

# THE 2016

# BEST BROCHURE AWARDS



The International Association  
of Visitor Information Providers

[VisitorInternational.com](http://VisitorInternational.com)





# Best Brochure Awards 2016

## About Visitor International and the Best Brochure Awards

Visitor International – The International Association of Visitor Information Providers - run an annual ‘Best Brochure Awards’ competition to encourage the effective design of brochures for visitors, and to acknowledge and commend those that produce well-designed, quality visitor brochures.

Visitor Brochures play an important role in tourism. They both inform and influence visitors and can guide them to wonderful experiences. This makes for happy visitors and equally happy providers of the experiences. The benefits of a happy visitor also accrue to the providers of the information (typically hotels, other lodgings, attractions, visitor centers and transport hubs) and to the destination itself.

However, some brochures are more effective than others, and much of this is down to their design. A good brochure on a display rack should instantly attract attention and arouse the interest of the visitor and, based on the brochures content and offering, encourage an action. It should prompt visitors to see or do something that they will enjoy.

## The 2016 Best Brochure Awards Competition

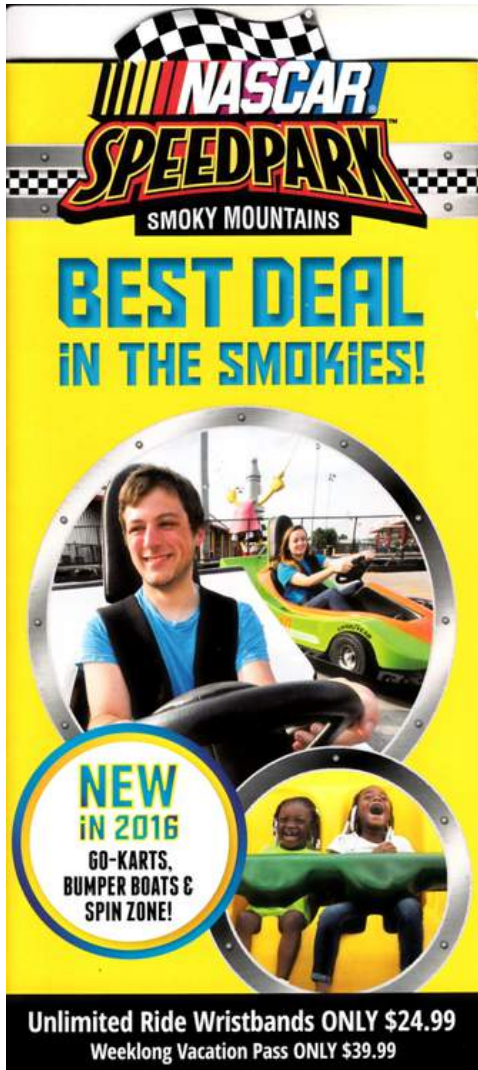
During 2016, from a possible field of over 19,000 brochures, representing the collective client base of the association’s membership, 80 brochures were nominated for consideration for the awards. The selection criteria used to both short-list the best brochures, and to select the overall and regional winners, included the visual appeal of the brochure; its effectiveness in communicating to visitors; the brochure’s content, and the quality of the print materials used.

The judges were all industry professionals representing visitor information brochure display and distribution companies and organizations from across the U.S., Mexico, Canada, Europe, and South Africa.

