

THE 2017

BEST BROCHURE AWARDS



The International Association
of Visitor Information Providers

VisitorInternational.com



Best Brochure Awards 2017

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 2017 Best Brochure Awards Competition

During 2017, from a possible field of over 19,000 brochures, representing the collective client base of the association's membership, 76 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 2017 Winners are...



VISITOR
International

The International Association
of Visitor Information Providers

Best Brochure Awards 2017

OVERALL WORLD WINNERS - BROCHURES

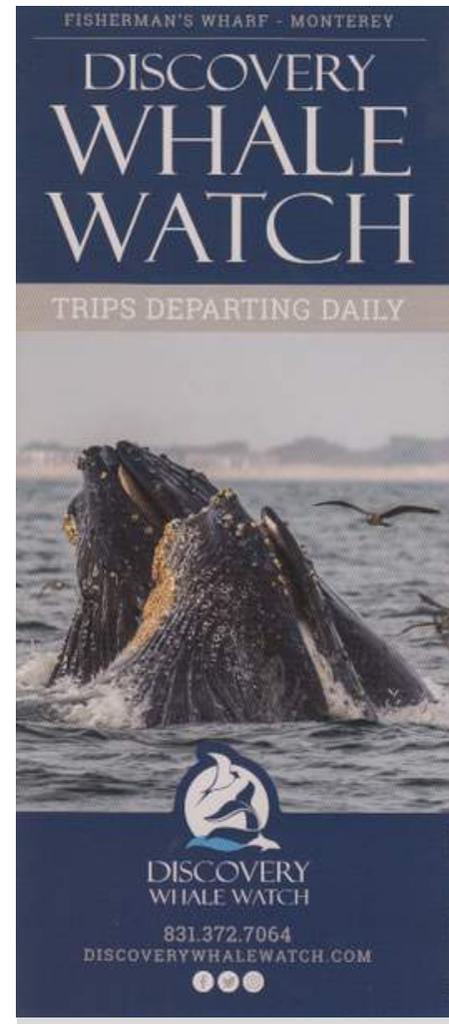


**Overall
Winner**



**Sea-Life
Blankenberghe,
Blankenberghe,
Belgium**

Nominated by: BHS
Promotion, Belgium



**World
Runner-Up**

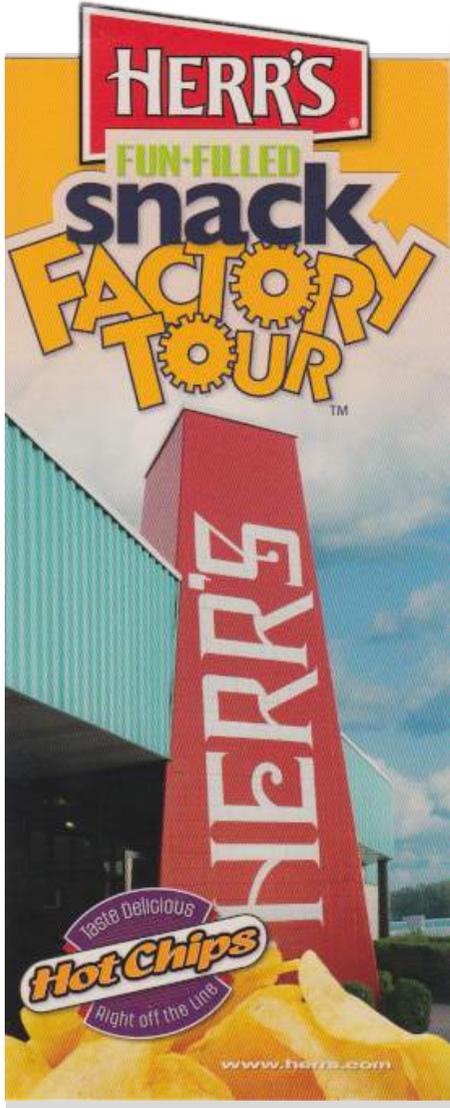


**Discovery
Whale Watch
Monterey,
California**

Nominated by:
Certified Folder Display
Service Inc., USA

Best Brochure Awards 2017

OVERALL WORLD WINNERS - BROCHURES

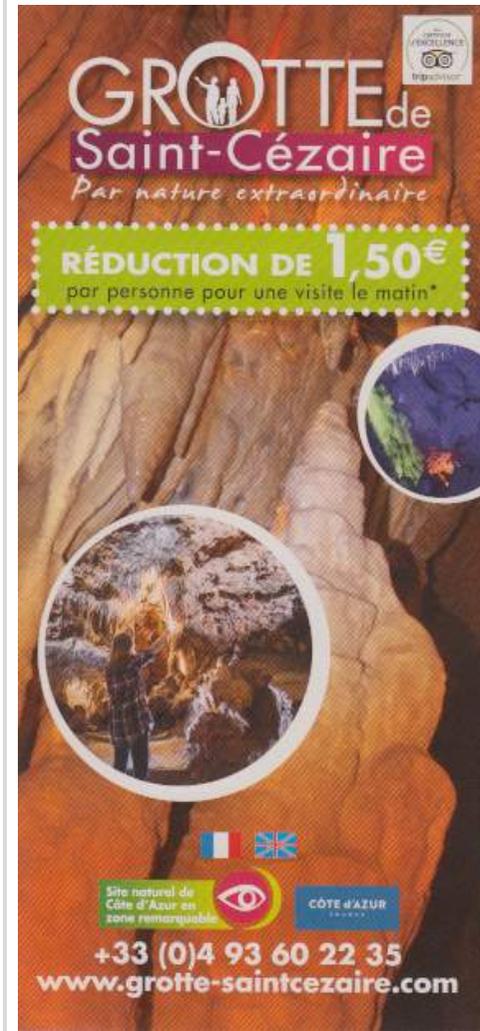


World's
#3



**Herr's Snack
Factory Tour,**
Nottingham,
Pennsylvania

Nominated by: CTM
Media Group, USA



World's
#4



**Grotte de
Saint-Cézaire,**
Saint-Cézaire-
sur-Siagne,
France

Nominated by: BHS
Promotion, Nice

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OVERALL WORLD WINNERS - RACK CARDS

