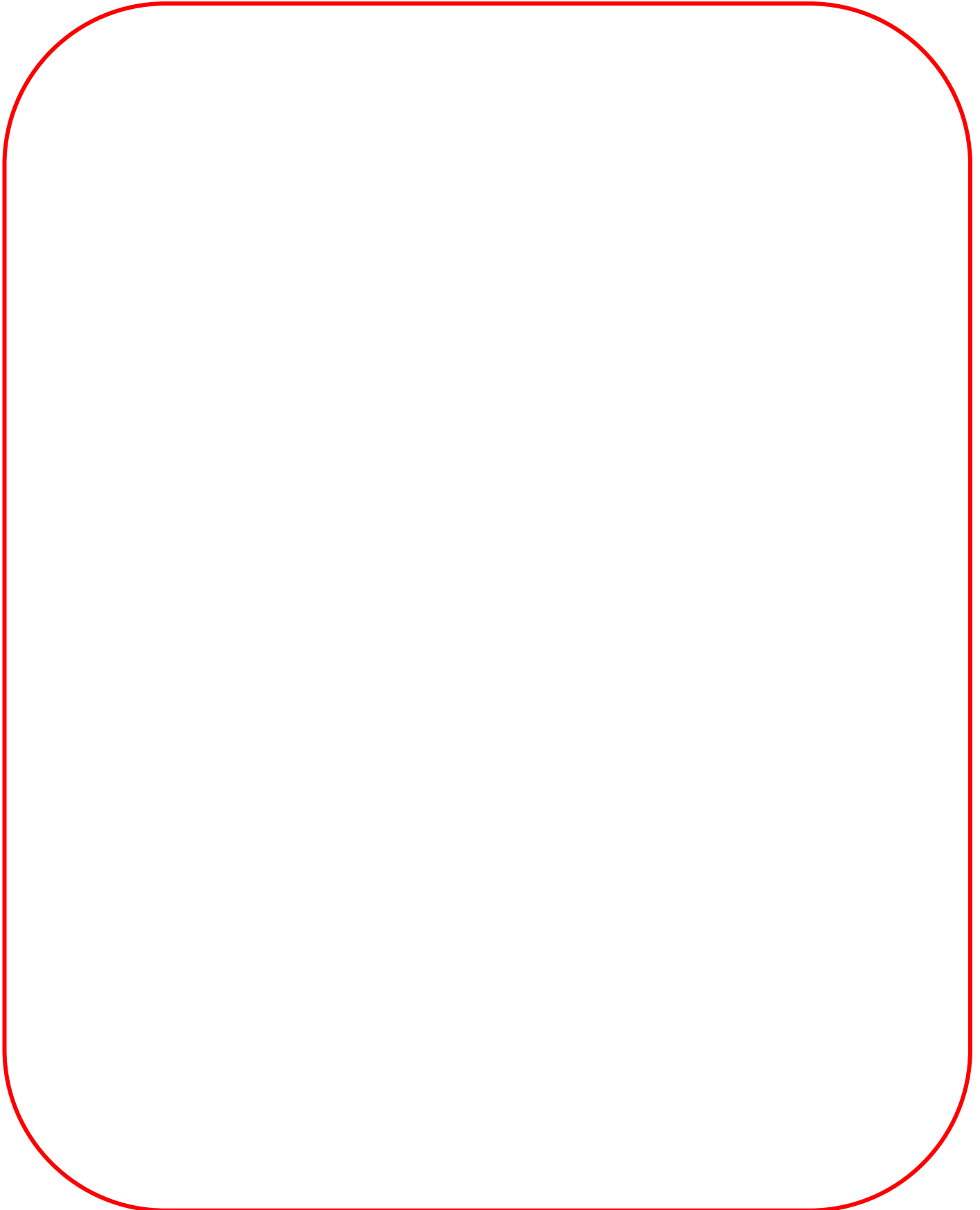
Idea 4:

-
-
-

Perhaps share some of these ideas with a partner?

Attraction map...

Have a go at merging all of your ideas from the previous page together to sketch a map of your attraction!

