

Excess  
Baggage



#### 4) Listen to Excess Baggage for

30 December 2006

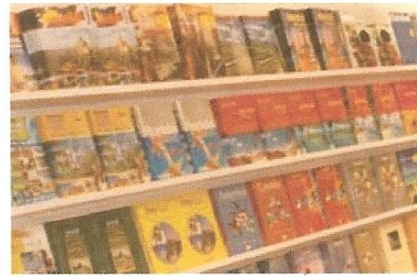
##### HOLIDAY BROCHURES

Early travel advertising consisted of simple posters stating the facts that a train or boat had a particular departure time. With the Christmas holidays behind and the January sales in full swing, many holiday companies will already be trying to tempt people into putting down the deposit on their next holiday.

Sandi Toksvig turns over the pages of holiday brochures to find out how people choose and asks if holiday brochures provide all the answers to vacation needs? And with more and more people booking their breaks on the internet are brochures environmentally sound and are they accurate and up to the minute?

Graham Boynton Group Travel Editor of the Daily and Sunday Telegraph newspapers gazes into a crystal ball to see what travel trends he can discern for the coming year. Debora Berardi is a director for a company of brand design consultants and twice won the Observer newspaper travel award for best brochure which she designed. Andy Washington, Sales Director for UK's largest independent tour operator, explains how important brochures are in the grand scheme of holidays. Laura Whinney Director of an independent operator discusses their efforts to bring a sustainable element to the brochure business.

Presented by Sandi Toksvig



##### This week's guests:

**Graham Boynton**, Group Travel Editor of the Daily and Sunday Telegraphs.

**Debora Berardi** is a Director for **INARIA** a company of brand design consultants. Debora designed the brochure for the company called *Original Travel* which has twice won the Observer newspaper travel award for best brochure.

**Andy Washington** is Sales Director of **Cosmos Holidays** who are the UK's largest independent tour operator with half a million holiday makers a year.

**Laura Whinney** is a Director of **Upland Escapes** an independent operator which specialises in walking holidays in the hillier parts of Europe.

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##### PRESENTER BIOGRAPHIES



##### **Sandi Toksvig:**

The daughter of a foreign correspondent, Sandi has been travelling all her life **more info**