**And, the 2016 Winners are...**

# Best Brochure Awards 2016

## OVERALL WORLD WINNERS - BROCHURES



Overall  
Winner



**Nascar  
SpeedPark,**  
Sevierville,  
Tennessee,  
USA

**Nominated by:** BDS -  
Brochure Distribution  
Service, USA



Runner-Up

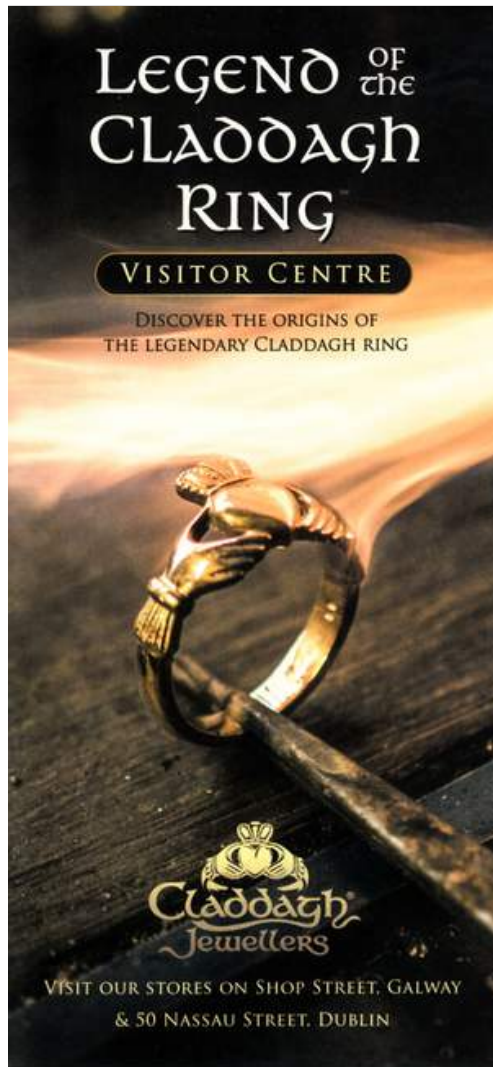


**Panorama  
Punkt, Berlin,**  
Germany

**Nominated by:**  
DINAMIX Media GmbH,  
Germany

# Best Brochure Awards 2016

## OVERALL WORLD WINNERS - BROCHURES



World's  
#3



**Claddagh  
Jewellers,  
Dublin and  
Galway,  
Ireland**

**Nominated by:** Glance  
Promotions, Ireland



World's  
#4



**Sea to Sky,  
Vancouver,  
Canada**

**Nominated by:** Certified  
Folder Display Service  
Canada, Inc

# Best Brochure Awards 2016

## OVERALL WORLD WINNERS - RACK CARDS



**RACK CARD**  
Winner



**Go Jump**  
**Oceanside,**  
California,  
USA

**Nominated by:**  
Certified Folder Display  
Service Inc., USA



**RACK CARD**  
Runner-Up

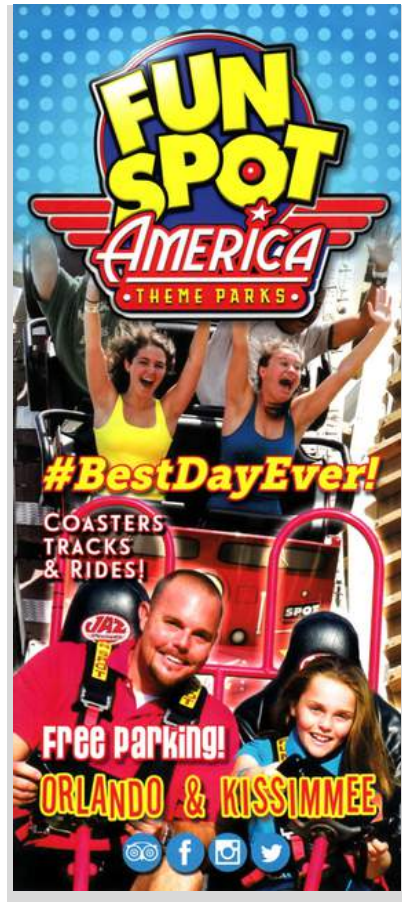


**Hard Rock**  
**Cafe,**  
Athens,  
Greece

**Nominated by:** City  
Contact, Athens, Greece

# Best Brochure Awards 2016

## Regional Winners: **Florida, USA**



**Fun Spot America, Florida,  
USA**

