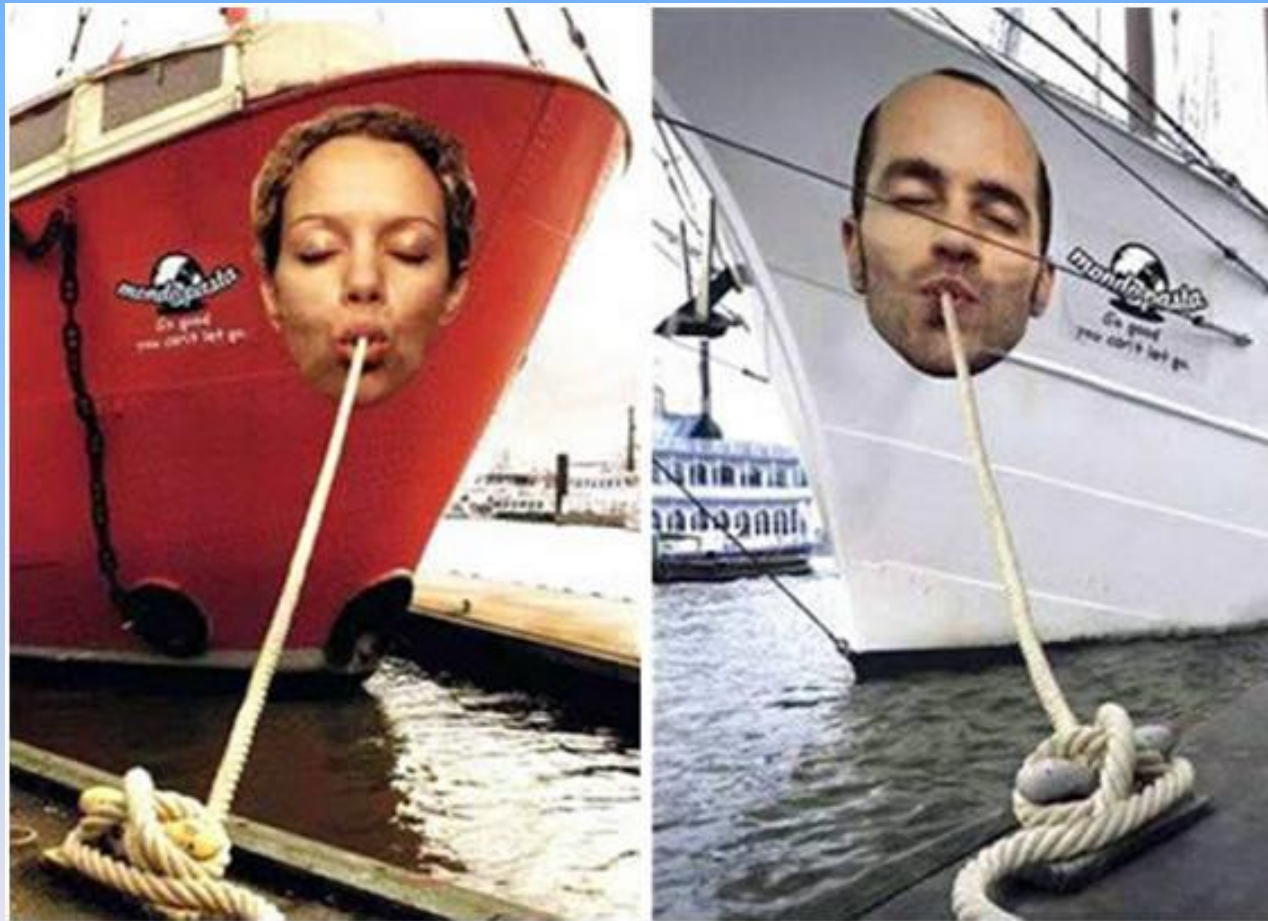


Hospitality Marketing, Sales and Advertising Day 9



DAY 9

Activities : analyzing brochures and menus

Analyzing brochures, menus etc. whether analog or digital involves:

- Assessing format and structure effectiveness
- Assessing use of pictures
- Assessing effectiveness of description and information
- Evaluating clarity of access, directions and practical info



Activity 1

Analyze the following hotel e-brochures

- <http://www.amanresorts.com/amanpuri/brochure.aspx>
- <http://www.mesahotelsandresorts.com/gallery/downloads/>
- <http://dubai.armanihotels.com/eBrochure-en.html>
- <http://www.kempinski.com/en/budapest/hotel-corvinus/overview/downloads/>
- <http://www.radissonblu-edwardian.com/feature.do?feature=brochure>



Activity 2

Analyze the following restaurant e-menus

- <http://www.eastcove.com/menus/>
- <http://www.le-thai.ch/en/menu/>
- <http://www.tavernabylombardi.com/menus.php>
- <http://www.avantisfishrestaurant.gr/en/menu.html>
- <http://www.thetajindianrestaurant.com/menu.htm>