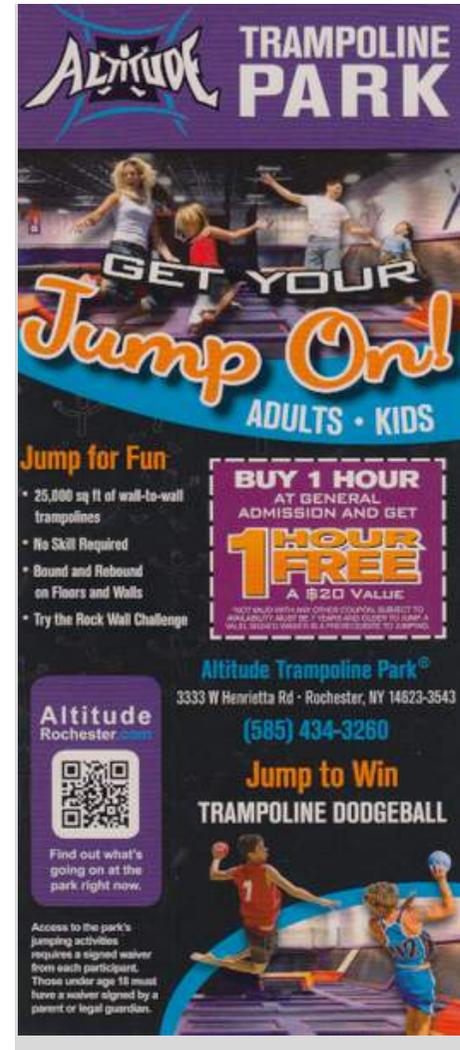


RACK CARD
Winner



**Fort Dalles,
The Dalles,
Oregon**

Nominated by:
Certified Folder Display
Service Inc., USA



RACK CARD
Runner-Up

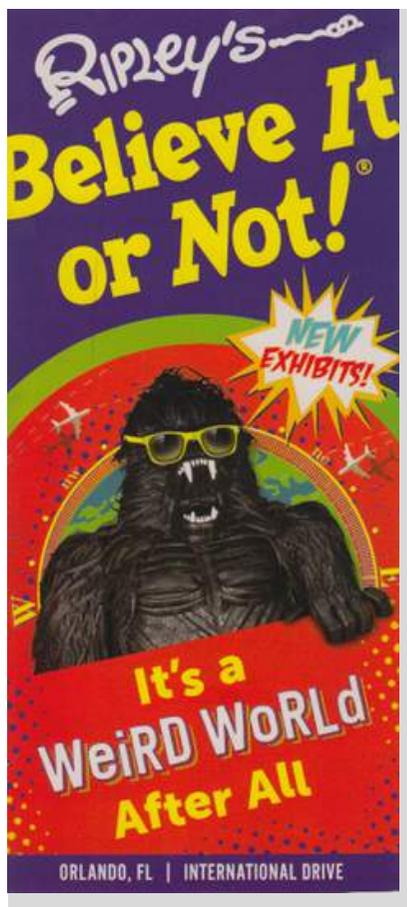


**Altitude
Trampoline
Park**
Rochester,
New York

Nominated by:
Brochures Unlimited,
USA

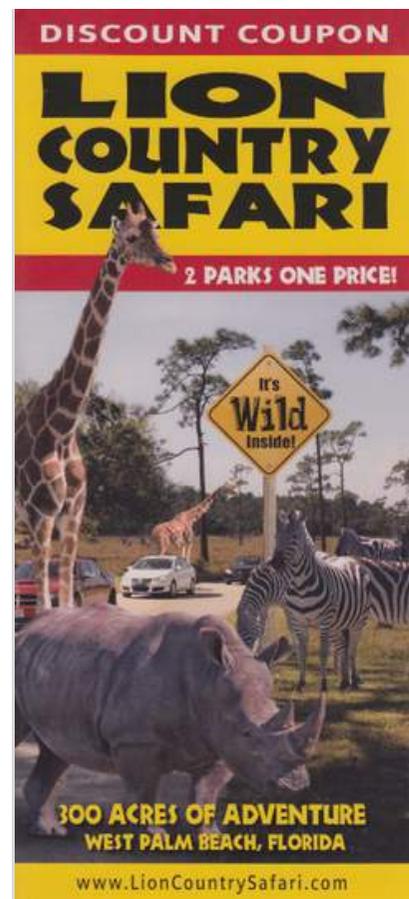
Best Brochure Awards 2017

Regional Winners: **Florida, USA**



Ripley's Believe It or Not! It's a Weird World After All, Orlando, Florida, USA

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



Lion Country Safari, Florida, USA

Nominated by: Kenney
Communications, USA

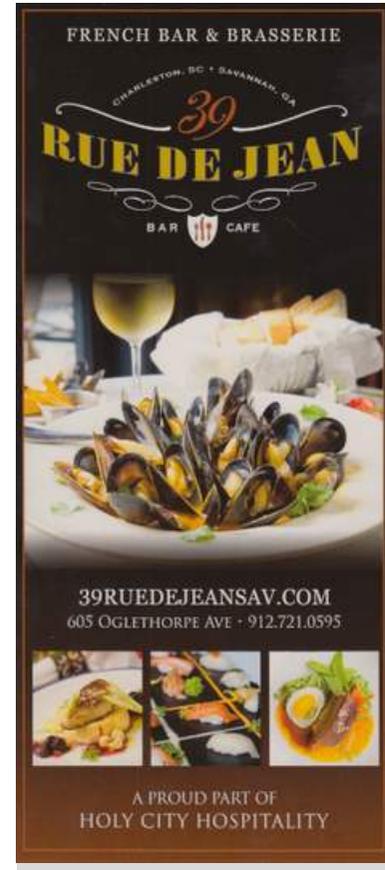
World Brochure Awards 2017

Regional Winners: **North Carolina and Georgia, USA**



