



Introductions



Every great adventure starts with a moment of discovery.

Intro: Design Tips



Based on 2022 research findings by Bentley University's Visitor Information Survey:

87% of visitors value brochures and find them useful.

86% of visitors were influenced in one way or another by the brochures they picked up.

7 out of 10 visitors use travel brochures, visitor maps, or travel guides for their trips.

Every great adventure starts with a moment of discovery.

Intro: Design Tips



A rising tide lifts all ships



Hosting a visitor brochure display increases the visibility of local businesses, ranging from famous attractions to the smaller hidden gems that contribute to your destination's distinct character.

86%
of visitors

were influenced in some way by the brochures they picked up. ++

47%

learned about a new service or attraction from what they read in a brochure. ++

27%

were reminded of a service or attraction from reading a visitor brochure. ++

21%

purchased tickets or merchandise from businesses mentioned in brochures. ++

20%

altered plans and itineraries based on what they read in a brochure. ++

97%
of guests



utilize printed brochures and maps during their stay. *



Every great adventure starts with a moment of discovery.

Intro: Design Tips



The International Association of
Visitor Information Providers

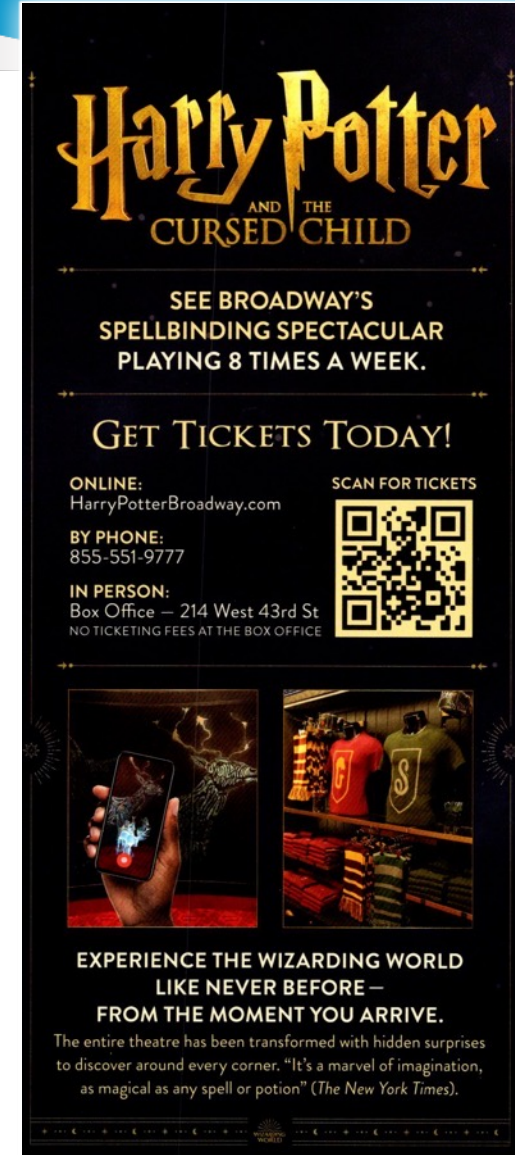
2023 BEST BROCHURE AWARDS

#1: First Place

International Winner

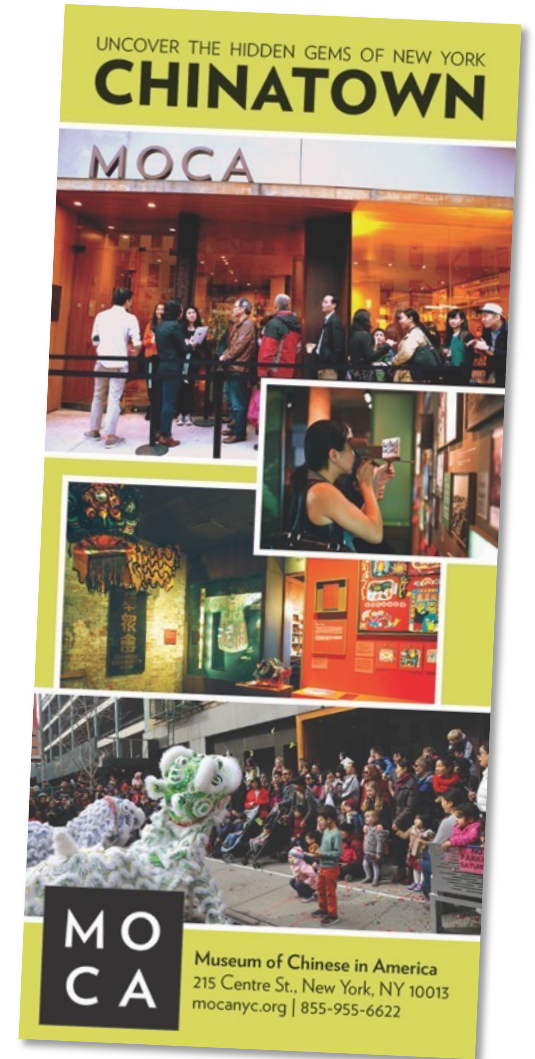
**HARRY POTTER AND
THE CURSED CHILD
ON BROADWAY**

New York, New York, USA
Nominated by:
CTM Media Group U.S.



Every great adventure starts with a moment of discovery.

