



EYEWITNESS

A scenic landscape of rolling hills in Tuscany, Italy, at sunrise. The sun is low on the horizon, casting a warm, golden glow over the scene. The hills are covered in lush greenery, including vineyards and olive groves. In the distance, a small town with a prominent tower is visible on a hillside. The overall atmosphere is peaceful and picturesque.

# LOVE YOUR TRAVEL SECTION

DK EYEWITNESS TRAVEL GUIDES  
SERIES AND DESTINATIONS

**A BOOKSELLER'S GUIDE**

# A BOOKSELLER'S GUIDE TO THE AWARD-WINNING DK EYEWITNESS TRAVEL GUIDES

We want to help you love your travel section. Inside this booklet you'll find information on our guides, who they are for, what they feature, and ways to merchandise travel guides along with a catalogue of travel guide destinations. We hope this helps you organise your travel section and answers any questions you and your customers may have about our different guide book series.

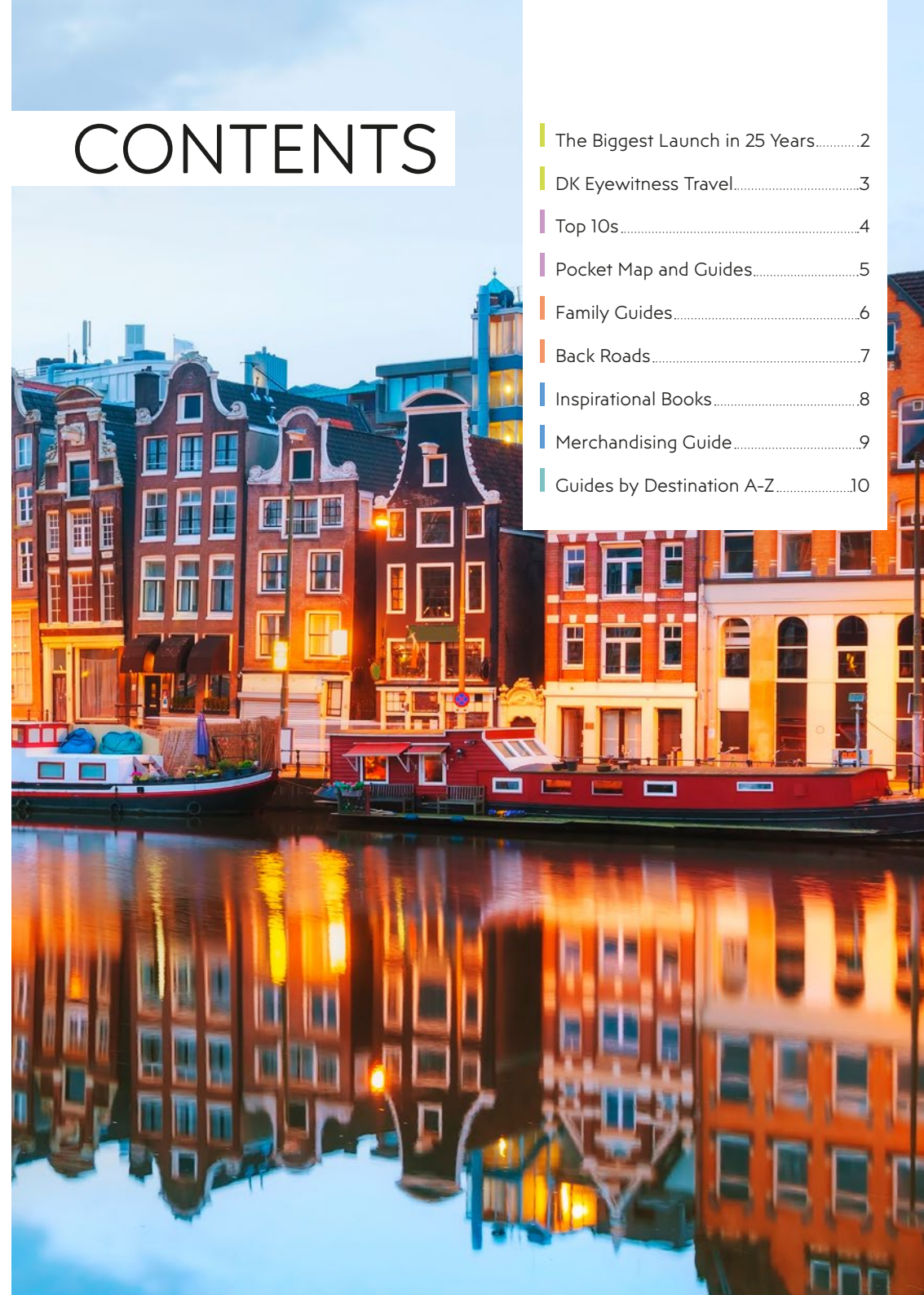
## REASONS TO LOVE DK EYEWITNESS TRAVEL GUIDES

- Easily digestible information making travel planning simple
- Expertly curated content written by local authors
- Maps crafted by DK's cartographers
- Trusted and up-to-date travel advice
- Inspirational photography
- Hand-drawn signature illustrations
- Excellent usability based upon extensive consumer research
- Different guides for every type of trip and traveller



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

DK have conducted extensive consumer research and redesigned their award-winning DK Eyewitness travel guides for today's traveller. The beautifully practical new look guides are made to inspire travellers around the world and received fantastic reviews in consumer testing.

## WHAT THE NEW DK EYEWITNESS TRAVEL GUIDES OFFER:

- Fresh new cover design
- New lightweight format
- Expertly curated content
- Inspirational photography
- DK's unique maps for each area
- Brand new inspirational opening section

The first ten guides launch in September 2018, followed by over 100 destinations across the series.

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

REVIEW FROM CONSUMER TESTING



## DK EYEWITNESS TRAVEL GUIDES

INSPIRE / PLAN / DISCOVER / EXPERIENCE

