

SLEEPY HOLLOW AIRBNB ACTIVITY

Real Estate Brochure Project: Marketing a Sleepy Hollow Cottage

PROJECT OVERVIEW

You are a team of AirBNB hosts working together to market a charming cottage in Sleepy Hollow. This cozy rental property has modern amenities and comfortable accommodations—but it also has a unique feature: it's *delightfully haunted*! Your job is to create a professional marketing brochure that uses descriptive language to attract adventurous travelers who want an unforgettable stay in this enchanted village.

CONNECTION TO "THE LEGEND OF SLEEPY HOLLOW"

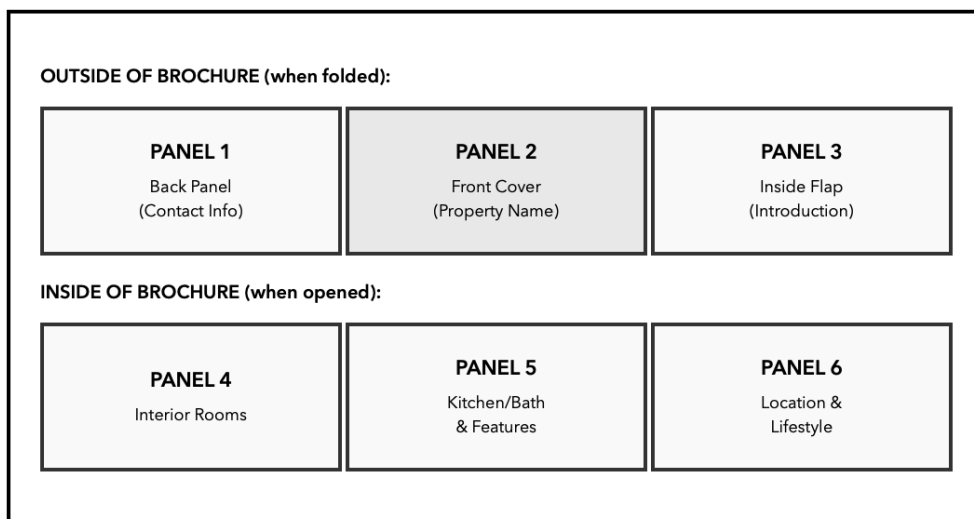
Remember how Washington Irving created the dreamy, mysterious atmosphere of Sleepy Hollow? Your brochure will capture that same enchanted feeling—a place where comfort meets mystery, where cozy meets spooky, and where guests can experience the magic of this legendary village.

LEARNING GOALS

- Practice using descriptive vocabulary to create setting and atmosphere
- Use specific adjectives and sensory details to paint a picture with words
- Balance two different moods: cozy/welcoming AND mysterious/haunted
- Understand how language choices affect mood and reader response
- Collaborate effectively with team members
- Create professional, persuasive writing

BROCHURE FORMAT, DESIGN, & REQUIREMENTS

Your brochure will be created on **one sheet of 8.5" x 11" paper folded into thirds** to create a tri-fold brochure with **six panels**. Each panel measures approximately 3.66 inches wide by 8.5 inches tall.



THE UNIQUE CHALLENGE

BALANCING TWO ATMOSPHERES

Your cottage is both **cozy and haunted**. You need to make guests feel excited (not scared away!) about staying in a place with friendly ghosts and mysterious happenings. Use words that create *enchantment* and *intrigue* rather than fear. Think: charming + mysterious, comfortable + magical, welcoming + supernatural.

Brochure Design:

Each team member should be assigned one or more panels of the brochure to complete. The team should work together, but each person is responsible for her own assigned section(s).

Panel 1 (Back Panel): Create cottage name, booking information (website, email, phone), and nightly rate

Writing focus: Create a memorable cottage name and complete booking information. Include the nightly rate and a brief tagline about what makes this stay special.

Panel 2 (Front Cover): Design the cover with cottage name, main photo, and attention-grabbing tagline

Writing focus: Create an enchanting cottage name and tagline that captures both the cozy and haunted nature. What's the overall feeling? (Examples: "The Whispering Cottage," "Moonlight Manor," "The Enchanted Hideaway")

Panel 3 (Inside Flap): Write 4-5 sentence welcome message introducing guests to the cottage

Writing focus: Write a welcoming introduction that invites guests into the cottage and establishes the enchanted but comfortable mood. Use 4-5 sentences to describe the cottage's character and what makes staying here special. Create excitement about both the comfort and the mystery.

