



EYEWITNESS

A scenic landscape photograph of a Tuscan valley at sunset. The sun is low on the horizon, casting a warm orange and yellow glow over rolling hills. In the foreground, there are lush green vineyards and olive trees. The middle ground shows terraced fields and a small town with a prominent tower. The background features hazy, distant mountains.

LOVE YOUR TRAVEL SECTION

DK EYEWITNESS TRAVEL GUIDES
SERIES AND DESTINATIONS

A BOOKSELLER'S GUIDE

NEVER HAS A TRAVEL GUIDE BEEN SO EASY TO USE

This booklet is your manual to DK Eyewitness Travel Guides. Inside you'll find information on each of our guides, who they are for, what they feature and most importantly, the full catalogue of destination titles we publish. We hope this bookseller guide helps you assist your customers with something very exciting - the very first step of their trip!

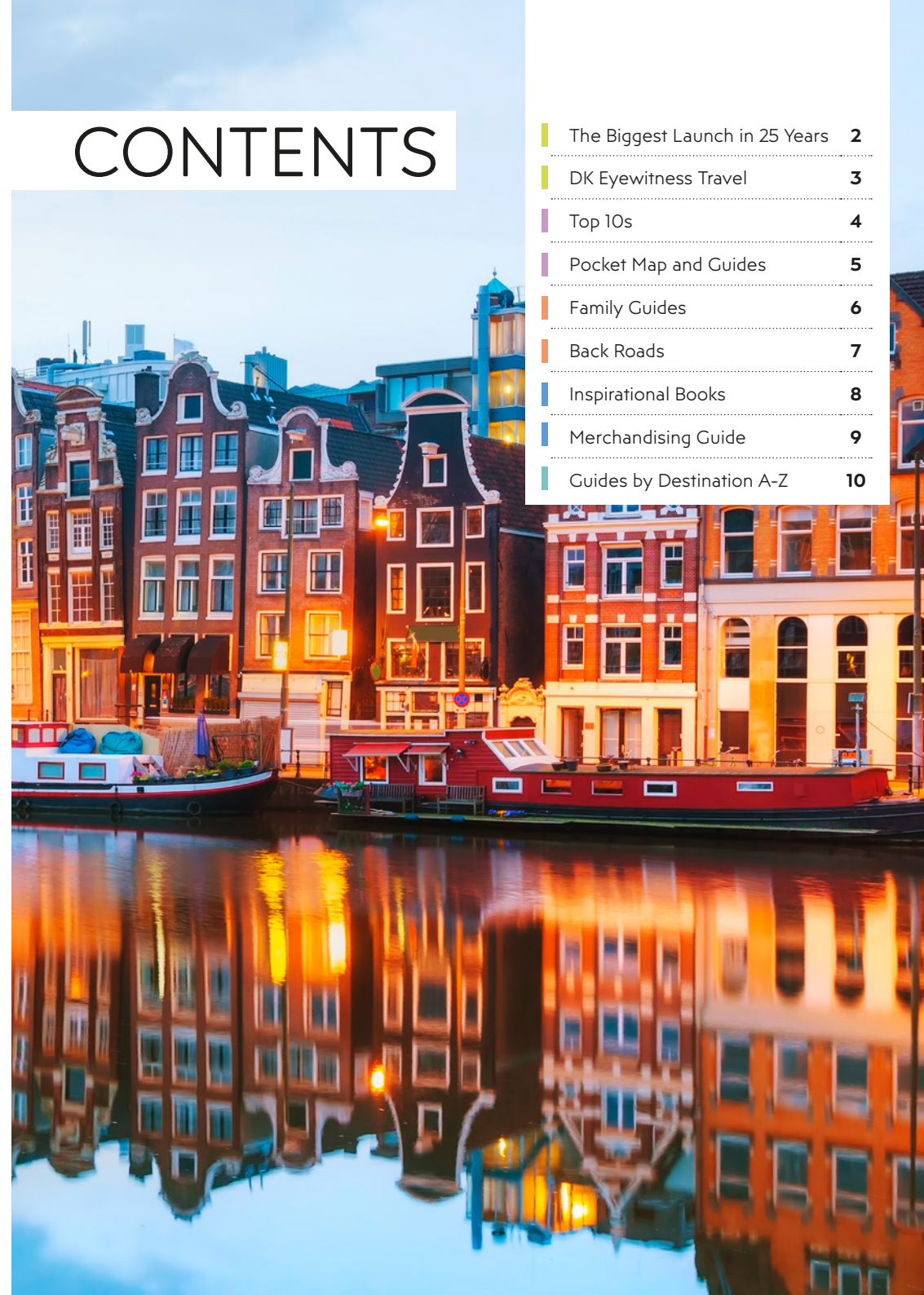
REASONS TO LOVE DK EYEWITNESS TRAVEL GUIDES

- Easily digestible information making travel planning simple
- Expertly curated travel content written by local authors
- Maps crafted by DK's very own in-house cartographers
- Trusted and up-to-date travel advice
- Incredible, inspirational photography
- Hand-drawn signature illustrations
- Excellent travel guide usability based upon extensive consumer research
- Wide variety of different guides available for everyone and every type of trip



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THE BIGGEST LAUNCH IN DK EYEWITNESS TRAVEL'S 25 YEAR HISTORY

DK Eyewitness Travel Guides has undertaken the most in-depth redesign in 25 years. These beautifully practical books have been re-imagined based on extensive consumer research and made to inspire travellers around the world. Launching 27 September 2018, these books accompany each individual by initially creating inspiration and then ultimately becoming a trusted travel companion.

WHAT THE NEW DK EYEWITNESS TRAVEL GUIDES OFFER:

- Modern and fresh new cover design
- Stunning new lightweight format
- Expertly curated travel content
- Inspiration from gorgeous, atmospheric photography