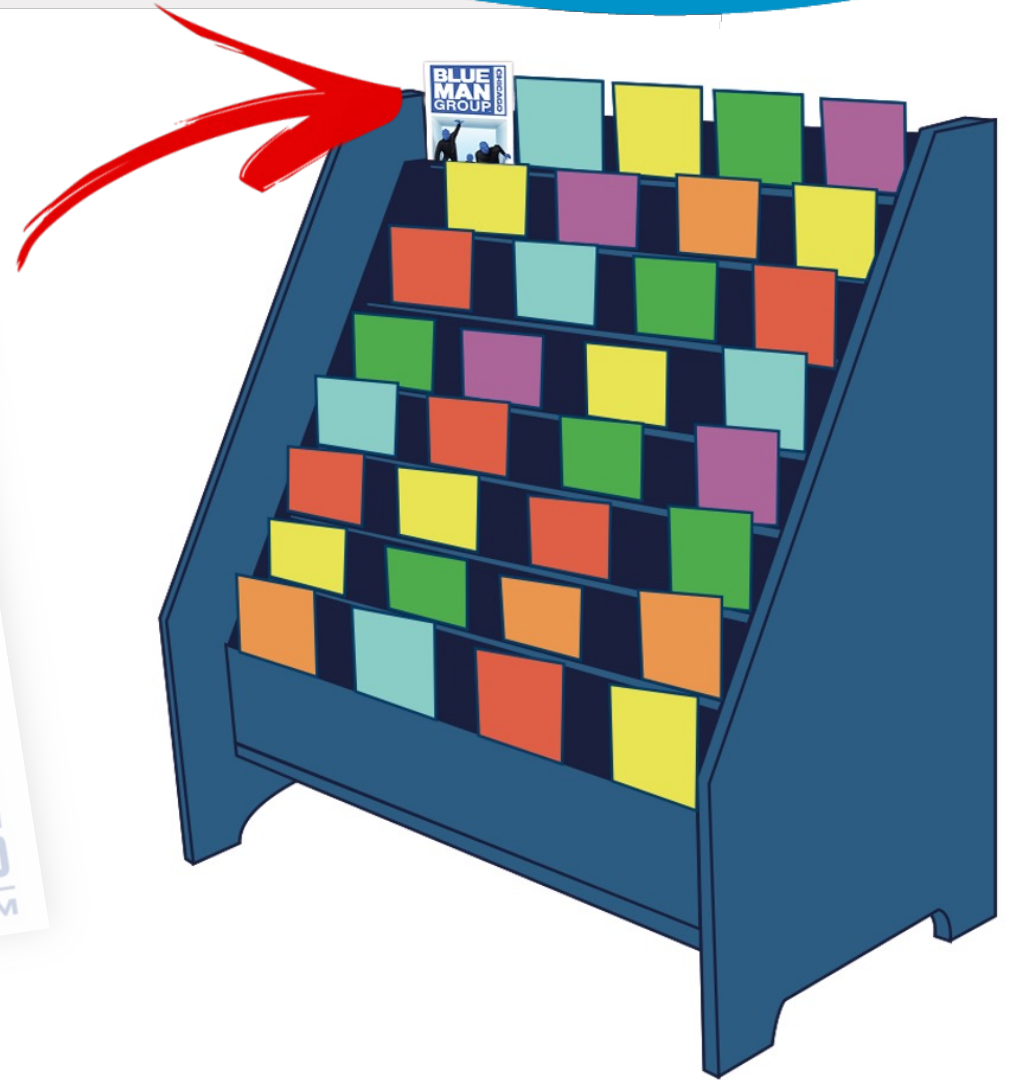
Intro: Design Tips



Tip # 1: Headline

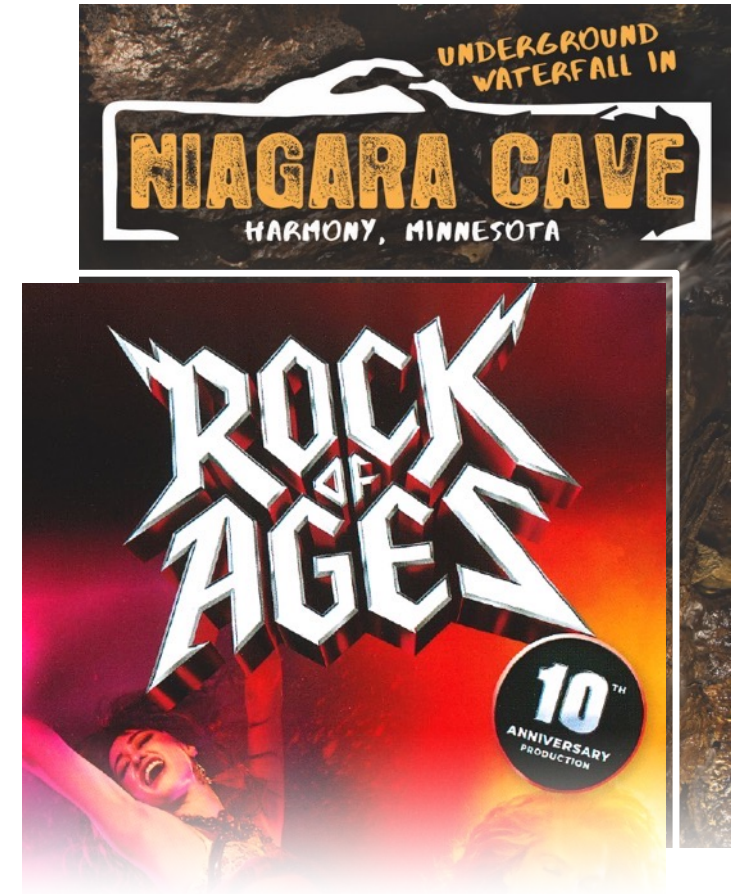


Make sure your
Headline Stands Out!



Every great adventure starts with a moment of discovery.

Define Your Experience



Every great adventure starts with a moment of discovery.