**Nominated by:** FPIS - Brochure  
Distribution and Travel Marketing, USA



**Rapids Water Park, South  
Florida, USA**

**Nominated by:** Kenny  
Communications, USA

# Best Brochure Awards 2016

Regional Winners: **New York & Massachusetts, USA**



**Wonder Works, Syracuse, New York, USA**

**Nominated by:** Brochures Unlimited, USA



**Hoffman Pottery, West Stockbridge, Massachusetts, USA**

**Nominated by:** Berkshire Brochure Display, USA

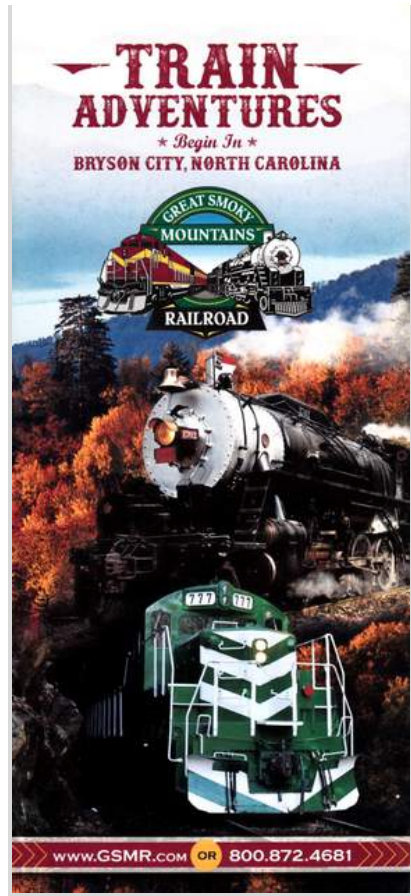
# World Brochure Awards 2016

Regional Winners: **Tennessee & North Carolina, USA**



**Nascar SpeedPark, Sevierville, Tennessee, USA**

**Nominated by:** BDS - Brochure Distribution Service, USA



**Train Adventures, North Carolina, USA**

**Nominated by:** Print Distribution Service, USA



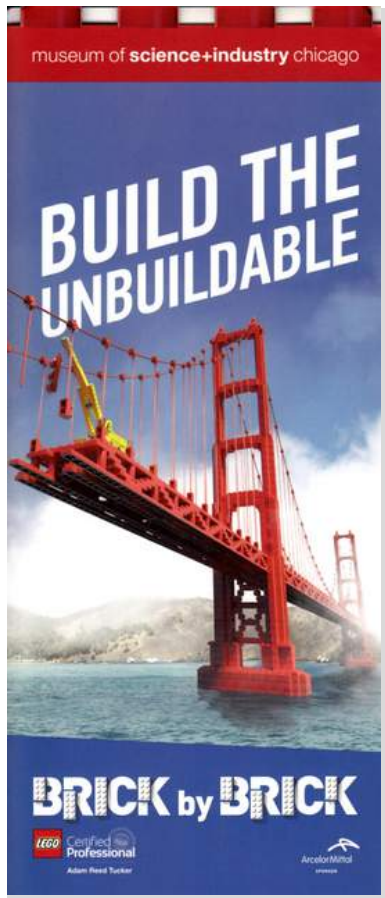
**North Carolina Zoo, USA**

**Nominated by:** Brochure Advertising Services, USA



# Best Brochure Awards 2016

Regional Winners: **Illinois, Pennsylvania & Vermont, USA**



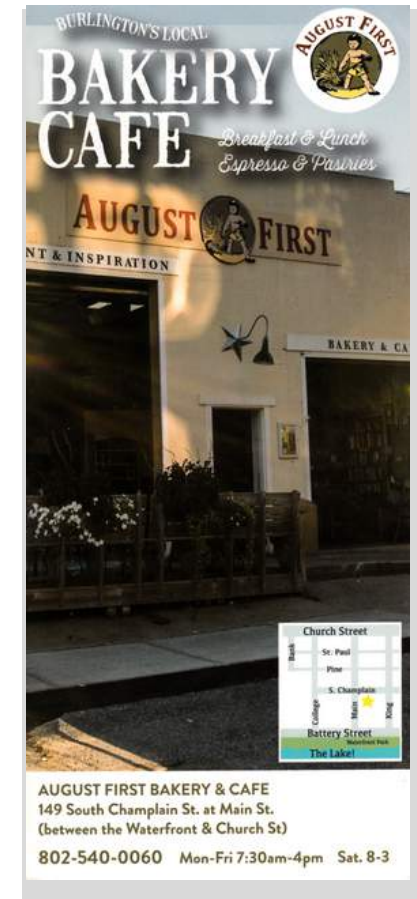
**Museum of Science + Industry,  
Chicago, USA**