- DK's unique maps for each area
- Inspirational opening section

We have over 100 destinations which will also be transforming into our newly designed series.



**"DK have got it
so right here.
They are completely
unmatched."**

CONSUMER REACTION



DK EYEWITNESS TRAVEL GUIDES

INSPIRE / PLAN / DISCOVER / EXPERIENCE

DK Eyewitness Travel Guides re-launch will also be phased out to each title over time. Our current guides are trusted and beloved, and still fulfil the consumer's needs when planning and participating in their special trips. DK Eyewitness Travel Guides offer the traveller a wealth of knowledge and insight in to each destination. They continue to inspire travellers, motivating them to tick off their must-do experiences and leaving the destination feeling enriched.

WHO IS THIS SERIES FOR?

- Someone going for at least four days
- Travelling solo, as part of a couple, or with family and friends
- A customer who is starting to plan their trip or departing soon
- Someone purchasing the guide as a gift
- People looking to tick off bucket list experiences
- Travellers in search of authentic experiences and discovering local culture
- Someone with a particular interest in history and natural sites
- Travellers wishing to combine relaxing and sightseeing

WHY SELECT THIS SERIES?

- All the planning advice you need in one place
- Includes guided walks and inspiring itineraries
- Maps for every destination and pull-out maps for city guides
- Beautiful, inspiring images
- Details of local dishes and specialties, including recommendations for places to eat and drink
- Packed with historical and cultural facts
- Entertainment and shopping highlights
- Practical information including local etiquette and safety advice
- Flora and fauna recommendations



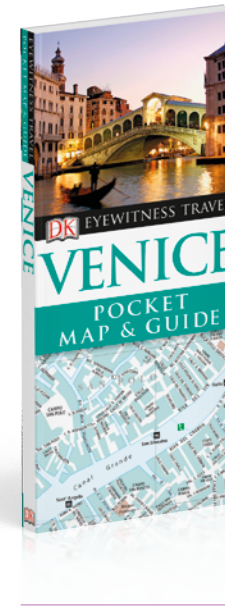
DK EYEWITNESS TRAVEL TOP 10

THE GUIDE TO THE TEN BEST OF EVERYTHING

Our Top 10 travel guides feature the ten best of everything in each destination. These handy mid-sized guides are intended for time poor travellers who still wish to see the highlights of the destination they are visiting.