Tip # 2: Content Strategy



FUN WITH A SPLASH!
AMUSEMENT & WATER PARK

- Lazy River
- Speed Slides
- Splash Pad
- Cabana Rentals

The Funplex

TWO GREAT LOCATIONS

MOUNT LAUREL, NJ 3320-24 Route 38
EAST HANOVER, NJ 182 NU-10

www.thefunplex.com

SONGBIRDS
A COLLECTION OF TIMELESS GUITARS
CHATTANOOGA, TN

A GUITAR-ORIENTED, POP CULTURE MUSEUM
EXPERIENCE FOR THE WHOLE FAMILY

THE PREMIER & MOST COMPLETE COLLECTION OF RARE, VINTAGE GUITARS IN THE WORLD

MUSEUM:
Experience the beauty and evolution of the guitar through our permanent and revolving exhibits. Each exhibit features the guitars that made the music you love as well as the stories and artists that brought them to life. Take a personalized, guided tour through our Green Room and Vault that showcase some of our most coveted and rare pieces with our All Access Ticket or rock out in one of our Jam Sessions where you can play the guitars that made history!

CONCERTS:
Songbirds is located downtown in the Choo-Choo complex and boasts over 14,000 sq. ft. of music bliss and the best sound quality of any venue in Chattanooga. Our North Stage is inside our modern guitar museum, providing a more intimate listening room experience for up to just 200 guests with a full bar and seating. The South Stage can hold more than 500 guests with a full bar and lounge area, a brand new sound system and lighting, and VIP seating.

WWW.SONGBIRDS.ROCKS

ZIP LINE & CLIMBING FUN!

TWO CONNECTICUT LOCATIONS!

The Adventure Park

ESCAPE ROOM
FAMOUS ATTRACTION
WITH TWO LOCATIONS IN ATLANTA

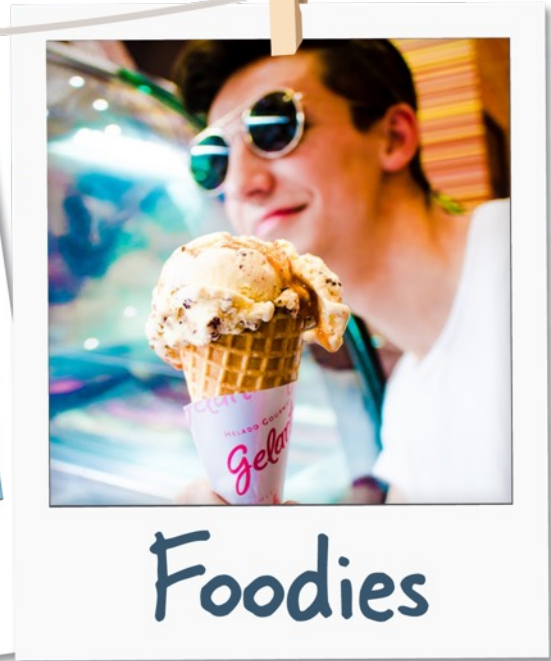
Murder MYSTERY
Tourist Attraction • Friends & Family • Team Building • Date Night

PARANOIAQUEST.COM
72 BROAD ST SW • ATLANTA, GA 30303
(678) 828-4410

Every great adventure starts with a moment of discovery.


Audience/Target Market

Who are you appealing to?




Every great adventure starts with a moment of discovery.

Keep It Simple




SHOP. DINE. PLAY. STAY.

PLAN YOUR TRIP + FIND OUT MORE AT
MALLOFAMERICA.COM/VISIT



Mall of America® is a one-of-a-kind destination all under one roof. Come and explore the largest shopping and entertainment complex in North America, where there is something for everyone.



WINN-DIXIE

AMERICAN
Jazz
MUSEUM

EXHIBITS
EDUCATION
LIVE MUSIC

25 YEARS



LOCATED IN
THE HISTORIC
18TH & VINE
Jazz DISTRICT

Every great adventure starts with a moment of discovery.

Keep It Simple



DISTILLERY TOURS & DINING
River Falls, WI



Discover the ultimate destination for craft cocktails, tasty food, live music, and so much more just 20 minutes from St. Paul.

TATTERSALLDISTILLING.COM



STOP IN FOR A BITE

From pizza and burgers to seasonal specials and local treats, we've got something for everyone — all paired with exceptional drinks.



SAMPLE SPIRITS POWERED BY THE SUN

Tattersall Distilling has the largest solar array of any distillery in the country — stop into the market to sample spirits with big flavor and a smaller carbon footprint.



