

# Traveling to Francophone Countries



# Traveling to Francophone Countries



## Warm-Up

What information do you look for when determining a vacation location? What do people research before they travel?

## Introduction

Travel abroad is a multi-billion dollar industry. Each year countries spend millions of dollars trying to lure people to their country.

## Your Task

Research information on your assigned country. Then create a travel infographic designed to show off the key attractions of your country.

# Start with the Research:

Use the handout to find key information about your assigned country. Make sure that you log your sources on the back of the handout.

Visit  
-CultureGrams  
-Travel Cites  
-Country/City websites

Country Name:	
Capital:	How far away from US:
Population:	Type of Government:
Currency:	Major Religions:
Adult Literacy Rate:	Transportation Options:
Best Time to Visit the Country and reason:	
Major Tourist Cities:	
Major Holidays and Celebrations:	
Visitor Information	Cultural Attractions:
	Historical Attractions:
	Natural Attractions:

**Citation Information**

Use this page to record the citation information for all source of your information. Make sure that you cite the source of any image that you intend to use on your infographic. If you need help formatting your citation use needtostay.com to create your citation.

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<b>Country Name:</b>		
<b>Basic Information</b>	<b>Capital:</b>	<b>How far away from US:</b>
	<b>Population:</b>	<b>Type of Government:</b>
	<b>Currency:</b>	<b>Major Religions:</b>
	<b>Adult Literacy Rate:</b>	<b>Transportation Options:</b>
	<b>Best Time to Visit the Country and reason:</b>	
<b>Visitor Information</b>	<b>Major Tourist Cities:</b>	
	<b>Major Holidays and Celebrations:</b>	
	<b>Cultural Attractions:</b>	
	<b>Historical Attractions:</b>	
	<b>Natural Attractions:</b>	