"This guide is literally all you need, handy pull out map in the back too!"

★★★★★ CUSTOMER REVIEW



DK EYEWITNESS TRAVEL POCKET MAP & GUIDE

EVERYTHING YOU NEED FOR A PERFECT DAY OUT

Our Pocket Map & Guide is small and compact, perfect for travellers to carry them around in each destination. Produced with convenience in mind, these handy guides are intended for time poor travellers. The information is curated to give travellers selected advice regarding the highlights of their chosen destination.

WHO IS THIS SERIES FOR?

- Someone going for a short break or weekend trip
- Traveling solo, as part of a couple or small group
- A customer who doesn't have time to research or plan their trip
- Travellers looking to tick off must-do experiences
- A traveller with particular interest in history and culture
- People who are looking to pursue activities
- Someone purchasing the guide as a gift

WHY SELECT THIS SERIES?

- Small enough to carry around everyday
- Itinerary suggestions for two or four day trips
- Informative and to the point text
- Visit all the highlights without the pre-trip research
- Tips to seek out what's free and avoiding crowds
- Top ten of everything including art galleries, areas of natural beauty and children's attractions
- Packed with maps including a free laminated pull out map
- Expert recommendations
- Practical information including local etiquette and safety advice

WHO IS THIS SERIES FOR?

- Travellers going on a short break, weekend trip, day trip or even business travellers
- Someone wishing to travel light
- A traveller that wants to see one or two main highlights of the destination
- A traveller who is limited to one area
- Someone who wishes to rely on an easily accessible map
- A traveller with a particular interest in history and culture

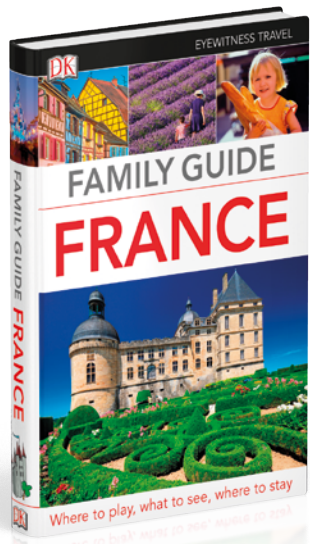
WHY SELECT THIS SERIES?

- Quick and easily accessible information
- Combined map and guide
- Perfect size to fit into a pocket or bag
- Key information and highlights are detailed
- Includes a short phrase book and practical information

"I cannot believe such a vast amount of information can be placed in such a tiny book... These guides are essential when travelling."

MUMSNET REVIEW

*For Top 10 to New York City 2018



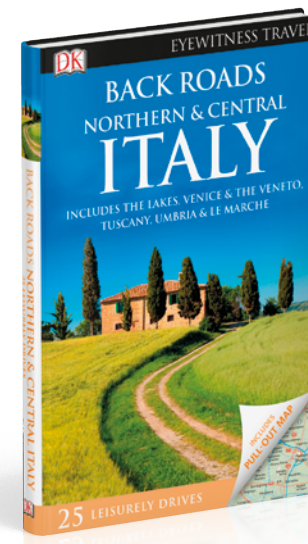
DK EYEWITNESS TRAVEL FAMILY GUIDES

WHERE TO PLAY, WHAT TO SEE, WHERE TO STAY

Our Family Guides combine the best cultural attractions with fantastic family-friendly activities. These guides recommend the best places to stay, eat and shop as a family, as well as detailing the must do attractions. Each point of interest within the guide features 'Kids' Corner' which includes quirky facts, quizzes and activities for children.

"This savvy guide is packed with fantastic places to visit for the whole family to enjoy."

