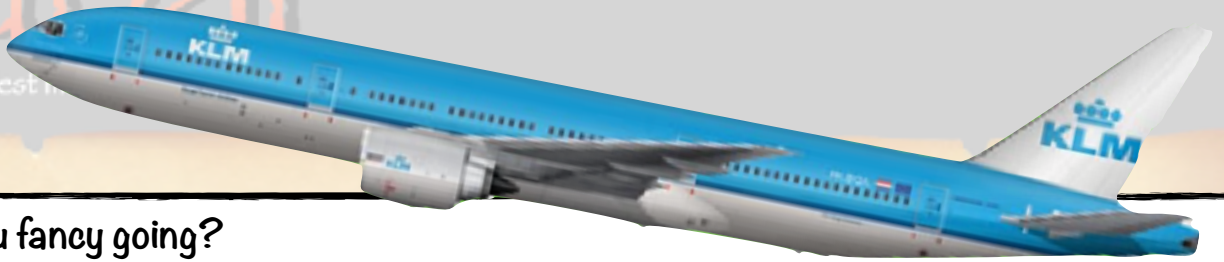


Dubai

Where the West...



Where do you fancy going?

OK so we can't just click our fingers and expect the team at the airport to come up with new destinations on a whim. Planning in new air routes is a devilishly difficult process and linked with routes all around the world, availability of planes, demand and a lot more behind the scenes. However, the team has managed to organise new flights, both scheduled and charter, way ahead of their original business plan and that speaks volumes about a) how effective they are and b) how successful the airport could potentially be.

So today's task is aspirational. Where in the world would you most like to visit? Maybe you have already been there or maybe it is just a dream, but pick one place that you would love direct flights to from Teesside. Then create an advert for that destination. It will involve research skills, probably on the internet but potentially in books and magazines as well. Try to find ten key facts about the destination through watching Youtube clips, researching on trip websites or wikipedia type resources.

TIP: stick to well known sources of information because they are good at giving you key information really simply.

Key skills

- Effective research skills
- Effective use of images to engage audience
- Awareness of copyright
- Effective use of language to engage audience
- Persuasive use of language
- Formatting skills in software/ design - shadows, colour enhancements, use of fonts etc

Bonus Task

Passionate about where you want to fly to? Then write a letter to Ben Houchen the Tees Valley Mayor to persuade him to focus his efforts on getting flights there.

I will be happy to pass them on to him!



Where would you go?