Biltmore, Asheville, North Carolina, USA

Nominated by: Print Distribution Service, USA

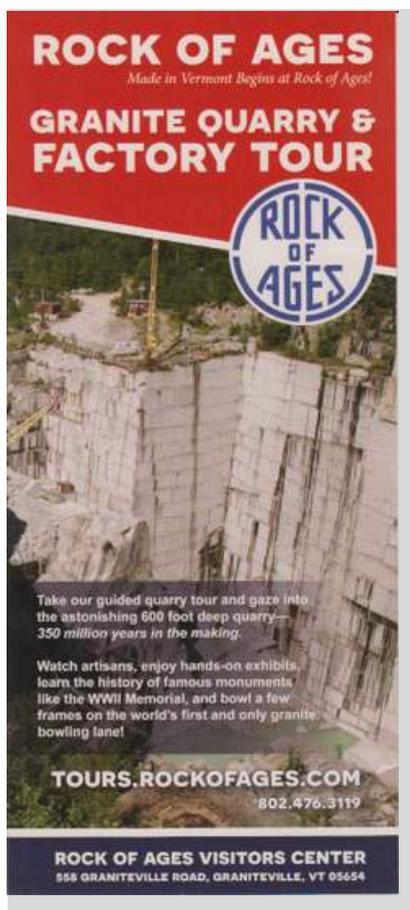


39 Rue de Jean, Georgia, USA

Nominated by: Official Guides of Savannah, LLC, USA

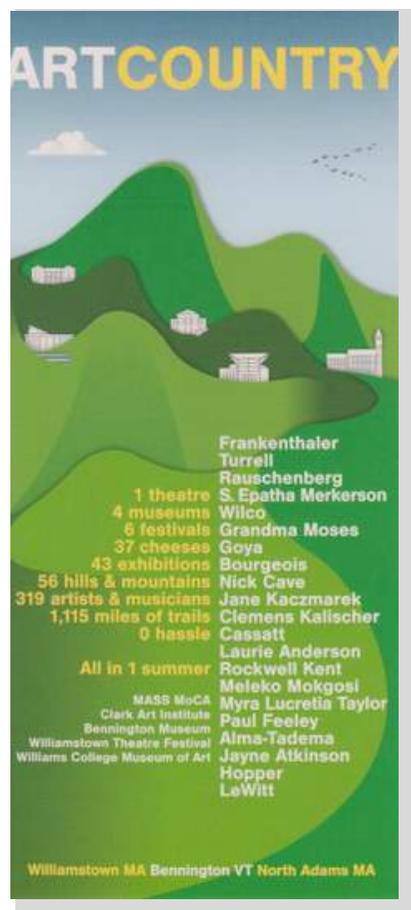
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Regional Winners: Vermont, Massachusetts & New York, USA



Rock of Ages Visitor Rack Card, Vermont, USA

Nominated by: PP&D Brochure Distribution



Art Country, Massachusetts, USA

Nominated by: Berkshire Brochure Display, USA



Altitude Trampoline Park, Rochester, New York

Nominated by: Brochures Unlimited, USA

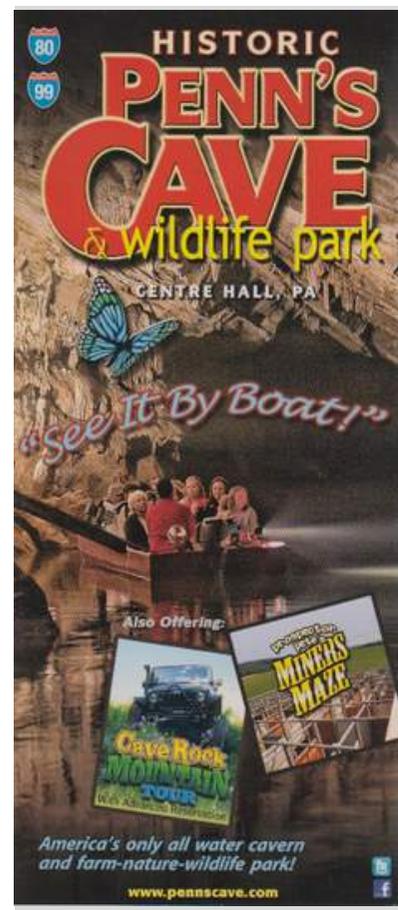
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Regional Winners: **Pennsylvania, USA**