ITALIA! ON DK EYEWITNESS FAMILY GUIDE ITALY



DK EYEWITNESS TRAVEL BACK ROADS

SCENIC ROUTES, CHARMING HOTELS, AUTHENTIC REGIONAL CUISINE

Take the scenic route and discover charming villages and unique places to stay with our holiday driving guides. Packed with insider tips and information, this easy-to-use driving guide reveals incredible sights, hidden gems and authentic local experiences that can only be discovered by road.

WHO IS THIS SERIES FOR?

- Families with children aged between five and 15
- Families who are going for a short break or a longer holiday
- Families who have booked their holiday in advance
- A customer wanting a 'stress-free' family holiday
- Families wishing to combine relaxing and sightseeing
- A person in search of family friendly experiences such as theme parks, historical sites or areas of natural beauty
- Families seeking family friendly activities and restaurants

WHY SELECT THIS SERIES?

- Designed exclusively for families
- Features places for kids to 'let off steam' which includes suggestions of where to play outdoors and enjoyable activities for children
- Special features including 'Kid's Corner' which includes quizzes and fun things look for at key locations
- Highlights include where to picnic, family friendly restaurants and best places to grab snacks
- Suggests family friendly attractions and places to take cover
- Quick and easily accessible information
- Destinations include Florida, France, Italy, London, NYC, Paris, Rome and Washington DC

WHO IS THIS SERIES FOR?

- Travellers who love the open road
- People travelling for two or more days
- Travelling solo, as part of a couple or small group
- Travellers with a sense of adventure
- People wishing to get off the beaten track
- People who wish to have all the rules of the road, maps and tips in one place

WHY SELECT THIS SERIES?

- Up to 25 plotted scenic routes included
- Includes one to five day itineraries
- Details of all the key road signs and local driving laws
- Features town or countryside walking tours
- Includes a short phrase book
- Destinations include Australia, California, France, Germany, Great Britain, Ireland, Italy and Spain

"A book for the unconventional tourist. If you enjoy getting to know a place very well, enjoy landscapes, and enjoy great accommodation, this book gets you there."

★★★★★ CUSTOMER REVIEW FOR BACK ROADS IRELAND



DK EYEWITNESS TRAVEL INSPIRATIONAL BOOKS

IDEAS AND INSPIRATION TO HELP YOU CREATE THE PERFECT TRIP

The ultimate holiday planner, highlighting the most amazing places in the world and the best time to visit them. Use these books to update bucket lists or to give them as gifts to inspire friends and family to see all that the world has to offer. Don't know where to go next? DK Eyewitness Travel has the answer!

WHO IS THIS SERIES FOR?

- Wanderlusters
- People looking for inspiration for their next trip
- People looking to add to their coffee table collection
- Armchair travellers

WHY SELECT THIS SERIES?

- Features inspirational travel destinations
- Composed with authority by travel experts
- Includes month by month breakdown of the best places to go each month
- Makes the perfect gift

"A must for anyone who loves to travel or even to just read about it."

★★★★★ CUSTOMER REVIEW

LOVE YOUR TRAVEL SECTION

At DK Eyewitness Travel, we understand that organising the world onto a shelf can be a tough task. Here are our tips to ease your journey to a beautiful and inspirational travel section.

ORGANISING YOUR SHELVES

From our research, DK Eyewitness Travel has found that the easiest way to organise our guides is **alphabetically by destination**. We have provided an alphabetical list along with the detail of the series which includes that particular destination.

Our alphabetical destinations list aims to support you selling travel guides, therefore it not only includes destinations which DK Eyewitness Travel publishes a travel guide to, but also other available destinations.

