

Postcard & Travel Brochure-
Write Letters in a FUN WAY!

Turn your classroom into a world of adventure with this engaging Postcard and Travel Writing Project! Students will practice friendly letter writing, descriptive writing, and persuasive writing while “traveling” to real or imaginary destinations.

This activity is perfect for grades 3–6. It includes ready-to-use templates and creative prompts that make writing fun and meaningful.

What's Included?

- **Teacher Directions & Student Instructions**
- **9 Premade Postcards** (Paris, New York, Big Bend, Great Wall, Eiffel Tower, and more)
- **Blank Postcard Templates** (for student-designed destinations)
- **Postcard Writing Word Bank** (greetings, closings, descriptive words)
- **Postcard Writing Activity Page** (brainstorming, research, decorating, and writing steps)
- **Travel Brochure Templates** (Trifold and flat-page versions)
- **Travel Journal** (3-day writing activity with prompts and space to draw)
- **Friendly Letter Reference Page**
- **Tips for Great Travel Writing**

Postcard Writing

Skills Covered:

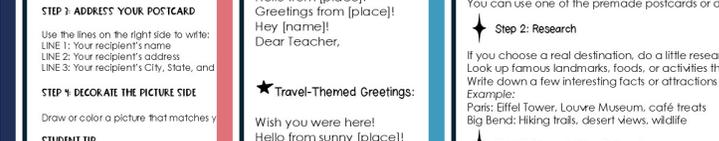
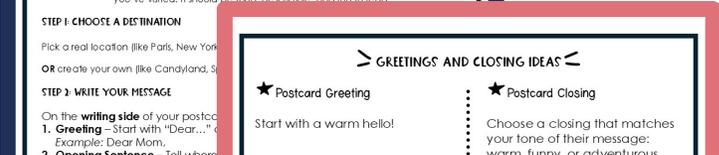
- Friendly letter writing
- Descriptive and sensory writing
- Persuasive writing
- Research and creative thinking
- Organization and sequencing

Directions are included to help the students step-by-step on how to write a friendly letter using a postcard!

Pre-made and design your own postcard templates are included.

ALL THE WAY

LOVE & LAUGHTER



Travel Brochure

FRONT

TRAVEL BROCHURE EXAMPLE

Foods:
Make a list of restaurants or types of food cuisine.

Culture:
What is the area known for?

Facts about this location:

Where is the place located?

Why should you visit the location?

Map or doodle of the place.

Title/Header:
"Visit Beautiful Paris!" or "Explore Big Bend National Park!"

Main Image or Drawing:
Landmark, skyline, or landscape

Front Cover:
The front cover should grab attention and introduce the destination.

Catchy Tagline:
"Adventure Awaits!" or "Your Next Great Escape!"

Created by: _____

BACK

Why You Should Visit:
2-3 Sentences convincing travelers to come.
Use persuasive words: amazing, unforgettable, exciting, must-see.

Activities to Explore:
Use headings like:
• "Must-See Sights"
• "Top Attractions"
• "Things to Do"
• "Places You Can't Miss"

When to Visit:

Weather & Climate

Travel Tips

Contact Information:
(Make up a phone number, website, or QR code)

Travel Agency Name: (Invent one like Adventure Explorers Co.)

Add a phrase below "see: Thank You for Visiting!" or "See You Soon!"

Why You Should Visit

Activities to Explore:

1. _____
2. _____
3. _____
4. _____
5. _____

Contact Information

Travel Agency Name

Phrase

When to Visit

Weather & Climate

Travel Tips

Title/Header:

Catchy Tagline

Great For:

- End-of-year writing projects
- Writing centers
- Early finishers
- Substitute plans
- Cross-curricular ELA + Social Studies lessons
- Bulletin board displays ("Around the World with Our Class!")

Then create a travel brochure using the template provided.

Travel Journal

CREATE A TRAVEL JOURNAL

★ TRAVEL JOURNAL DIRECTIONS ★

You're about to go on a 3-day adventure!
Use this travel journal to record your trip, where you went, what you did, and how you felt.

Each day, you'll write a short entry that helps you remember your experiences as a traveler.
Your journal should include details that make your trip come alive for the reader.

★ HOW TO USE YOUR TRAVEL JOURNAL ★

~ DAY 1 – THE BEGINNING OF YOUR JOURNEY

Where are you going?
How did you get there (plane, car, boat, time machine)?
What did you see or do first?
How did you feel when you arrived?

Example: "We finally made it to New York! The city lights are bright, and I can't wait to visit Central Park tomorrow."

~ DAY 2 – EXPLORING AND ADVENTURES

What did you do today?
Did you visit any landmarks or meet new people?
What was your favorite part of the day?
Was there anything surprising, funny, or challenging?

Example: "We walked to the top of the Eiffel Tower today. I was so out of breath, but the view from the top of the statue was worth it!"

