

Your task is to invite people to your extreme environment. As you begin planning, consider the following:

- Who is your niche market?
 - Who would want to come to your area?
 - Thrill seekers?
 - Scientists?
 - Middle school students during spring break?
 - Retired people?
 - Parents with small children?
- What special adaptations will you provide so that they are safe (and have fun,)
 - How will you keep them living?
 - What extreme conditions have you overcome?
 - How will they breathe/see?
 - What type of accommodations will you provide?
 - What kind of sleeping arrangements will you provide
 - What kind of food will you provide?
- What key selling points will you offer?
 - What will they be able to explore?
 - What kind of living things will they see?
 - What kind of "interesting conditions" will they encounter?
 - What unique activity will they be able to do here that they can't do anywhere else?
 - What kinds of activities will you provide for them?
 - How will they get around?
- Who helped you develop your area?
 - What specialists do you have on staff?
- Other?

You can make your "sales pitch" through a

- Brochure (using publisher)
- Travel book (using booklet printing option)
- Trailer (using)
- Power point
- Commercial (live or filmed)
- Sponsor(s)