GO BEHIND THE SCENES

Get in on a distillery tour to see how we make our award-winning Tattersall spirits and taste the results along the way. Every Saturday at 1 and 2:30 p.m.



ROCK LIVE MUSIC AND EVENTS

Check out our website to see who's playing in our outdoor amphitheater and patio this summer.



STEP UP YOUR HOME BAR


Learn how to make classic cocktails and uniquely Tattersall drinks paired with charcuterie at Cocktail Academy classes led by our expert team.

 **SCAN FOR DIRECTIONS**



Every great adventure starts with a moment of discovery.


Call to Action



WINNER!
BEST MUSICAL
ALL ACROSS NORTH AMERICA
NYC | TORONTO | D.C. | SEATTLE | SAN DIEGO

COME FROM AWAY

THE REMARKABLE TRUE STORY
OF THE SMALL TOWN THAT
WELCOMED THE WORLD



NOW ON BROADWAY
TELECHARGE.COM | (212) 239-6200
Gerald Schoenfeld Theatre, 236 West 45th Street
[COMEFROMAWAY.COM](http://comefromaway.com)




**2 PARKS
1 PRICE!**

 **INCLUDES**

- Amusement Park
- Water Park
- Petting Zoo
- And So Much More!

SCAN TO PURCHASE


SantasVillageDundee.com | 847-426-6751




**GREAT FOOD
GREAT FUN
GREAT PARTY**


TIMES SQUARE
1501 BROADWAY • NEW YORK, NY 10036
212-391-7100

HOURS OF OPERATION
Sun Thur: 11am – Midnight • Fri & Sat 11am – 1am

BUBBAGUMP.COM   

PLAY IN PARADISE!
BOATS • PARASAILING • JET SKIS
KAYAKS • PADDLEBOARDS

\$30 OFF | FOR SIX PEOPLE
OR \$5 OFF PER PERSON
EARLY BIRD SPECIAL BEFORE 11AM

PARADISE PARASAIL
#1 ATTRACTION ON THE LAKE OF THE OZARKS

BOOK YOUR ADVENTURE TODAY!
(573) 365-6757
PARADISEPARASAILMO.COM



 **MISSOURI'S
#1
PARASAIL
COMPANY**

WE'LL BE THE
HIGHLIGHT OF
YOUR SUMMER
VACATION!

TIME-PROVEN EXPERIENCE YOU CAN TRUST
WE GUARANTEE THE BEST RIDE ON THE LAKE!

 1100 BAGWELL DAM BLVD
LAKE OZARK, MO 65049
LOCATED AT THE 0 MILE MARKER
NEXT TO THE BAGWELL DAM





Every great adventure starts with a moment of discovery.

Tip # 3: Visual Appeal

WattaWay TO HIT THE TRAILS

Hike it, bike it, or float your way through Pottawattamie County at WattaWay.com. Home to the Thursday Taco Ride, Iowa's first water trail, and "Bobbing" in two states at one time.



SCAN ME

- Wabash Trace Nature Trail
- West Nishnabotna River Water Trail
- Hitchcock Nature Center Trails
- Bob Kerrey Pedestrian Bridge
- Loess Hills National Scenic Byway
- Mormon Trail
- + and many more at WattaWay.com!

THE NUTCRACKER

Presented by
BANK OF AMERICA

DECEMBER 1-24, 2023
Muriel Kauffman Theatre at the
Kauffman Center for the Performing Arts

CHOREOGRAPHY DEVON CARNEY
MUSIC PETER I. TCHAIKOVSKY

TICKETS ON SALE NOW
KCBALLET.ORG • 816.931.8993

KANSAS CITY BALLET
DEVON CARNEY
ARTISTIC DIRECTOR

OFFICIAL EVENT GUIDE & MAP

SALEM HAUNTED Happenings



MA MASSACHUSETTS
Salem
Still making history.