SUPPORTING CUSTOMERS

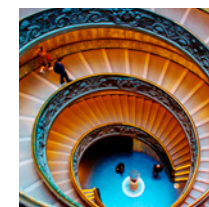
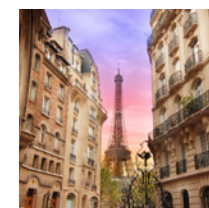
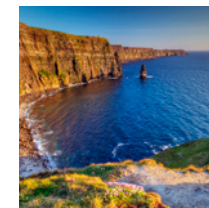
The list helps you quickly find the travel guide your customer requires. For example, some destinations may appear alongside another, such as Cambodia and Laos or Beijing and Shanghai. Where this occurs the list notes this and will reference the lead destination so you can locate the book on your shelf.

It is worth noting that not all travel guide publishers list the locations in the same order, so you may have to look under both destinations to find what you need, depending on what titles you stock.

The list also suggests other destinations which the customer may like to consider. For a city/region, the list will reference the country or continent where it is located, and for the country, the regions or key cities will be referenced.

MORE MERCHANDISING

If you are looking for further suggestions or ideas on merchandising our travel guides or wish to contact us, then please visit www.dk.com/travelbookseller



A-Z DESTINATION GUIDE

DESTINATION	ALSO TRY	DKEW	TOP 10	PMG	FG	BR
Abu Dhabi (see Dubai)	Dubai		x			
Africa / East Africa						
Agra (see Delhi)	India	x	x			
Alaska	USA	x				
Algarve	Portugal		x			
Amalfi Coast (see Naples)	Italy	x	x			
Amsterdam	Netherlands	x	x	x		
Andalucía	Seville or Spain	x	x			
Angkor Wat (see Vietnam)	Cambodia	x				
Antarctica						
Antigua and Barbuda	Caribbean					
Antwerp (see Brussels)	Belgium	x	x			
Argentina		x				
Armenia						
Arizona	USA	x				
Asia	Brunei, Cambodia, Hong Kong & Macau, Indonesia, Laos, Malaysia, Myanmar (Burma), The Philippines, Singapore, Thailand and Vietnam					
Athens	Greece	x	x			
Austin	USA					
Australia	Brisbane and the Gold Coast, Melbourne, Queensland, Sydney, Tasmania and New Zealand	x				x
Austria	Vienna and Salzburg	x				
Azerbaijan						
Azores	Portugal		x			
Bali	Indonesia	x				
Banff	Canada					
Bangkok	Thailand		x			
Bangladesh						
Barcelona	Spain	x	x	x		
Bath, Bristol & Somerset	Great Britain and England's South Coast					
Bavarian Alps (see Munich)	Germany	x				
Beijing	China	x	x			
Belarus						
Belfast						
Belgium	Brussels	x				
Belize						
Berlin	Germany	x	x	x		
Bhutan						
Bilbao	Spain					
Bordeaux (see Dordogne)	France	x				
Bolivia						
Borneo	Malaysia					
Boston	USA	x	x			
Botswana						

DESTINATION	ALSO TRY	DKEW	TOP 10	PMG	FG	BR
Brazil	Rio de Janeiro	x				
Brisbane and the Gold Coast	Australia					
Bristol	Great Britain and England's South Coast					
British Columbia and the Canadian Rockies	Canada					
Brittany	France	x				
Bruges (see Brussels)	Belgium	x	x			
Brussels	Belgium	x	x			
Bryce Canyon National Park	USA					
Budapest	Hungary	x	x	x		
Buenos Aires	Argentina		x			
Bulgaria		x				
Burma (see Myanmar)		x				
Cairo and The Nile	Egypt		x			
California	USA	x				x
Cambodia		x				
Canada	Banff, British Columbia and the Canadian Rockies, Jasper, Montreal, Nova Scotia, Ontario, Quebec, Toronto and Vancouver and Vancouver Island	x				
Canary Islands	Spain	x				
Cancun and The Yucatan	Mexico		x			
Cape Town and The Winelands	South Africa		x			
Caribbean	Cuba, Jamaica, Dominican Republic, Antigua & Barbuda, St Lucia, Trinidad & Tobago	x				
Catalunya/Catalonia (see Barcelona)	Spain					
Central America	Panama, Costa Rica, Nicaragua, Honduras, El Salvador, Guatemala and Belize					
Chicago	USA	x	x			
Chile and Easter Island		x				
China	Beijing and Shanghai	x				
Colombia						
Colorado	USA					
The Cook Islands (see Rarotonga)						
Copenhagen	Denmark		x			
Corfu and the Ionian Islands	Greece		x			
Cornwall (see Devon)	Great Britain and England's South Coast		x			
Corsica	France	x	x			
Costa Blanca	Spain		x			
Costa Brava	Spain					
Costa Rica		x				
Cotswolds						
Crete	Greece		x			
Croatia		x				
Cuba	Caribbean	x	x			
Cusco	Peru					
Cyprus		x				
Czech and Slovak Republics	Prague	x				
Delhi	India	x	x			

