

Design brief -

Create a leaflet that outlines areas of interest and things to do in Kelowna. The guide will be written for Kelowna International Hostel and will be placed on the front check in desk for guests to read. It should be aimed at guests who are new to the area and who are looking for a base guide to get started in the city. Kelowna International Hostel is an independent backpackers hostel that hosts both long-term and short-term guests and has an energetic and friendly vibe. The clientele are mostly between 19-30 so this is the target market. Highlight the hostel as a place to stay and why, but the main focus should be attractions and things to do in Kelowna.