**Nominated by:** CTM Media Group,  
USA



**Idlewild & SoakZone,  
Pennsylvania, USA**

**Nominated by:** Getaways on  
Display, USA



**August First Bakery Cafe,  
Burlington, Vermont, USA**

**Nominated by:** PP&D Distribution,  
USA

# Best Brochure Awards 2016

Regional Winners: **California, USA**



**Go Jump Oceanside,  
California, USA**

**Nominated by:** Certified Folder  
Display Service, USA

# Best Brochure Awards 2016

Regional Winners: **Mexico**

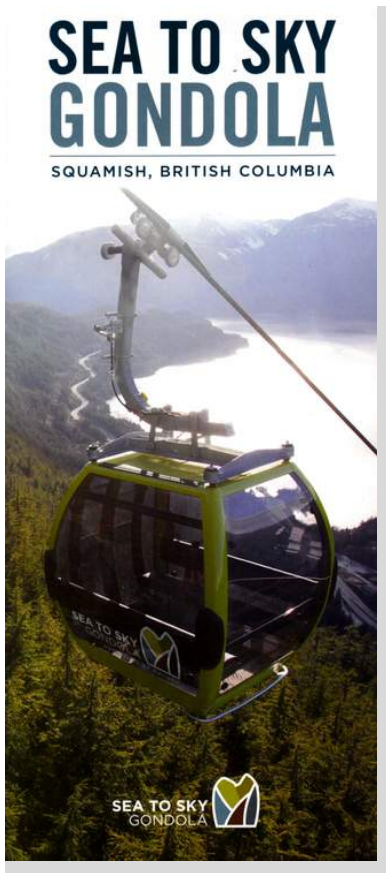


**Museo de Ripley, Mexico City**

Nominated by: Get it, Mexico

# Best Brochure Awards 2016

## Regional Winners: **Canada**



### **Sea to Sky, Vancouver, Canada**

**Nominated by:** Certified Folder  
Display Service Canada, Inc



### **Owl Rafting, Ontario, Canada**

**Nominated by:** CTM Media Group  
Inc.



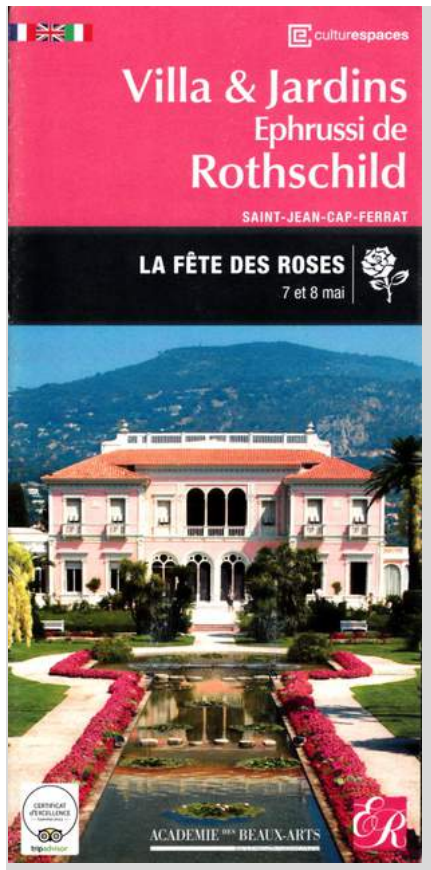
### **Heritage Park, Alberta, Canada**

**Nominated by:** InterWest  
Brochures Alberta

