



Intrepid Creators,

We are pleased to announce the opening of the Vehemence Travel Bureau - a clearing house and advocacy group built to help you.

The Vehemence Travel Bureau is here to help new visitors find the fantastical locales you've crafted. Are you looking for new tourists to embark on bold adventures? The Vehemence Travel Bureau will offer a noticeboard where you can post a unique flyer or brochure advertising your equally unique destination.

Interested creators can submit their flyers and brochures to the Vehemence Travel Bureau for inclusion on a forthcoming noticeboard.

--What does a good flyer or brochure have?--

- The Story of your Place - This is an enticing hook - a brief summary of what your game is and what players can expect.
- A Taste of the Culture - A beginner-level puzzle embedded in the flyer, optimally like those players will experience in your game proper.
- The Air of Mystery - Great marketing gives a taste to whet the appetite, but leaves people wanting more so they "buy" your product.
- A Way to Book Their Trip - This is a "Call to Action" - it will be a link to your trailhead, introductory content, or main channel/feed. It may also include links to player-created recap docs (with permission from authors, of course).

Flyers and brochures should look at home on a notice board in a travel agency - because that's where they'll be posted. The Vehemence Travel Bureau can help bring new travelers to experience your special place - submit your material today!

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The Vehemence Travel Bureau is designed to allow you some latitude in advertising your game without breaking character or immersion.

Your submissions can be as straight-forward as you wish. It might be a one page flyer that explicitly acknowledges your game is a game. It might be the deepest immersive document that boldly shouts "this is not a game!" All types of ads are welcome on the notice board - and all are posted by the tourism board, so you can stay behind the curtain and still get your message out there.