**Herr's Snack Factory Tour,
Nottingham, Pennsylvania USA**

Nominated by: CTM Media Group,
USA

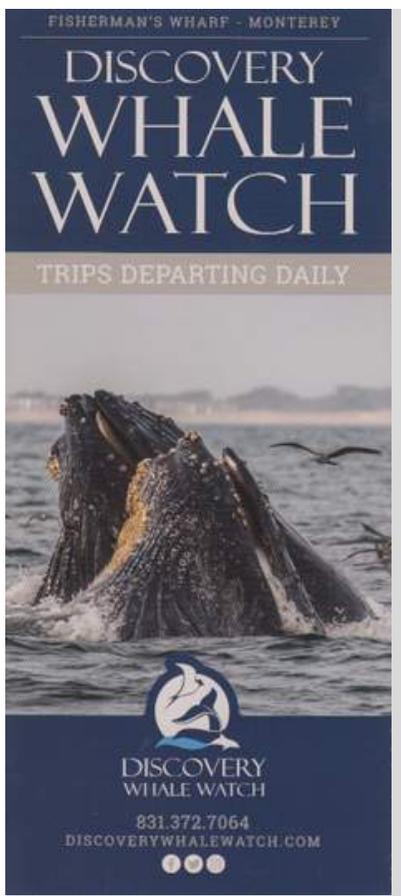


**Historic Penn's Cave & Wildlife
Park, Pennsylvania, USA**

Nominated by: Getaways on
Display, USA

Best Brochure Awards 2017

Regional Winners: **California & Oregon, USA**



**Discovery Whale Watch,
Monterey, California, USA**

Nominated by: Certified Folder
Display Service, USA



**Fort Dalles Museum, The
Dalles, Oregon, USA**

Nominated by: Certified Folder
Display Service, USA

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Regional Winners: **Tennessee, USA**