OCTOBER 2019 HAUNTEDHAPPENINGS.ORG

TIME FLIES WHEN YOU'RE HAVING RUM!

Wicked & Willy's

HAPPY HOUR EVERYDAY TIL' 8PM

LIVE MUSIC

DELICIOUS FOOD

KARAOKE

149 BLEECKER ST. NYC
WWW.WICKEDWILLYS.COM

CITY MUSEUM

Weirdly Wonderful!



citymuseum.org

Every great adventure starts with a moment of discovery.

Contact Information

Don't forget to include:

- Logo
- Address
- Phone Number
- Website URL
- Social Media



123 Main St | Anytown, AB 01234
(555) 555-1234 | www.MyWebsite.com



Photography

- What is Resolution?
- High Resolution Graphics (300 dpi) = Print Images
- Low Resolution Graphics (72 dpi) = Web Images



High Resolution Image: 300 dpi



Low Resolution Image: 72 dpi



Photography

- Personal Photoshoot
- Stock Photography
(royalty free)



iStock.
by Getty Images



Adobe Stock

BIGSTOCK



123RF



PEXELS

shutterstock

dreamstime

Composition

**TV & MOVIE
BUS TOURS**
IN NEW YORK

on location tours



BUS TOURS INCLUDE

- Gossip Girl Sites Tour
- Sex and the City Hotspots Tour
- TCM Classic Film Tour
- The Super Tour of NYC (Superheroes! Comics! More!)
- Sopranos Sites Tour

★★★★★
OVER 40,000 REVIEWERS RATED
OUR TOURS 4.6 OUT OF 5 STARS



NYC TV & MOVIE TOUR
Lights, Camera, Location!

TOUR LENGTH: Approx. 3 hours / 60+ Sites
DEPARTURE TIME: Daily 10AM / Thursdays & Saturdays at 1:30PM
COST: \$56

HIGHLIGHTS:

- Visit locations from *Friends*, including their apartment building
- Pass the hotel seen in *Ocean's 8*, *Home Alone 2* and *American Hustle*
- Visit the pub, the inspiration for MacLaren's in *How I Met Your Mother*
- See locations from all three *Ghostbusters* movies
- Spot The Original Soup Man and *The Amazing Spider-Man*
- See new locations from *Billions*, *The Marvelous Mrs. Maisel*, *Daredevil*, *Unbreakable Kimmy Schmidt*, *Modern Family*, *Mr. Robot*, *Will & Grace*, *Veep*, *Homeland*, *Divorce* and many more

GROUP, PRIVATE TOURS, AND STEP-ON GUIDES ARE AVAILABLE. TOURS DEPART FROM CONVENIENT MIDTOWN LOCATIONS. TOURS ARE LED BY LOCAL NEW YORK CITY ACTORS. ADVANCE PURCHASE REQUIRED; TOURS NORMALLY

CALL 212-913-9740 OR BOOK ONLINE AT ONLYTATIONTOURS.COM

DISPONIBLE EN FRANÇAIS

GOSSIP GIRL SITES TOUR
Spend the day as an Upper East Sider

TOUR LENGTH: Approx. 3 hours / 40+ Sites
DEPARTURE TIME: Thurs, Fri, Sat, Sun at 10AM / Daily at 10AM June-Sept
COST: \$56

HIGHLIGHTS:

- Visit The Empire Hotel, site of Chuck Bass' newest home and business to marry Prince Louie
- Visit Grand Central Terminal where Serena returns to NYC in the first episode
- See the Vera Wang boutique where Dan finds Blair trying on her dress
- Get spotted at the Constance Billard and St. Jude's schools
- Pass the Oak Room where Blair tells Chuck she has to end things with Louie
- Hold court at the Met Steps while you stop for a photo op
- See one of Blair and Serena's favorite department stores
- Pass the bank where Serena impersonates Lily to get the affidavit for Ben

SOPRANOS SITES TOUR
Take a trip through SopranoLand

TOUR LENGTH: Approx. 4 hours / 40+ Sites
DEPARTURE TIME: Thursdays & Saturdays at 10:00AM
COST: \$62