The exciting new look will roll out across the award-winning series. Research shows these guides are trusted and beloved, and essential for consumers planning a trip.

**"Guide books just don't get any better"**

★★★★★ CUSTOMER REVIEW

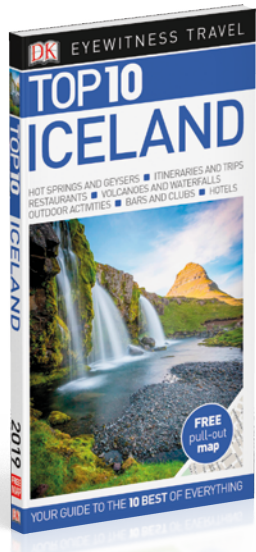
## WHO IS THIS SERIES FOR?

- Someone going for at least four days
- Travelling solo, as a couple, or with family and friends
- Anyone starting to plan a trip or departing soon
- Ideal as a gift
- People looking to tick off bucket list experiences
- Travellers in search of authentic experiences and local culture
- Anyone interested in history and natural sites
- Travellers wishing to combine relaxing and sightseeing

## WHY SELECT THIS SERIES?

- All the planning advice you need
- Guided walks and inspiring itineraries
- Maps for every destination and pull-out maps for city guides
- Beautiful, inspiring images
- Recommendations for places to eat and drink, plus local dishes
- Historical and cultural facts
- Entertainment and shopping highlights
- Practical information including local etiquette and safety advice

\* Review of DK Eyewitness New York City 2017



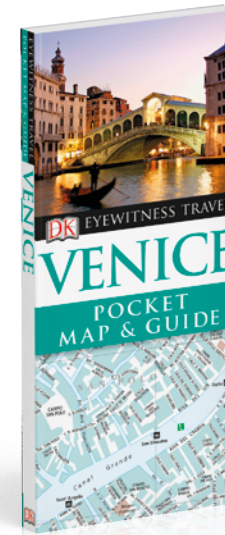
## DK EYEWITNESS TRAVEL TOP 10

THE GUIDE TO THE 10 BEST OF EVERYTHING

This is the world-renowned Top 10 series. 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 smallest guidebook, perfect for travellers to carry around each destination. Produced with convenience in mind, these handy guides are intended for time poor travellers. The information is curated to give customers the very best highlights of each destination.

### WHO IS THIS SERIES FOR?

- Short breaks or weekend trips
- Travelling solo, as a couple or group
- A customer who doesn't have much time to research or plan their trip
- Someone travelling imminently
- Travellers looking to tick off must-do experiences
- Anyone interested in history and culture
- Someone purchasing the guide as a gift

### WHY SELECT THIS SERIES?

- Small enough to carry around everyday
- Itineraries for two and four day trips
- Includes a free laminated pull-out map
- Informative and to the point
- Visit the must-see's 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
- Expert recommendations
- Practical information including local etiquette and safety advice

