



## Advertising Fun for Everyone Worksheet

Student Name \_\_\_\_\_ Date \_\_\_\_\_

Create an ad describing a popular place at the turn of the century. It can be an amusement park, a seaside resort, a national park, or another type of place. Your task is to get people excited so that they will want to visit this place.

Think about what you have learned in this lesson as you work on the ad. If you need to research your destination, use the websites listed on [The Economics of Leisure LaunchPad](#).

Your ad should address the following questions:

- Where was this destination located?
- At what times of year did visitors travel there?
- What types of people went there? Why?
- How did they travel there (by train, trolley, steamboat, coach)?
- Where did they stay when they arrived?
- What types of activities did they enjoy there?
- How long did they stay there?
- Where would an ad like yours have been published to reach potential visitors?
- What words and images might have been used to interest visitors in this destination?
- What words and images will you use to construct an ad about this place?

*You can draw your ad on the next page, or you can create a collage on poster board with text, photographs, brochures, and other items for classroom display. If you have computer access, consider building your ad using the [MarcoPolo Printmaker](#).*

**USE THIS AREA TO DRAW YOUR AD IDEA.**