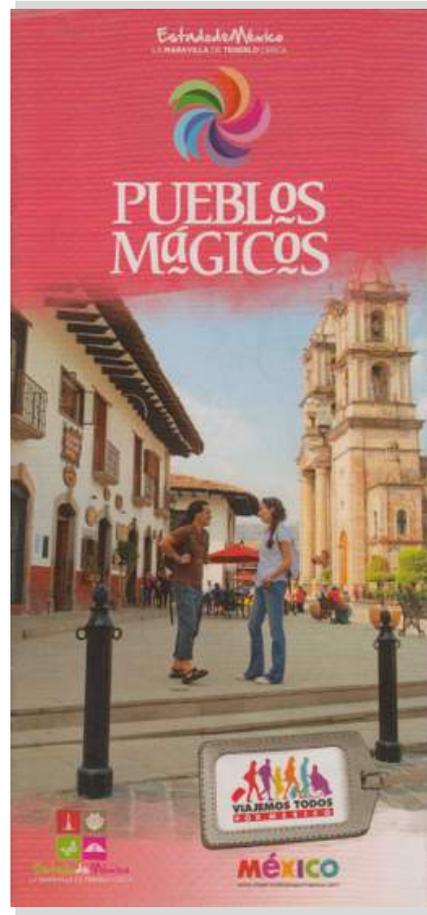


**Smoky Mountain Outdoor
Center, Tennessee, USA**

Nominated by: Brochure
Distribution Services, USA

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Regional Winners: Mexico

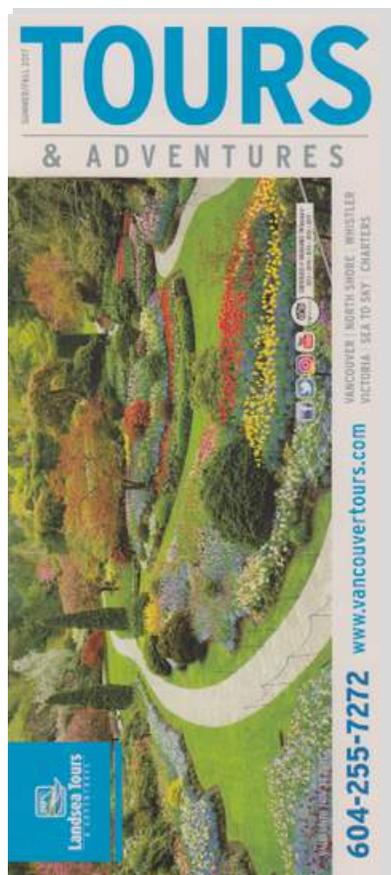


Pueblos Mágicos Estado de México

Nominated by: Get it, Mexico

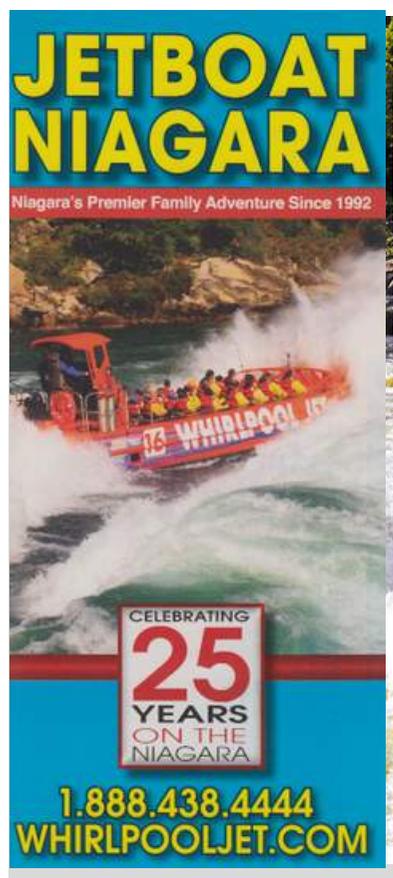
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Regional Winners: **Canada**



Tours & Adventures, Canada

Nominated by: Certified Folder Display Service Canada, Inc



Jetboat Niagara, Canada