### WHO IS THIS SERIES FOR?

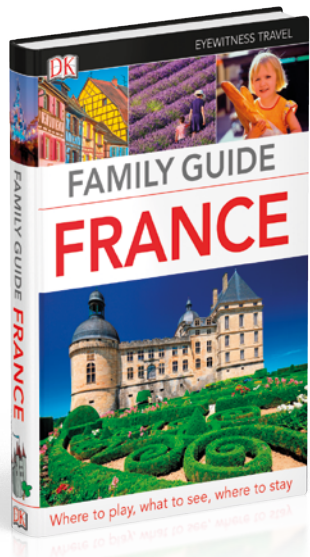
- Short breaks, weekend trips, day trips and business travel
- Someone wishing to travel light
- A traveller that wants to see one or two main highlights of the destination
- A traveller who is limited to one area
- Someone who wants a handy map that is easy to use
- Anyone interested in history and 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
- 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



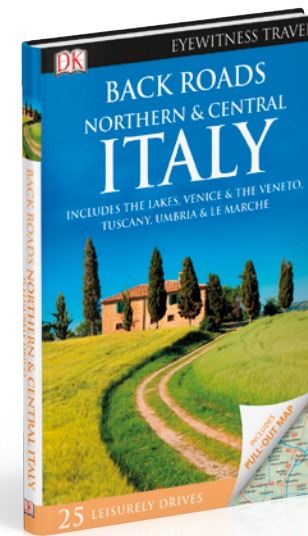
## DK EYEWITNESS TRAVEL FAMILY GUIDES

WHERE TO PLAY, WHAT TO SEE, WHERE TO STAY

Our Family Guides combine the best cultural attractions with family-friendly activities. They recommend the best places to stay, eat and shop as a family, as well as must-do attractions. Each point of interest features a 'Kids' Corner' with 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

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 five to 15
- Families going for a short break or long holiday
- Anyone wanting a 'stress-free' family holiday
- Families wishing to combine relaxing and sightseeing
- A customer in search of family friendly experiences such as theme parks, historical sites or areas of natural beauty

### WHY SELECT THIS SERIES?

- Designed exclusively for families
- Features places for kids to 'let off steam' such as outdoor play areas near top attractions
- Special features like 'Kids' Corner' includes quizzes and fun things to do at key locations
- Highlights include where to picnic, family friendly restaurants and best places to grab snacks
- Suggests family friendly attractions activities 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 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?

- Includes up to 25 detailed scenic routes
- Includes one to five day itineraries
- Details key road signs and local driving laws
- Features town and 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

THE PERFECT TRAVEL GIFT

The ultimate travel inspiration for the holiday planner and armchair traveller, highlighting the most amazing places in the world and the best time to visit them. Use these books to update bucket lists or give as gifts to inspire friends and family to see all that the world has to offer.

### WHO IS THIS SERIES FOR?

- The keen traveller in your life
- Wanderlusts
- People looking for inspiration for their next trip
- Coffee table book lovers
- 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, we understand that organising the world onto a shelf can be a tough task. Here is some advice to ease your journey to a beautiful and inspirational travel section.

## ORGANISING YOUR SHELVES

There are three ways to organise your travel section depending on your shop size and stock levels:

- A to Z by destination
- A to Z by country then A to Z by cities/regions within the country
- A to Z by continent, then A to Z by country and A to Z by city/region within the country

## FINDING DESTINATIONS IN STORE

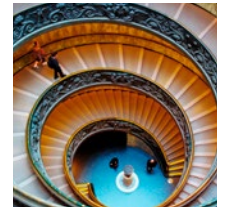
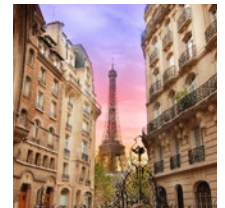
To enable you to help your customer, DK has included an A to Z list of destinations in this booklet. The list covers destinations which have a travel guide whether that's published by DK or another mainstream publisher.

## TWO IN ONE!

Some guides contain more than one destination. If this is the case, we highlight this in the A to Z list. For example, Cornwall and Devon are in the same guide, so we will recommend checking under Cornwall if a customer is visiting Devon.