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# Visit

- CultureGrams

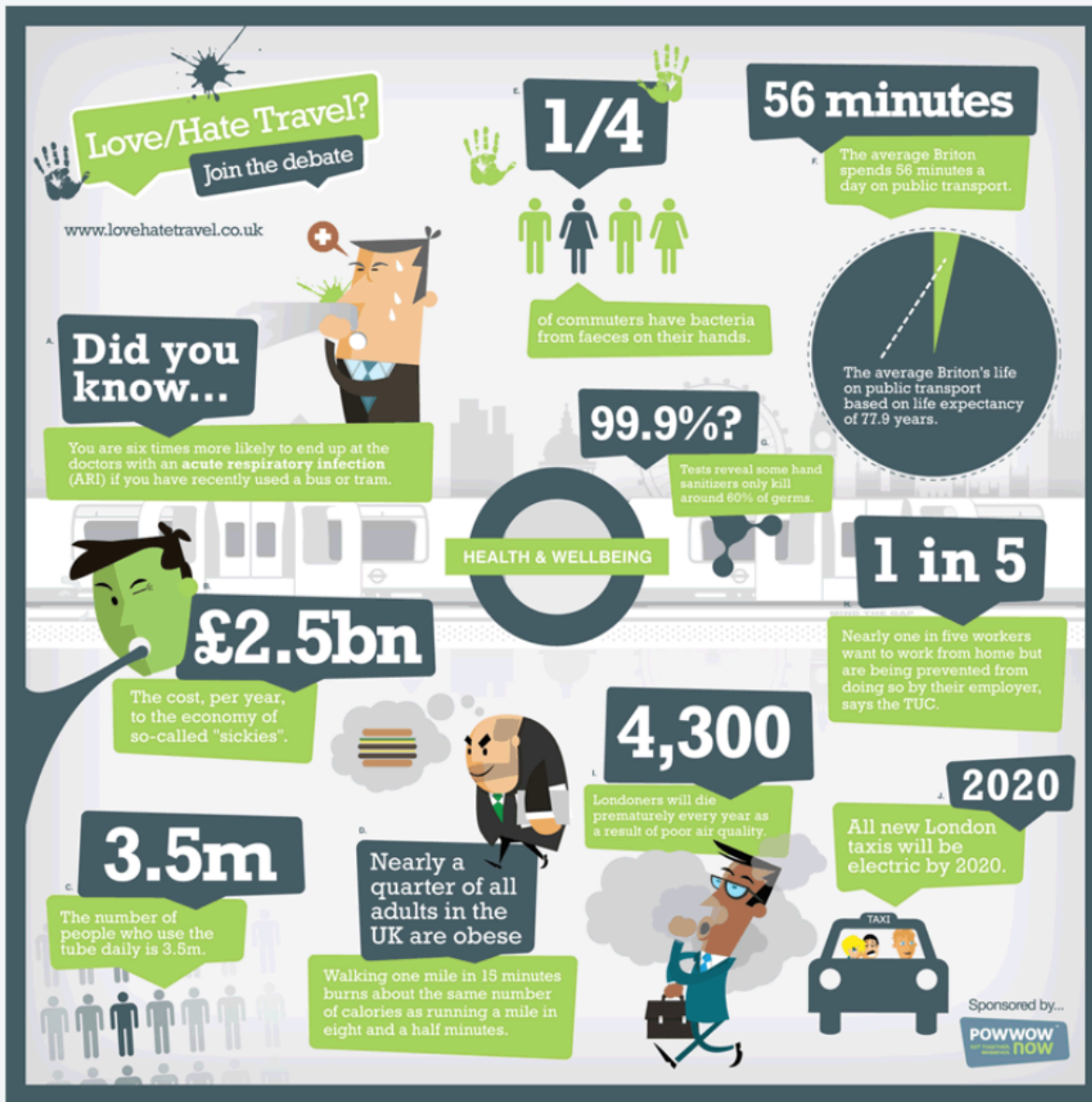
- Travel Cites

- Country/City websites



## Warm-up:

Examine the graphic at your table. Discuss the three questions with your group and be prepared to share your answers.



A. University of Nottingham Study B. CBI/Pfizer Absence and Workplace Health Survey C. The Guardian D. Department of Health, Health Profile of England, 2007, NHS, Walk your way to health, 2007 E. London School of Hygiene Study, 2008 F. Mens Health Magazine Website G. Ottawa University Study, 2009 H. Workwise UK I. BBC News Website J. London Mayor's Air Quality Strategy document.

How does the author use images to make his/her point?

How does the author use color to make his/her point?

What are the pro's and con's of presenting information in this format?

# THE SOCIAL, MOBILE FUTURE OF TRAVEL

FACTS ABOUT MOBILE USAGE AND SOCIAL BEHAVIOR IN TRAVEL

WEBSITE: <http://machoarts.com/social-mobile-travel>

Out of 50-60 million smartphone users:



of US mobile users will actually book their trips through their mobiles this year.



of US mobile users research travel info on their phone before booking a trip.

10% of all Google travel searches are conducted on mobile devices. 70% of mobile hotel bookings are for the same day.

## WHO ARE THE INFLUENCERS IN TRAVEL?



70%

of senior hospitality professionals say TripAdvisor is the #1 site that influences customers.



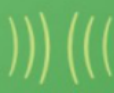
1 in 3

travelers prefer travel blogs for choosing their travel options.



1 in 3

German and Spanish travelers said they'd consult Twitter or Facebook before booking.



70%

of consumers said travel reviews had the biggest impact on their purchasing behavior.

## THE *Luxury* MARKET



50-60%

of all luxury travel bookings are made directly online.

## MARKETER BEHAVIOR OPTIMISM VS. ACTION



79%

of travel executives view social media as a long-term partner in their marketing mix.



78%

of travel agents have a website, but only 20% updated it daily over the last 5 years.



37%

of travel agents feel social media is a "waste of time."

How does the author use images to make his/her point?

How does the author use color to make his/her point?

What are the pro's and con's of presenting information in this format?

# WHAT IS AN INFOGRAPHIC?

You are looking at one! Infographics are a fun and quick way to learn about a topic without a ton of heavy reading. There are many different styles of infographics and data visualizations, but the ultimate goal for all infographics is to be shared. Learn what makes a great infographic, why they are useful for everyone, some tips to create a viral infographic and the numbers to back it all up.

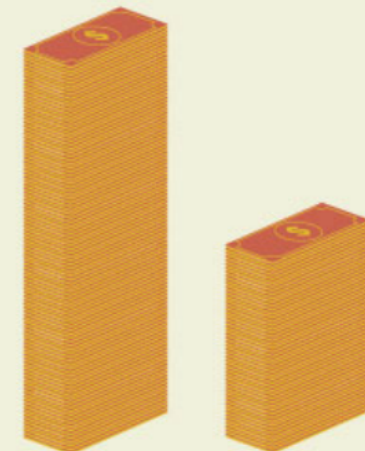
## AN INFOGRAPHIC IS:



A data-rich visualization of a story or thesis



A tool to educate and inform



A way to build brand awareness and inbound links at half the cost of standard online marketing campaigns



## Create your Infographic

Use Microsoft publisher to create your infographic. Select Tabloid 11x17.

Your infographic should include:

- The Official Name of the Country
- A Statement of Welcome in French
- A National Flag
- A Visual Representation of the Country
- A Graphic for each piece of information provided.
- A List of Citations

## Your Task

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