How to write a last-minute offer

ast-minute offers refer to holiday packages or services that can be purchased at a reduced price just a few days before the departure. Conventionally, the travel should take place within about 14 days from the booking. Usually customers can save from 30% up to 50% on the total price. Travel agencies and the Internet offer a large number of awesome deals to choose among because tour operators and hotel managers' aim is to sell the unsold. The biggest savings are in accommodation and package holidays; airfares tend to increase close to departure, so lastminute deals on scheduled and low-cost flights are very rare. Customers have to be quick in choosing because the services and packages offered are limited and they are generally asked to pay in full at the time of the booking.

Last minute offers are usually advertised through colourful paper flyers shown in the travel agencies shop windows or through web pages. On their websites, most tour operators dedicate special pages to last minute and special offers. Moreover, it is not difficult to find travel websites which specialise in holiday offers, which compare tariffs and make a selection of discounted last-minute deals.

The last minute-advertisement should:

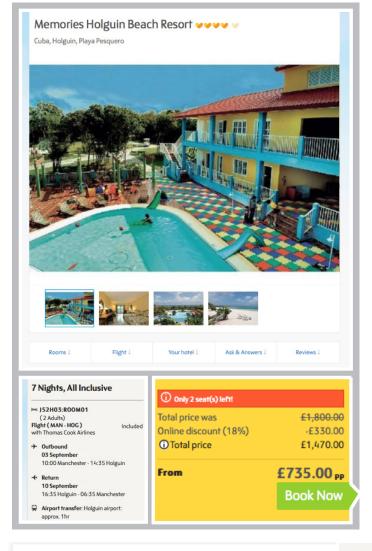
- emphasise the reduction of the price;
- attract attention by using catchy phrases or images;
- be very brief and written in a simple and clear language;
- provide customers with essential information (flights, accommodation, transfers);
- stimulate customers to take action pointing out the limited availability;
- provide information for an immediate booking.





1 Read this last-minute offer to Cuba and answer the questions.

- 1. What is the special offer about?
- 2. Are flights and transfers included?
- 3. What information is given about the accommodation?
- **4.** How much is the last minute/online discount?



Your hotel

Built in the style of a Spanish hacienda, Memories Holguin Beach Resort enjoys an elevated position amid lush tropical gardens. The secluded location ensures that peaceful relaxation is the order of the day. Spend your day by the a large cascading pool area, or wander down the steps to the private whitesand beach. You'll also find a wealth of facilities, including a dedicated kids' area and some excellent dining options

Please note: Due to the number of steps in and around this hotel, it's not recommended for guests with mobility difficulties.

What's included in the All Inclusive package?

- Four à la carte restaurants (dinner only, visits to three restaurants per week, reservations required) Snacks available 24 hours
- An unlimited amount of hot, soft and alcoholic drinks (including some international brands) served 24 hours
- · Minibar in room restocked daily with water
- Activities usually include aerobics, aquaerobics, archery, badminton, basketball, darts, football, French bowls, kayaks, pedalos, pool table, sailing, snorkelling, table tennis, tennis, volleyball, waterpolo and windsurfing; pool/beach towels included
- o Frequent daytime activities and evening entertainment usually includes live music, Spanish lessons and pool and beach games
- Gym, sauna

Facilities and activities shown above are subject to change/withdrawal. Any facilities and activities that are not part of your All Inclusive package may incur an extra charge.

- 5. How long is the holiday?
- 6. Would the offer be available for a solo traveller?
- 7. Are drinks included?
- 8. How much luggage can the travellers bring with them?
 - **2** A potential customer has seen the advertisement about Cuba on the window of your travel agency. Answer their questions.
 - 1. Is it an all inclusive package?
 - 2. Is it a long way from the airport?
 - 3. Is the resort on the beach?
 - 4. Is it a good option for a person with reduced mobility?
 - 5. Which UK airport does the flight leave from?
 - 6. Is there live animation?
 - 7. Do I have to bring my own towels for the pool?
 - 8. Will my baby have a special bed?
 - 3 Find out about some accommodation in Central America on the Internet and write a last minute offer. Illustrate it to your schoolmates pointing out what the most important advantages for the customers are.

Location

Directly on white-sand Playa Yuraguanal beach; 5km from Playa Pesquero. 20km to Guardalavaca with shops, bars and restaurants; 500m from Roca Azul Ecological Park Memories Holguin

Facilities

- Five restaurants including main buffet international restaurant, Italian, Cuban, romantic and Mediterranean à la carte restaurants (not all always open at same time,
- depending on occupancy)
- Room Info

531 rooms

Standard rooms (three adults or two adults and two children) have a double or twin beds plus extra bed if required, individually controlled air conditioning, satellite television, hairdryer, shower room and balcony or terrace with garden view.

Also available: Diamond Club rooms; Suites; Rooms for sole use.

 Lobby bar Beach bar

• Two swimming pools with

mini-sunloungers in kids'

Pool bar

Snack bar

12vrs)

club area

- Hotel-run kids' club (5-
- 24hr reception
 - facilities
- Playground Cots, cot bed linen, and free highchairs
 - Shops
 - Internet access
 - Currency exchange

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