DESTINATION	ALSO TRY	DKEW	TOP 10	PMG	FG	BR
Denmark	Copenhagen	x				
Devon (see Cornwall)	Great Britain and England's South Coast		x			
Djibouti						
Dominican Republic	Caribbean		x			
Dordogne, Bordeaux and the Southwest Coast	France	x				
Dorset, Hampshire & the Isle of Wight	Great Britain and England's South Coast					
Dresden	Germany					
Dubai			x			
Dublin	Ireland		x	x		
Dubrovnik and the Dalmatian Coast	Croatia		x			
Ecuador & the Galápagos Islands						
Edinburgh	Scotland			x		
Egypt		x	x			
England	London and England's South Coast	x				
Estonia	Tallinn	x				
Ethiopia						
Europe		x				
Fiji						
Finland	Helsinki					
Florence	Italy	x	x	x		
Florida	USA	x			x	
France	Bordeaux, Brittany, Corsica, Dordogne, Bordeaux and the Southwest, Languedoc & Roussillon, Lille, Loire Valley, Lyon, Marseille, Nice, Normandy, Paris and Provence and The Côte d'Azur	x			x	x
The Gambia						
Geneva (see Switzerland)						
Georgia						
Germany	Bavarian Alps, Berlin, Dresden, Hamburg and Munich	x				x
Ghent (see Brussels)	Belgium	x	x			
Goa	India					
Gozo (see Malta)			x			
Gran Canaria	Spain		x			
The Grand Canyon	USA	x				
Great Britain	London, Scotland, Ireland, Dublin, Edinburgh, England's South Coast and Devon and Cornwall	x				
Greece	Athens, Corfu and the Ionian Islands, Crete, Greek Islands, Kefalonia, Rhodes, Zakynthos and Kefalonia	x				
Greek Islands	Greece	x	x			
Greenland						
Guatemala						
Hamburg	Germany	x				
Hawaii	USA	x	x			
Helsinki	Finland					

DESTINATION	ALSO TRY	DKEW	TOP 10	PMG	FG	BR
Hong Kong	China		x			
Honolulu and O'ahu	USA		x			
Hungary	Budapest	x				
Ibiza (see Mallorca)	Spain	x				
Iceland	Reykjavik		x			
India	Agra, Delhi, Goa, Jaipur, Kerala, Mumbai and Rajasthan	x				
Indonesia						
Iran						
Ireland	Dublin	x				x
Israel (see Petra and Jerusalem)	Jerusalem		x			
Istanbul	Turkey	x	x	x		
Italian Lakes	Italy		x			
Italian Riviera	Italy	x				
Italy	Amalfi Coast, Florence, Italian Lakes, Italian Riviera, Milan and the Lakes, Naples, Northern and Central Italy, Rome, Sardinia, Sicily, Sorrento, Tuscany, Umbria and Venice	x			x	x
Jaipur	India	x	x			
Jakarta						
Jamaica	Caribbean					
Japan	Kyoto and Tokyo	x				
Jasper	Canada					
Jersey	Channel Islands					
Jerusalem	Israel	x				
Jordan						
Kauai	Hawaii and USA					
Kefalonia	Greece					
Kazakhstan	Kazakhstan					
Kent, Sussex and Surrey	Great Britain					
Kenya		x				
Kerala	India					
Korea	Seoul					
Krakow	Poland	x				
Kuala Lumpur	Malaysia					
Kyoto	Japan					
Lake District	Great Britain		x			
Languedoc & Roussillon	France					
Lanzarote	Spain					
Laos (see Cambodia)	Laos	x				
Las Vegas	USA	x	x			
Latvia (see Estonia)	Riga	x				
Lesotho (see South Africa)	South Africa					
Lille	France					
Lisbon	Portugal	x	x			
Lithuania (see Estonia)		x				
Ljubljana (see Slovenia)						

