

# How to write a last-minute offer

**Last-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 last-minute 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.

## Title and Prices

**LAST MINUTE  
Vacation Deals!**

*Special Offer: ... 7 days from £/€...*  
*No one offers you more: 7 day Inca trail from £/€ ...*  
*7 night all inclusive from £/€...*  
*Last second: apartments in... from £... flights included.*  
*Don't miss our... last-minute offers: ...% reduction on all inclusive packages.*  
*Unbelievable! 10 day... escorted tour from £/€...*  
*Time for a Break? Snap up one of our incredible last-minute offers!*  
*Save up to £/€... per person with our special last-minute offers.*  
*Last-minute offers! Book now and save!*  
*Late deals: holidays in the next two weeks.*  
*Save up to...% off regular prices.*  
*Average per person £/€..., saving £/€... for two adults sharing.*  
*Book-Now Tariff: extra £... per couple for bookings within...*

## Stimulate action and booking


*Need help? Call our travel experts on...*  
*For help call us on...*  
*Last chance for big savings: the hottest last-minute summer deals are on sale now.*  
*Extra 3% discount for family room bookings.*  
*Do not delay: on close departures very limited availability.*  
*Book now: only two rooms/seats/apartments left.*







**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?
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?

**Memories Holguin Beach Resort** ♥♥♥♥♥  
Cuba, Holguin, Playa Pesquero



[Rooms ↓](#)
[Flight ↓](#)
[Your hotel ↓](#)
[Ask & Answers ↓](#)
[Reviews ↓](#)

---

**7 Nights, All Inclusive**

**J52H03:ROOM01**  
(2 Adults)  
**Flight (MAN - HOG)** with Thomas Cook Airlines Included

➔ **Outbound**  
03 September  
10:00 Manchester - 14:35 Holguin

➔ **Return**  
10 September  
16:35 Holguin - 06:35 Manchester

🚗 **Airport transfer:** Holguin airport: approx. 1hr

🚫 Only 2 seat(s) left!

Total price was £1,800.00

Online discount (18%) -£330.00

📌 **Total price** **£1,470.00**

**From** **£735.00 pp**

Book Now



**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.

### 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 white-sand 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
- 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.

### 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)
- Pool bar
- Snack bar
- Lobby bar
- Beach bar
- Hotel-run kids' club (5-12yrs)
- Two swimming pools with mini-sunloungers in kids' club area
- Playground
- Cots, cot bed linen, and free highchairs
- Shops
- 24hr reception
- Internet access
- Currency exchange facilities

### 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.