Nominated by: CTM Media Group Inc.

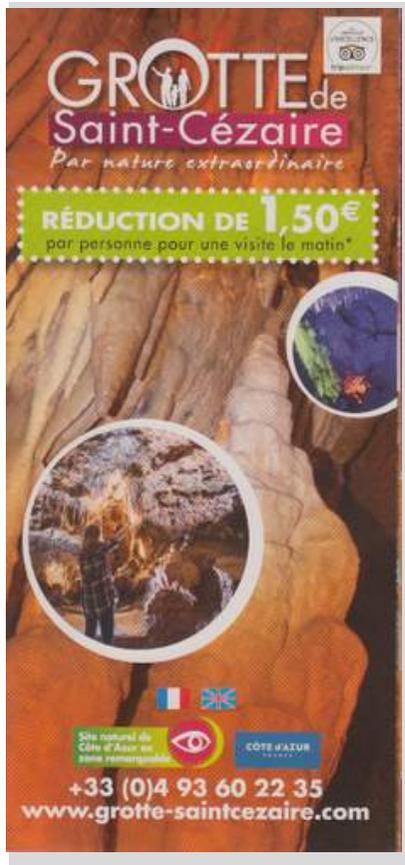


Heritage Park "Escape Today", Canada

Nominated by: InterWest Brochures Alberta

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Regional Winners: France



Grotte de Saint-Cézaire, France

Nominated by: BHS Promotions,
France



Paris Merveilles, France

Nominated by: FBS - France
Brochures System, France



Bagatelle, France

Nominated by: FHS Promotion,
France

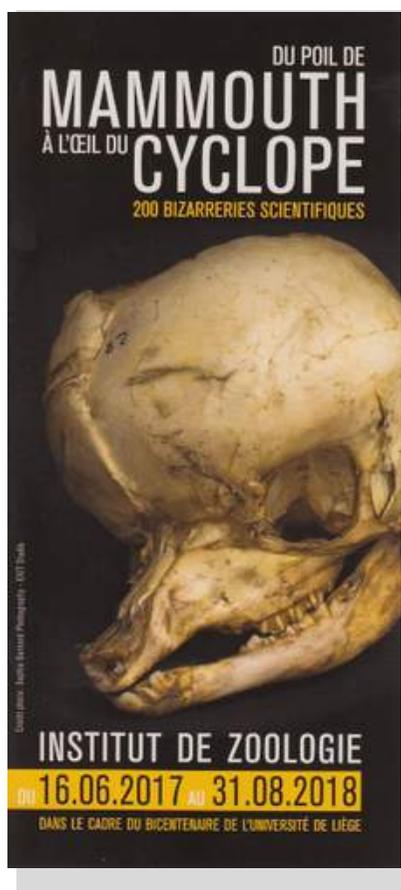
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Regional Winners: **Belgium**