# Best Brochure Awards 2016

## Regional Winners: France & Switzerland

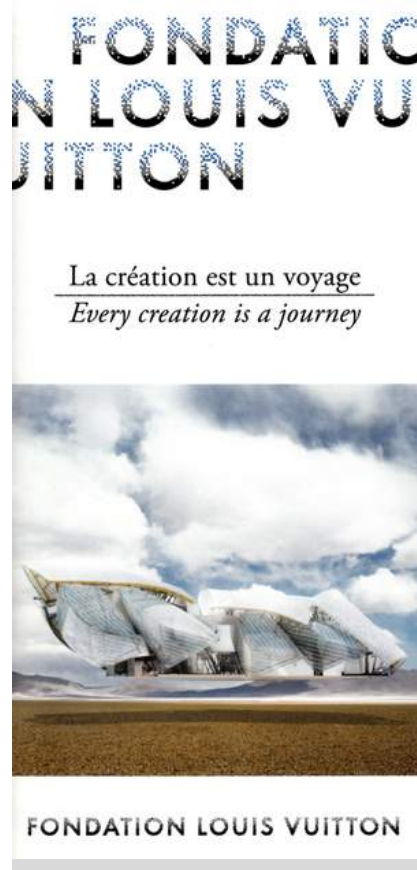
### France



### Villa & Jardins, Saint-Jean-Cap-Ferrat, France

**Nominated by:** BHS Promotions, France

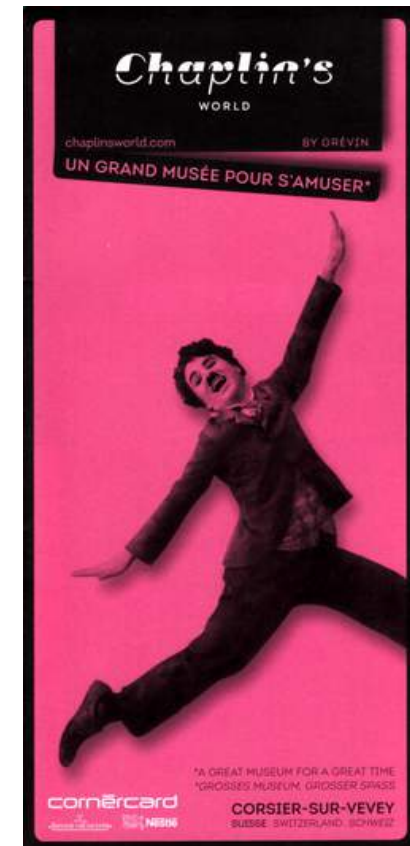
### France



### Fondation Louis Vuitton, Paris, France

**Nominated by:** FBS - France Brochures System, France

### Switzerland



### Chaplin's World, Corsier-sur-Vevey, Switzerland

**Nominated by:** Touring Info Service, Switzerland

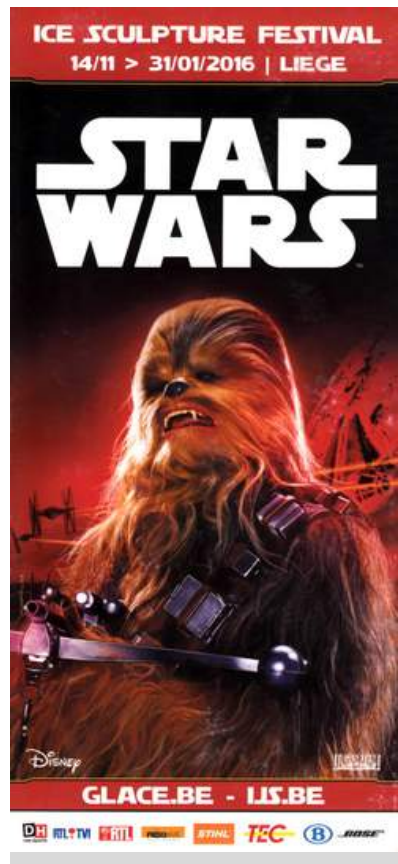
# Best Brochure Awards 2016

## Regional Winners: **Belgium**



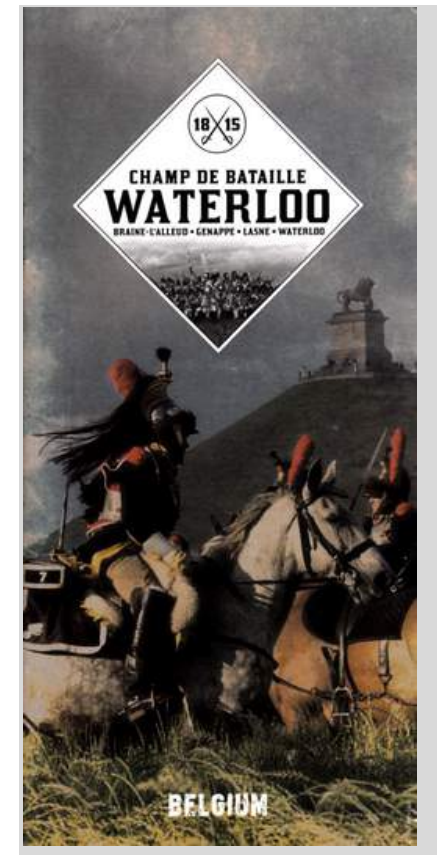
**Atomium, Brussels, Belgium**

Nominated by: BHS Promotion



**Star Wars Ice Sculpture Festival, Belgium**

Nominated by: Culture & Promotion



**Champ de Bataille Waterloo, Belgium**

Nominated by: Zoom on Arts