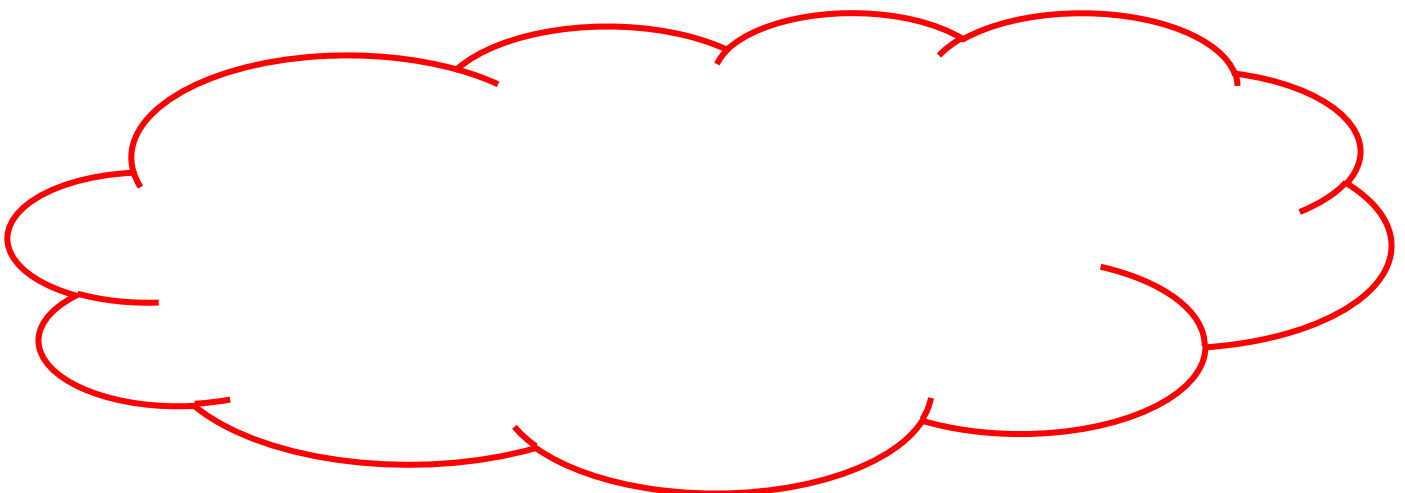


My attraction location...

Put a mark on the map below to show where you would like your attraction to be. Think carefully about how people can get there (by road or by train) and whether it is near any other tourist attractions!



In your own words, explain why you have chosen this location:



Costings...

How much will it cost to visit your attraction? Think about:

- The difference in price between adults and children.
- Whether you will have 'reduced' costs for the elderly, students and very young children.
- If you want special offers e.g. pay for two children and a third child is free.
- If you want discounts for families or groups e.g. save £5 for a 'family ticket'.

Write some notes below:



What will bring visitors back again?

What could you do to make sure that visitors keep on coming back to your attraction?



The important things...

Now answer these questions:

• How many car parking spaces will you have? _____

• What facilities will you have for young children and babies?

• How many toilets will you have? _____

• Will people be able to bring their own food and drink from home? If so, where can they eat it?

• Are dogs allowed in? If so, are there any rules about bringing them?

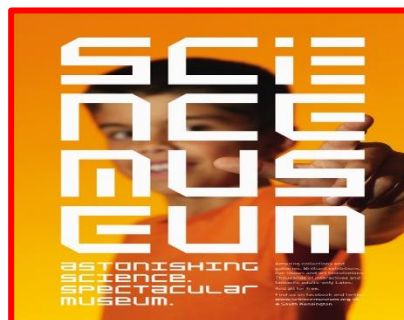
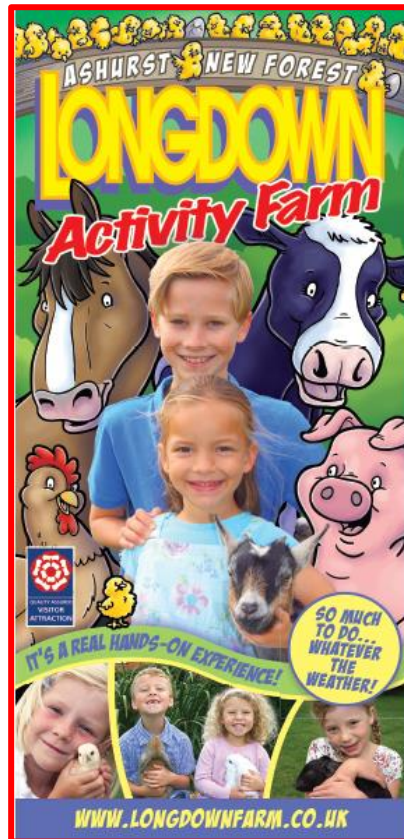
• What happens if a child gets lost? Will there be anywhere for them to go?

• Is there a shop? If so, what will be sold there? Write a list below:

• When will you be open? Will you be open every day of the year?

Advertising...

Before your attraction opens, you need to advertise it! On the next page, design a poster for your attraction. Look at the examples below:



Remember to include:

- Your attraction's name/ logo.
- Pictures of your attraction.
- A slogan (a short sentence about what your attraction has to offer e.g. 'Come and have a baaaaa-rilliant day down on the farm!')
- Text boxes explaining special offers, prices, opening times/date etc.
- Contact details e.g. a phone number, address or website.