Sea Life, Blankenberge, Belgium

Nominated by: BHS Promotion



Du Poil de Mammouth A L'oeil du Cyclope, Belgium

Nominated by: Culture & Promotion



Rediscover all of Brussels (In a refreshing way)

Nominated by: Zoom on Arts

Best Brochure Awards 2017

Regional Winners: **Germany and Greece**



**Deutsches Spionage Museum,
Berlin, Germany**

Nominated by: DINAMIX Media GmbH,
Germany



Athens Tours & Activities, Greece

Nominated by: City Contact,
Greece

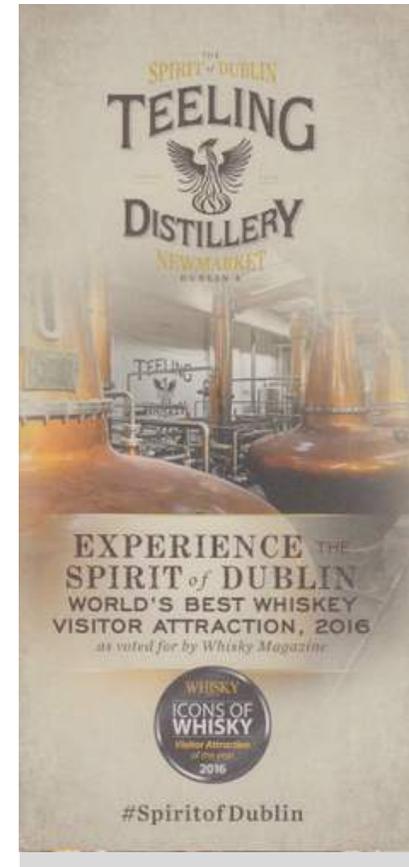
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Regional Winners: **Scotland, Ireland**



Highlands Safari, Scotland

Nominated by: Landmark Press,
Scotland

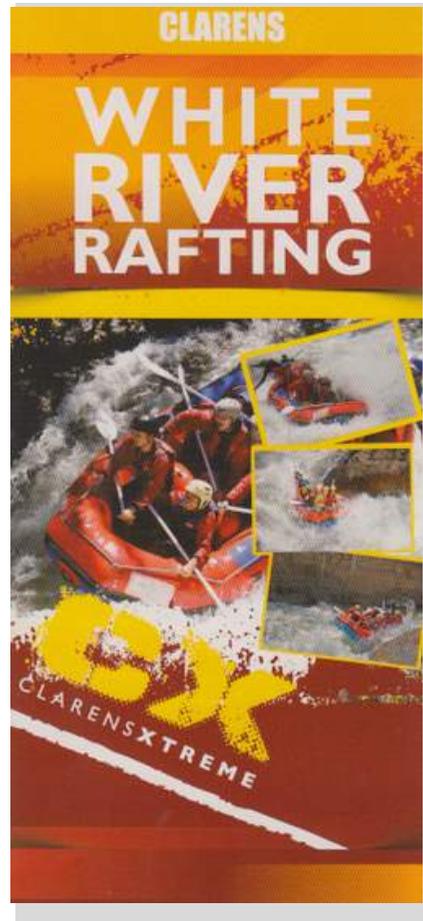


**The Spirit of Dublin, Teeling
Distillery, Ireland**

Nominated by: Glance
Promotions, Ireland

Best Brochure Awards 2017

Regional Winners: **South Africa**



**White River Rafting – Clarens
Xtreme, South Africa**

Nominated by: Brochure Management,
South Africa