Panel 4 (Interior Rooms): Describe 2-3 main living spaces (living room, dining room, bedrooms) with photos

Writing focus: Describe the interior spaces with emphasis on comfort and coziness. Mention fireplaces, comfortable beds, soft furnishings, warm lighting. You can hint at mysterious touches (antique furniture, old portraits, creaking floorboards) but keep the tone inviting.

Panel 5 (Amenities): List and describe modern amenities (WiFi, kitchen, bathroom, heating/AC). Highlight special features that blend old and new (modern kitchen in historic cottage, clawfoot tub, etc.)

Writing focus: Emphasize that the cottage has all modern comforts while maintaining its historic charm. Make guests feel reassured that they'll be comfortable even though they're staying in an enchanted, old cottage.

Panel 6 (Location): Describe Sleepy Hollow village and nearby attractions. Share the cottage's ghost story and connection to local legends (including the Headless Horseman). Describe what guests might experience (mysterious sounds, friendly spirits, autumn atmosphere).

Writing focus: Create intrigue and enchantment about the haunted aspects. Use words like "mysterious," "enchanted," "legendary," and "magical" rather than "scary" or "terrifying." Make guests excited about the supernatural experiences, not afraid of them. Mention the Headless Horseman legend and how the cottage connects to it.

WRITING REQUIREMENTS

Every team member must:

- Use at least **5 descriptive adjectives** in your section(s)
- Include **specific details**—don't just say "nice" or "good"
- Create **two atmospheres**: cozy/comfortable AND mysterious/enchanted
- Use vocabulary from the handout provided (especially autumn, supernatural, and cozy words)
- Balance **welcoming language** with **intriguing mystery**
- Write in complete sentences with proper grammar
- Include **at least one photo** per panel (cut from provided sheet and glue onto brochure)
- Make guests want to book a stay—not run away scared!

MATERIALS PROVIDED

- One sheet of 8.5" x 11" paper per team
- Photo sheet with images of cottage interiors and Sleepy Hollow scenes (to cut and glue)
- Setting & AirBNB Vocabulary handout
- Glue sticks
- Scissors
- Colored pencils or markers (optional, for headings)

TIPS FOR SUCCESS

✓ **Remember:**

- Use words that create intrigue, not fear: "enchanted" not "terrifying," "mysterious" not "horrible"
- Balance is key: "Cozy up by the crackling fireplace while friendly spirits watch over you"
- Be specific! "Antique four-poster bed with plush quilts" is better than "comfortable bed"
- Reference the story: mention the Hudson River valley, autumn leaves, the Headless Horseman legend
- Create sensory details—what do guests see, hear, smell, feel?
- Think about your audience—adventurous travelers who WANT a haunted experience
- Use autumn vocabulary—golden leaves, harvest moon, crisp air, misty mornings
- Vary your sentence structure—mix short and long sentences
- Read your writing aloud to check if it flows smoothly

STEP-BY-STEP PROCESS

TIME: 70 minutes total

Step 1 (5 minutes): Divide into teams and assign roles. Discuss your vision for the cottage together—what makes it both cozy and haunted?

Step 2 (5 minutes): Fold your paper into a tri-fold brochure. Number the panels lightly in pencil (you can erase later).

Step 3 (5 minutes): As a team, brainstorm the cottage name and overall theme. What balance between comfort and mystery do you want?

Step 4 (5 minutes): Look at your photo sheet together and decide which photos will go in which panels. Cut out photos.

Step 5 (30 minutes): Each person writes their section(s). Draft on scrap paper first! Use the vocabulary handout—especially the "haunted" and "autumn" words.

Step 6 (20 minutes): Assemble your brochure together. Glue photos, write or type final text neatly, add headings and decorative touches.

Step 7 (Optional): Practice your "pitch"—be ready to convince the class to book a stay at your haunted cottage!

ASSESSMENT CRITERIA

Did you remember the following?

- **Descriptive Language:** Use of specific adjectives, sensory details, and vocabulary that creates both cozy and mysterious atmospheres
- **Balance of Mood:** Successfully creates a cottage that feels both welcoming/comfortable AND enchanted/intriguing
- **Content & Completeness:** All six panels complete with required information
- **Connection to Story:** References to Sleepy Hollow setting, autumn atmosphere, and supernatural elements from the story
- **Grammar & Mechanics:** Correct spelling, punctuation, and sentence structure
- **Visual Presentation:** Professional appearance, neat writing/typing, effective use of photos and layout

REFLECTION QUESTION:

How does Washington Irving use setting to create the dreamy, enchanted atmosphere of Sleepy Hollow? How can you use similar descriptive techniques to make your cottage feel both comfortable and magical?