

Colonies Tourism Brochure

One of the most essential aspects to the success and growth of the colonies was attracting enough settlers to populate the colonies. It was sometimes difficult to convince people to leave the comfort of their surroundings where their families had lived for hundreds of years. The New World did hold attractions, however. Each of the 3 major regions had different appeals to different people.

You are a new travel agency working for the New World. You will need to create a travel brochure that will catch the eye of the common European person. Your job is to encourage people from Europe to move to your colony and settle there. Be sure to follow the guidelines listed below. Your assignment is to create a tourism brochure to convince settlers to make the long, difficult journey to the New World. Your brochure should advertise the great parts about your colony. It should seem like an amazing place full of opportunities. Remember, you have to convince people to travel for months across the Atlantic Ocean!

Before you start, you'll need to research **3 major aspects** of your colony:



1. Geography

What is your colony like? Is it mountainous? Flat? Warm? Cold? What natural surroundings are there? Are there major rivers or bodies of water that support the colony?

2. Economics

What jobs are available to settlers? The number one thing most settlers are concerned about is how are they going to make a living? Is fishing a big part of your colony or farming? If farming – what crops can they grow to support themselves? What other jobs might people have – trade, merchants, ship building, lumber, etc...

3. Social Aspects

Who lives in this region? Are there many people from England or Germany or the Netherlands? What religions are dominant here? Are people free to practice any religion? What is the culture like here? What is the way of life like?

Choosing a Region

You will **need to pick one of the 3 regions** to advertise –

- Southern Colonies (Chesapeake),
- Middle Colonies, or
- New England Colonies.

Use your textbook, the internet, or other sources to help you find information.

Making your Brochure

Once you have decided what region you want to make a brochure for, you can start making your brochure. Open Microsoft Publisher make a new brochure from the brochure template. Follow the panel-by-panel requirements on the next page. Your work should be organized and show creativity and thought. **Upload this brochure to Google Classroom.**

Brochure Requirements, Panel-by-Panel

Side One – (front cover) – Introduction to Colony

- Name of colony and a visual
- 3 positive effects that would happen if people moved to your colony

Side Two – (inside left) – History of Colony

- This section must be two full paragraphs and a small visual
- Guiding Questions
 - o Who were the founders?
 - o Why was the colony founded?
 - o What are a few important events (with dates) in the history of the colony?

Side Three – (inside left) – Physical Features

- At least one full paragraph + a small photograph or map with caption
- Guiding Questions
 - o Where is the colony located in terms of other colonies or rivers?
 - o What type of geography does your colony have?
§ Ex. Mountains,
rivers,

Side Four – (inside center) – Economy

- Two paragraphs – include at least one visual
- Guiding Questions
 - o What types of jobs are available to people in the colony?
 - o What is traded in your colony? Who does your colony trade with?
 - o What food and natural resources can you take from the land?
 - o Does your colony have slaves – why or why not?

Side Five – (inside right) – Government

- Two paragraphs with visuals
- Guiding Questions
 - o Who is in charge of the colony?
 - o Who can vote and how democratic is your government?
 - o Do you have a say in what happens in the colony?
 - o Why is your form of government a good thing for the local people?

Side Six – (back) – Culture

- Two full paragraphs with at least one visual
- Must compare your colony to a colony in another colony in a different region: Southern, Middle, or New England
- Guiding Questions
 - o What do children do in the colony – work or school or both?
 - o What type of recreational activities do you do for fun?
 - o What religious groups are settled there?
- 2 Arguments for why your colony is better than the other colonies

Brochure Rubric

Side One – (front cover) – Introduction to Colony

- Name of colony and a visual
- 3 reasons colony is best
- Cause/effect text structure
- Names of group members in smaller font

Side Two – (inside left) – History of Colony

- Two full paragraphs describing the history
- Who were the founders
- Why was the colony founded
- Any important events with dates
- Chronological text structure

Side Three – (inside left) – Physical Features

- One full paragraph + a small photograph or map with caption
- Where is the colony located
- Geography & climate

Side Four – (inside center) – Economy

- Two paragraphs – include at least one visual
- Descriptive text structure
- What types of jobs are available to people
- Trade opportunities
- Food and natural resources
- Did they have slaves – why or why not

Side Five – (inside right) – Government

- Two paragraphs with visuals
- Descriptive text structure
- Who is in charge of the colony
- Who can vote, do you have a say
- Why is your form of government a good thing for the local people

Side Six – (back) – Culture

- Two full paragraphs with at least one visual
- Compare/contrast text structure
- What do children do in the colony – work or school or both
- What type of recreational activities do you do for fun
- What religious groups settled there
- What were the region's problems? What made the colony look bad
- Arguments for why it is better than the other colonies

SAMPLE BROCHURES

Introduction

In 1624 Virginia was a colony. John Smith and Christopher Newport are famous people from this colony.

Geography

There are lots of rivers. This is good for farming, transportation and people. There is a lot of good farm land. It has mountains and coastal lands.



Cities, Towns and Farms

Jamestown and Yorktown are cities in Virginia.



There were a lot of plantations.



They had the first theater ever in the New Land.



Everyday Life



Family life was important. They were loyalists. There was a very good college called William and Mary.



Work and Trade

The people mostly farmed.

The Delaware Colony

The colony of Delaware was founded in 1638 by Peter Minuit a Spanish explorer. The Spanish were not the first people to claim the Delaware Colony. The first attempt was by the Dutch in 1632. The Dutch people were killed by native people.



The Middle Colonies

The middle colonies grow a great crop of wheat, barley, oats, rye, and corn because it has rich soil great for growing crops.

The middle colonies are sometimes called 'The breadbasket of the colonies.'

- It was not uncommon for a family to grow crops and own cows, pigs, and chickens. Families would still fish for food.

Delaware Colony's major industries.

Delaware's major industries were fishing and lumbering.

Did you know?

Delaware has 821 miles of coastline.

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Delaware Colony

Delaware was founded in 1787 after a Delaware treaty and for an early governor of colonial Virginia his name was Lord de la War.

Delaware

state on December 7, 1787.