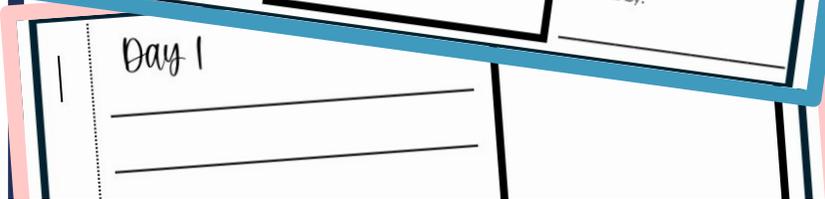
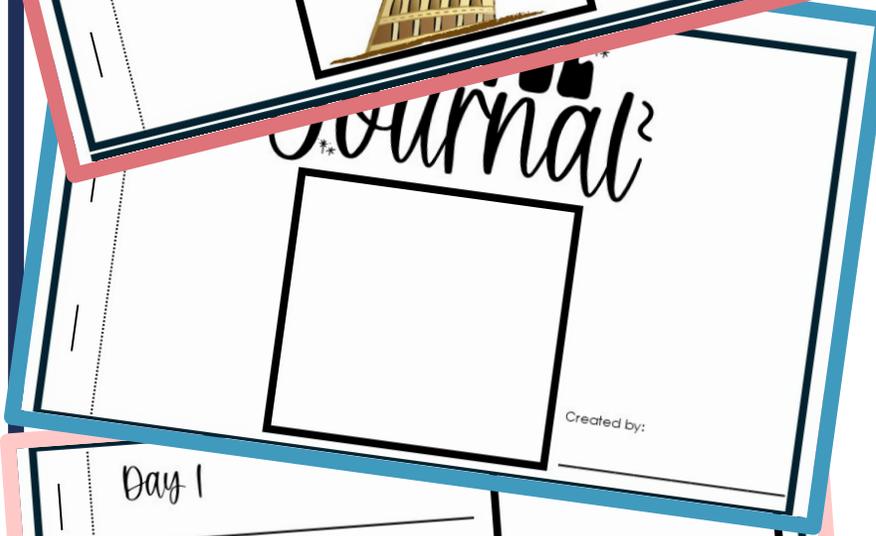
~ DAY 3 – THE END OF THE TRIP

What did you do on your last day?
What will you remember most about this trip?
How do you feel about going home?
Would you like to visit again someday?

Example: "It's our last day in Paris. I'll miss the smell of the bakeries and the sound of people chatting at the cafés."

~ TIPS FOR GREAT TRAVEL WRITING

- ✔ Write in complete sentences.
- ✔ Use descriptive words (colors, sounds, smells).
- ✔ Include feelings and reactions — what made your day special?



TEACHER TIP:

Use the premade postcards for real destinations or let students create their own imaginary worlds! Have them complete the travel journal and brochure to make a full *Travel Writing Portfolio*.

Create a travel journal using the guide.
Premade and blank templates inside!

**** POSTCARD WRITING RUBRIC** STUDENT NAME: _____

CRITERIA	EXCELLENT - 25	PROFICIENT - 20	DEVELOPING - 15	BEGINNING - 10
Content & Details	All postcard parts included; 4-6 descriptive sentences vividly describe the trip.	Most parts present with clear details.	Missing one or two parts or weak details.	Several parts missing or minimal content.
Creativity & Voice	Message is lively, imaginative, and shows excitement.	Creative and relevant.	Some creativity; message feels routine.	Little originality or enthusiasm.
Conventions	Few to no errors in grammar or spelling.	Minor errors; meaning clear.	Several errors; somewhat distracting.	Frequent errors hinder understanding.
Neatness & Presentation	Neatly written with colorful illustration matching the location.	Mostly neat with some color.	Messy or incomplete art.	Hard to read or missing illustration.

GRADE: _____

**** TRAVEL BROCHURE RUBRIC** STUDENT NAME: _____

CRITERIA	EXCELLENT - 25	PROFICIENT - 20	DEVELOPING - 15	BEGINNING - 10
Organization	All sections are labeled (About, Attractions, Food & Culture, Weather, Why Visit).	Most sections are clear and labeled.	Some sections are missing or unclear.	Disorganized or missing sections.
Content & Research	Detailed, accurate facts and persuasive reasons to visit.	Some facts and reasons are included.	Limited or vague information.	Minimal or no content.
Persuasive Writing	Strong, convincing word choice makes readers want to visit.	Persuasive tone is mostly clear.	Minimal persuasion.	No persuasive tone.
Design & Visual Appeal	Eye-catching, balanced layout with images and color.	Attractive layout with visuals.	Few visuals or plain design.	No visuals or plain design.

GRADE: _____

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GRADE: _____

**** TRAVEL JOURNAL RUBRIC** STUDENT NAME: _____

CRITERIA	EXCELLENT - 25	PROFICIENT - 20	DEVELOPING - 15	BEGINNING - 10
Daily Entries	Three detailed entries (Days 1-3) with strong organization.	Two-three entries with some detail.	One-two entries; limited content.	Missing or incomplete entries.
Descriptive Writing	Vivid sensory details bring experiences to life.	Some descriptive words were used.	Few descriptive details.	Little description; unclear.
Reflection & Effort	Thoughtful reflection and effort shown.	Some reflection evident.	Minimal reflection or short entries.	Lacks effort or is rushed.
Neatness & Extras	Neat pages with drawings or doodles.	Mostly neat; some visuals.	Somewhat messy.	Hard to read or unfinished.

GRADE: _____

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Rubrics Included Too!