## MORE MERCHANDISING

If you are looking for further suggestions or ideas on merchandising our travel guides, then please visit [www.dk.com/lovetravel](http://www.dk.com/lovetravel) or contact us on [travel@uk.dk.com](mailto:travel@uk.dk.com)



## A-Z DESTINATION GUIDE

DESTINATION	COUNTRY	DK EYEWITNESS TRAVEL GUIDES	TOP 10	POCKET MAPS AND GUIDES	FAMILY GUIDES	BACK ROADS
Abu Dhabi (see Dubai)	United Arab Emirates		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	Spain	x	x			
Antarctica	Antarctica					
Antigua and Barbuda	Caribbean					
Antwerp (see Brussels)	Belgium	x	x			
Argentina	Argentina	x				
Armenia	Armenia					
Arizona	USA	x				
Asia						
Athens	Greece	x	x			
Auckland	New Zealand					
Austin	USA					
Australia	Australia	x				x
Austria	Austria	x				
Azerbaijan	Azerbaijan					
Azores	Portugal		x			
Bali	Indonesia	x				
Banff	Canada					
Bangkok	Thailand		x			
Bangladesh	Bangladesh					
Barcelona	Spain	x	x	x		
Bath, Bristol and Somerset	England					
Bavarian Alps (see Munich)	Germany	x				
Beijing	China	x	x			
Belarus	Belarus					
Belfast	Northern Ireland					
Belgium	Belgium	x				
Belize	Belize					
Berlin	Germany	x	x	x		
Bhutan	Bhutan					
Bilbao	Spain					
Bordeaux (see Dordogne)	France	x				
Bolivia	Bolivia					
Borneo						
Boston	USA	x	x			
Botswana	Botswana					

DESTINATION	COUNTRY	DK EYEWITNESS TRAVEL GUIDES	TOP 10	POCKET MAPS AND GUIDES	FAMILY GUIDES	BACK ROADS
Brazil	Brazil	x				
Brisbane and the Gold Coast	Australia					
Bristol	England					
British Columbia and the Canadian Rockies	Canada					
Brittany	France	x				
Bruges (see Brussels)	Belgium	x	x			
Brussels	Belgium	x	x			
Budapest	Hungary	x	x	x		
Buenos Aires	Argentina		x			
Bulgaria	Bulgaria	x				
Burma (see Myanmar)	Myanmar	x				
Cairo and The Nile	Egypt		x			
California	USA	x				x
Cambodia	Cambodia	x				
Canada	Canada	x				
Canary Islands	Spain	x				
Cancun and The Yucatan	Mexico		x			
Cape Town and The Winelands	South Africa		x			
Cape Verd	South Africa					
Caribbean	Caribbean	x				
Catalunya/Catalonia (see Barcelona)	Spain					
Central America						
Channel Islands						
Chicago	USA	x	x			
Chile and Easter Island	Chile	x				
China	China	x				
Cologne	Germany					
Colombia	Colombia					
Colorado	USA					
The Cook Islands (see Rarotonga)	The Cook Islands					
Copenhagen	Denmark		x			
Corfu and the Ionian Islands	Greece		x			
Cornwall (see Devon)	England		x			
Corsica	France	x	x			
Costa Blanca	Spain		x			
Costa Brava	Spain					
Costa del Sol	Spain					
Costa Rica	Costa Rica	x				
The Cotswolds	England					
Cozumel	Mexico					
Crete	Greece		x			
Croatia	Croatia	x				
Cuba	Cuba	x	x			

DESTINATION	COUNTRY	DK EYEWITNESS TRAVEL GUIDES	TOP 10	POCKET MAPS AND GUIDES	FAMILY GUIDES	BACK ROADS
Cusco	Peru					
Cyprus	Cyprus	x				
Czech Republic	Czech Republic	x				
Delhi	India	x	x			
Denmark	Denmark	x				
Devon (see Cornwall)	England		x			
Djibouti	Djibouti					
Dominican Republic	Dominican Republic		x			
Dordogne, Bordeaux and the Southwest Coast	France	x				
Dorset, Hampshire and the Isle of Wight	England					
Dresden	Germany					
Dubai	United Arab Emirates		x			
Dublin	Ireland		x	x		
Dubrovnik and the Dalmatian Coast	Croatia		x			
Ecuador and the Galápagos Islands	Ecuador					
Edinburgh	Scotland			x		
Egypt	Egypt	x	x			
England	England	x				
Estonia	Estonia	x				
Ethiopia	Ethiopia					
Europe		x				
Fiji	Fiji					
Finland	Finland					
Florence	Italy	x	x	x		
Florida	USA	x			x	
France	France	x			x	x
French Riviera	France					
Fuerteventura	Spain					
Galápagos Islands	Ecuador					
The Gambia	The Gambia					
Geneva	Switzerland					
Georgia	Georgia					
Germany	Germany	x				x
Ghent (see Brussels)	Belgium	x	x			
Goa	India					
Gozo (see Malta)	Gozo		x			
Gran Canaria	Spain		x			
The Grand Canyon (see Arizona)	USA	x				
Great Britain		x				
Greece	Greece	x				
Greek Islands	Greece	x	x			
Greenland	Greenland					