# Best Brochure Awards 2016

## Regional Winners: **Germany and Greece**



### **Panorama Punkt, Berlin, Germany**

**Nominated by:** DINAMIX Media GmbH,  
Germany



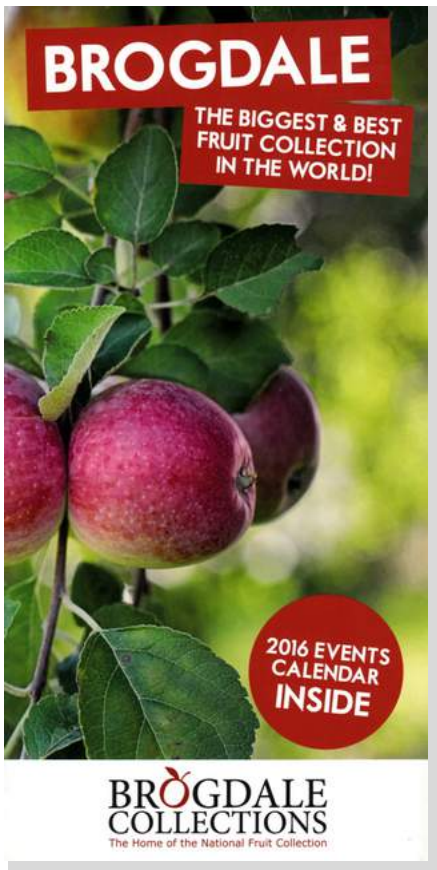
### **Hard Rock Cafe, Athens, Greece**

**Nominated by:** City Contact,  
Greece

# Best Brochure Awards 2016

## Regional Winners: **England, Scotland, Ireland**

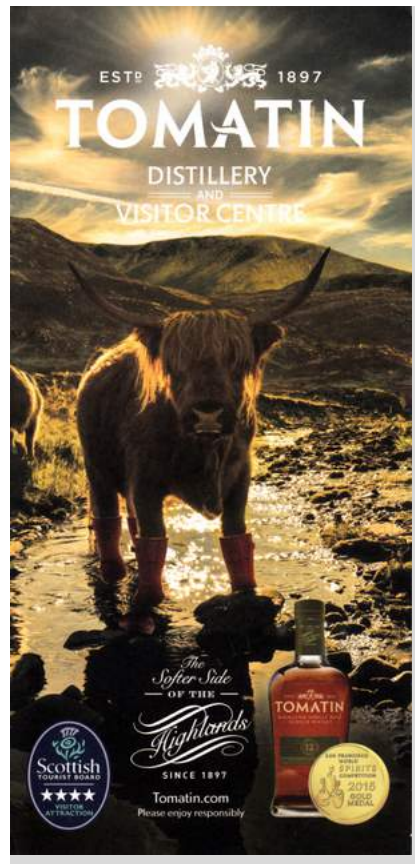
### England



**Brogdale Collections, Kent, England**

**Nominated by:** Take One Media, England

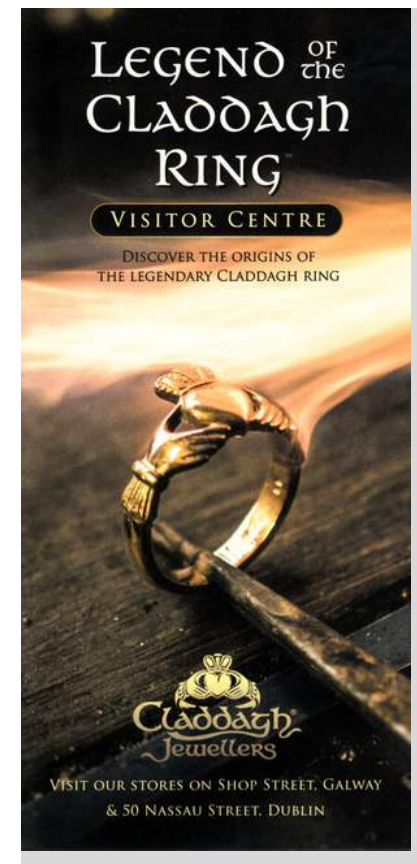
### Scotland



**Tomatin Distillery & Visitor Centre, Inverness-shire, Scotland**

**Nominated by:** Landmark Press, Scotland

### Ireland



**Claddagh Jewellers, Dublin and Galway, Ireland**

**Nominated by:** Glance Promotions, Ireland



# Best Brochure Awards 2016

Regional Winners: **South Africa**



**Nomad Africa Adventure  
Tours, South Africa**

**Nominated by:** Brochure Management,  
South Africa