DESTINATION	ALSO TRY	DKEW	TOP 10	PMG	FG	BR
Loire Valley	France	x				
Lombok (see Bali)	Bali	x				
London	Great Britain and England's South Coast	x	x	x	x	
Los Angeles	USA		x			
Luxembourg (see Belgium)		x				
Lyon	France					
Macau	China					
Macedonia						
Madagascar						
Madeira	Portugal		x			
Madrid	Spain	x	x			
Malawi						
Malaysia		x				
Maldives						
Mallorca	Spain	x	x			
Malta	Gozo		x			
Manchester	Great Britain					
Marrakech	Morocco		x			
Marseille	France					
Maui	USA					
Mauritius						
The Mediterranean (see Europe)		x				
Melbourne	Australia					
Menorca	Spain	x				
Mexico		x				
Miami and the Keys	USA		x			
Middle East	Dubai					
Milan and the Lakes	Italy	x	x			
Mongolia						
Montenegro						
Montreal	Canada		x			
Morocco	Morocco	x				
Moscow	Russia	x	x			
Mozambique						
Mumbai	India					
Munich	Germany	x				
Myanmar (Burma)		x				
Namibia						
Naples	Italy	x	x			
Nepal						
The Netherlands	Amsterdam	x				
New England	USA	x	x			
New Orleans	USA	x	x			
New York City	USA	x	x	x	x	
New Zealand	Australia	x				
Nicaragua						

DESTINATION	ALSO TRY	DKEW	TOP 10	PMG	FG	BR
Nice	France					
Norfolk & Suffolk	Great Britain					
Normandy	France		x			
North Cyprus						
Northern and Central Italy	Italy	x				
Northern Ireland	Great Britain					
Northern Spain	Spain	x				
Norway	Oslo	x				
Nova Scotia	Canada					
Oman						
Ontario	Canada					
Orkney	Scotland					
Orlando	USA		x			
Oslo	Norway					
Pacific Northwest	USA	x				
Panama						
Papua New Guinea						
Paris	France	x	x	x	x	
Patagonia	Argentina and Chile					
Peak District	Great Britain					
Peru		x				
Petra (see Israel)	Jordan		x			
Philadelphia and the Pennsylvania Dutch Country	USA	x				
Philippines	Malaysia					
Phuket	Thailand		x			
Poland	Warsaw	x				
Porto	Portugal					
Portugal	Algarve, Azores, Lisbon, Madeira and Porto	x				
Prague	Czech Republic	x	x	x		
Provence and The Côte d'Azur	France	x	x			
Puerto Rico	Caribbean		x			
Quebec	Canada					
Queensland (see Australia)	Australia					
Rajasthan	India					
Rarotonga	The Cook Islands					
Reykjavik	Iceland		x			
Rhodes (see The Greek Islands)	Greece					
Riga	Lativa					
Rio de Janeiro	Brazil		x			
Romania	Bucharest					
Rome	Italy	x	x	x	x	
Russia	Moscow, St Petersburg and Trans-Siberian Railway	x				
Salzburg	Austria					
San Diego	USA		x			
San Francisco	USA	x	x			