DESTINATION	COUNTRY	DK EYEWITNESS TRAVEL GUIDES	TOP 10	POCKET MAPS AND GUIDES	FAMILY GUIDES	BACK ROADS
Guatemala	Guatemala					
Hamburg	Germany	x				
Hawaii	USA	x	x			
Helsinki	Finland					
Hong Kong	China		x			
Honolulu and O'ahu	USA		x			
Hungary	Hungary	x				
Ibiza (see Mallorca)	Spain	x				
Iceland	Iceland		x			
India	India	x				
Indonesia	Indonesia					
Iran	Iran					
Ireland	Ireland	x				x
Israel (see Jerusalem)	Israel	x				
Istanbul	Turkey	x	x	x		
Italian Lakes	Italy		x			
Italian Riviera	Italy	x				
Italy	Italy	x			x	x
Jaipur	India	x				
Jakarta	Indonesia					
Jamaica	Jamaica					
Japan	Japan	x				
Jasper	Canada					
Jersey	England					
Jerusalem	Israel	x				
Jordan	Jordan					
Kauai	USA					
Kefalonia (see Zakynthos)	Greece					
Kazakhstan	Kazakhstan					
Kent, Sussex and Surrey	England					
Kenya	Kenya	x				
Kerala	India					
Korea	Korea					
Kos	Greece					
Krakow	Poland	x				
Kuala Lumpur	Malaysia					
Kyoto	Japan					
Lake Garda	Italy					
Lake District	England		x			
Languedoc and Roussillon	France					
Lanzarote	Spain					
Laos (see Cambodia)	Laos	x				
Las Vegas	USA	x	x			



DESTINATION	COUNTRY	DK EYEWITNESS TRAVEL GUIDES	TOP 10	POCKET MAPS AND GUIDES	FAMILY GUIDES	BACK ROADS
Latvia (see Estonia)	Latvia	x				
Lesotho (see South Africa)	Lesotho					
Lille	France					
Lisbon	Portugal	x	x			
Lithuania (see Estonia)	Lithuania	x				
Ljubljana	Slovenia					
Loire Valley	France	x				
Lombok (see Bali)	Indonesia	x				
London	England	x	x	x	x	
Los Angeles	USA		x			
Luxembourg (see Belgium)	Luxembourg	x				
Lyon	France					
Macau	China					
Macedonia	Macedonia					
Madagascar	Madagascar					
Madeira	Portugal		x			
Madrid	Spain	x	x			
Malawi	Malawi					
Malaysia	Malaysia	x				
Maldives	Maldives					
Mallorca	Spain	x	x			
Malta	Malta		x			
Manchester	England					
Marrakech	Morocco		x			
Marseille	France					
Maui	USA					
Mauritius	Mauritius					
The Mediterranean (see Europe)		x				
Melbourne	Australia					
Menorca (see Mallorca)	Spain	x				
Mexico	Mexico	x				
Miami and the Keys	USA		x			
Middle East						
Milan and the Lakes	Italy	x	x			
Mongolia	Mongolia					
Montenegro	Montenegro					
Montreal	Canada		x			
Morocco	Morocco	x				
Moscow	Russia	x	x			
Mozambique	Mozambique					
Mumbai	India					
Munich	Germany	x				
Myanmar (Burma)	Myanmar (Burma)	x				

DESTINATION	COUNTRY	DK EYEWITNESS TRAVEL GUIDES	TOP 10	POCKET MAPS AND GUIDES	FAMILY GUIDES	BACK ROADS
Namibia	Namibia					
Naples	Italy	x	x			
Nepal	Nepal					
The Netherlands	The Netherlands	x				
New England	USA	x	x			
New Orleans	USA	x	x			
New York City	USA	x	x	x	x	
New Zealand	New Zealand	x				
Nicaragua	Nicaragua					
Nice	France					
Norfolk and Suffolk	England					
Normandy	France		x			
North Cyprus						
Northern and Central Italy	Italy	x				
Northern Ireland	Northern Ireland					
Northern Spain	Spain	x				
Norway	Norway	x				
Nova Scotia	Canada					
Oman	Oman					
Ontario	Canada					
Orkney	Scotland					
Orlando	USA		x			
Oslo	Norway					
Pacific Northwest	USA	x				
Panama	Panama					
Papua New Guinea	Papua New Guinea					
Paris	France	x	x	x	x	
Patagonia	Argentina and Chile					
Peak District	England					
Peru	Peru	x				
Petra (see Israel)	Jordan		x			
Philadelphia and the Pennsylvania Dutch Country	USA	x				
Philippines	Philippines					
Phuket	Thailand		x			
Poland	Poland	x				
Porto	Portugal					
Portugal	Portugal	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					

DESTINATION	COUNTRY	DK EYEWITNESS TRAVEL GUIDES	TOP 10	POCKET MAPS AND GUIDES	FAMILY GUIDES	BACK ROADS
Rarotonga	The Cook Islands					
Reykjavik	Iceland		x			
Rhodes (see The Greek Islands)	Greece					
Riga	Lativa					
Rio de Janeiro	Brazil		x			
Romania	Romania					
Rome	Italy	x	x	x	x	
Russia	Russia	x				
Salzburg	Austria					
Samoa	Samoa					
San Diego	USA		x			
San Francisco	USA	x	x			
San Sebastian (see Bilbao)	Spain					
Sardinia	Italy	x				
Saudi Arabia	Saudi Arabia					
Scandinavia						
Scotland	Scotland	x				
Seattle	USA		x			
Senegal	Senegal					
Seoul	South Korea		x			
Serbia	Serbia	x				
Seville and Andalucía	Spain	x				
Seychelles	Seychelles					
Shanghai	China	x				
Sierra Leone	Sierra Leone					
Sicily	Italy	x	x			
Sinai	Egypt	x				
Singapore	Singapore		x			
Slovenia	Slovenia	x				
Slovak Republic (see Czech Republic)	Slovak Republic	x				
Snowdonia	Wales					
Somerset	England					
Sorrento (see Naples)	Italy					
South Africa	South Africa	x				
South America						
South Korea (see Korea)	Korea					
South Pacific						
Southeast Asia						
Southwest USA	USA	x				
Spain	Spain	x				
Sri Lanka	Sri Lanka	x				
St Lucia	Caribbean					
St Petersburg	Russia	x	x			

DESTINATION	COUNTRY	DK EYEWITNESS TRAVEL GUIDES	TOP 10	POCKET MAPS AND GUIDES	FAMILY GUIDES	BACK ROADS
Stockholm	Sweden	x	x			
Sweden	Sweden	x				
Swaziland	Swaziland					
Switzerland	Switzerland	x				
Sydney	Australia	x	x			
Tahiti	French Polynesia					
Taiwan	Taiwan					
Tallinn	Estonia		x			
Tanzania	Tanzania					
Taipei	Taiwan					
Tasmania	Australia					
Tenerife	Spain					
Texas	USA					
Thailand	Thailand	x				
Tibet	Tibet					
Timor-Leste (also known as East Timor)	Timor-Leste					
Tokyo	Japan	x	x			
Tonga	Tonga					
Toronto	Canada		x			
Trans-Siberian Railway	Russia/China					
Transylvania	Romania					
Trinidad and Tobago	Caribbean					
Turkey	Turkey	x	x			
Tuscany (see Florence)	Italy					
Ukraine	Ukraine					
Umbria	Italy					
United Arab Emirates	United Arab Emirates					
USA	USA	x				
Valencia	Spain					
Vancouver and Vancouver Island	Canada	x				
Vanuatu	Vanuatu					
Venice	Italy	x	x	x		
Vienna	Austria	x	x			
Vietnam	Vietnam	x				
Wales	Wales					
Warsaw	Poland					
Washington, DC	USA	x	x		x	
Yorkshire	England					
Yosemite, Sequoia and Kings Canyon National Parks	USA					
Yucatán (see Cancun)	Mexico					
Zakynthos and Kefalonia	Greece					
Zanzibar	Tanzania					
Zambia	Zambia					
Zion	USA					



EYEWITNESS

**“Travel itself is an antidote to the digital world we live in and trust in some online sources are certainly waning. The internet is everyone’s but a book is yours.”**

GEORGINA DEE, PUBLISHING DIRECTOR, DK EYEWITNESS TRAVEL



## **VISIT DK'S 'LOVE YOUR TRAVEL SECTION' WEB RESOURCE FOR:**

- The latest downloadable version of this booklet
- A4 posters and other POS
- Order forms for travel titles
- Ways to merchandising your travel section
- Trending destinations

VISIT [WWW.DK.COM/LOVETRAVEL](http://WWW.DK.COM/LOVETRAVEL)