DESTINATION	ALSO TRY	DKEW	TOP 10	PMG	FG	BR
San Sebastian (see Bilbao)	Spain					
Sardinia	Italy	x				
Saudi Arabia						
Scandinavia	Norway, Finland, Denmark, Amsterdam, Iceland					
Scotland	Great Britain and Edinburgh	x				
Seattle	USA		x			
Senegal (see The Gambia)						
Seoul			x			
Serbia		x				
Seville	Spain	x				
Seychelles						
Shanghai	China	x				
Sierra Leone						
Sicily	Italy	x	x			
Sinai	Egypt	x				
Singapore			x			
Slovenia		x				
Somerset	Great Britain					
Sorrento (see Naples)	Italy					
South Africa	Cape Town	x				
South America						
South Pacific						
Southeast Asia	Brunei, Cambodia, Hong Kong & Macau, Indonesia, Laos, Malaysia, Myanmar (Burma), The Philippines, Singapore, Thailand and Vietnam.					
Southwest USA	USA	x				
Spain	Andalucia, Barcelona, Bilbao, Canary Islands, Catalunya/Catalonia, Costa Blanca, Costa Brava, Gran Canaria, Ibiza (see Mallorca), Lanzarote, Madrid, Mallorca, Menorca, Northern Spain, San Sebastian, Seville, Tenerife and Valencia	x	x			
Sri Lanka		x				
St Lucia	Caribbean					
St Petersburg	Russia	x	x			
Stockholm	Sweden	x	x			
Sweden	Stockholm	x				
Swaziland						
Switzerland	Geneva	x				
Sydney	Australia	x	x			
Tahiti						
Taiwan	Taipei					
Tallinn	Estonia		x			
Tanzania						
Taipei	Taiwan					
Tasmania	Australia					
Tenerife	Spain					

DESTINATION	ALSO TRY	DKEW	TOP 10	PMG	FG	BR
Texas	USA					
Thailand	Bangkok, Phuket and Thailand's Beaches	x				
Tibet	Tibet					
Tokyo	Japan	x	x			
Toronto	Canada		x			
Trans-Siberian Railway	Russia/China					
Transylvania	Romania and Bucharest					
Trinidad and Tobago	Caribbean					
Turkey	Istanbul	x	x			
Tuscany (see Florence)	Italy					
Ukraine	Kiev					
Umbria	Italy					
USA	Alaska, Arizona, Austin, Boston, Bryce Canyon National Park, California, Chicago, Colorado, Florida, The Grand Canyon, Hawaii, Honolulu and O'ahu, Las Vegas, Los Angeles, Maui, Miami and the Keys, New England, New Orleans, New York City, Orlando, Pacific Northwest, Philadelphia and the Pennsylvania Dutch Country, San Diego, San Francisco, Seattle, Southwest USA, Texas, US National Parks, Washington, DC, Yosemite, Sequoia and Kings Canyon National Parks and Zion	x				
US National Parks (See Southwest USA)	USA					
Valencia	Spain					
Vancouver and Vancouver Island	Canada	x				
Vanuatu						
Venice	Italy	x	x	x		
Vienna	Austria	x	x			
Vietnam		x				
Wales	Great Britain					
Warsaw (see Poland)	Poland					
Washington, DC	USA	x	x		x	
Yorkshire	Great Britain					
Yosemite, Sequoia and Kings Canyon National Parks	USA					
Zambia						
Zakynthos and Kefalonia	Greece					
Zion	USA					

INSPIRATIONAL TITLES	DESTINATION
Where To Go When	USA
Where to Go When Great Britain and Ireland	Great Britain
Where To Go When The Americas	USA
The Road Less Travelled	
Where To Go When The Americas	Greece
The Road Less Travelled	USA

VISIT WWW.DK.COM/TRAVELBOOKSELLER
FOR POS, ORDER FORMS AND MORE!



“Travel itself is an antidote to the digital heavy world we live in, trust in some online sources is certainly waning, and the internet can be an unwieldy beast that needs taming. The internet is everyone’s but a book is yours.”