HIGHLIGHTS:

- Stop at the Bada Bing
- Go on location to Harrison High School where A.J. dumped pizza boxes into the pool
- Sit on the steps of the diner where Chris was shot
- Visit the spot where Big Pussy spoke with the FBI
- See Father Phil's Church
- Visit the restaurant where the last scene of the series was filmed, and sit in Tony's booth
- See Pizzaland, The Muffler Man, and other sites used in the opening credits

NEW SUPER TOUR OF NYC
around central manhattan

TOUR LENGTH: Approx. 3 hours / 40+ Sites
DEPARTURE TIME: Fridays & Saturdays at 12 Noon / Ask for Add'l Times
COST: \$56

HIGHLIGHTS:

- FLY to the NY Daily News Building used in *Superman*
- SWING into the Flatiron Building from the *Spider-Man* movies
- SEE where the Battle of New York takes place in *The Avengers*
- SPOT the New York Stock Exchange where Batman fights Bane in *The Dark Knight Rises*
- ZOOM past locations featured in *Jessica Jones*, *Daredevil*, and *Iron Fist*
- CATCH a glimpse of where Uncle Ben gives his famous catchphrase to Peter Parker in *Spider-Man*
- SAVE New York City at the Statue of Liberty and Staten Island Ferry seen in *X-Men* and *Spider-Man: Homecoming*

ASK ABOUT OUR PARTY KIT ADD-ON

ONLYTATIONTOURS.COM

TCM CLASSIC FILM TOUR
TCM presents an insider's view of movie locations and film history

TOUR LENGTH: Approx. 3 hours / 40+ Sites
DEPARTURE TIME: Thursdays & Saturdays at 10:30AM
COST: \$56

HIGHLIGHTS:

- Check out Holly Golightly's brownstone from *Breakfast at Tiffany's*
- Shop at the market seen in *Manhattan* and *You've Got Mail*
- See the Empire State Building, featured in *King Kong* and *Seven Year Itch*
- Take pictures at the grate where Marilyn Monroe's skirt flew up in *North by Northwest*
- Go on location to Grand Central Terminal, seen in *North by Northwest* and *Superman*
- Match Central Park filming locations to movie
- Edison shorts to *Ghostbusters*
- Enjoy a welcome video from TCM H
- trivia from our expert guides

Every great adventure starts with a moment of discovery.

Composition



Every great adventure starts with a moment of discovery.

Composition



Every great adventure starts with a moment of discovery.

Composition



Every great adventure starts with a moment of discovery.

Composition



Every great adventure starts with a moment of discovery.

Composition



Every great adventure starts with a moment of discovery.

Composition



Milwaukee Public Museum (MPM) is Wisconsin's natural history museum and the most visited museum in the state. Every trip to MPM is a unique journey!

Visit hundreds of live butterflies in our tropical garden.

Come face-to-face with life-sized dinosaurs.

Discover cultures, landscapes, and animals from around the world and throughout time on all three exhibit floors.

Our Daniel M. Soref Dome Theater and Planetarium even makes it possible to soar the skies.


We've got something for *everyone!*

OPEN
Wednesdays-Mondays,
10 a.m. - 5 p.m.

MPM strives to be accessible to all visitors. For accommodation requests related to a disability, contact us at access@mpm.edu or 414-278-2728.




mpm.edu









MILWAUKEE PUBLIC MUSEUM

What will *you* find?






Celebrate
La Salle
Illinois

La Salle's Biggest party of the year is back!
June 20-23

 Thur. June 20 Hairbanger's Ball - 7pm	 Fri. June 21 Burning Red: A Tribute to Taylor Swift - 7pm
 Fri. Jun 21 Alike Arlynn - 9pm	 Fri. June 21 Fireworks - 9:45pm
 Sat. June 22 303 - 6pm	 Sat. June 22 Resurrection A Journey Tribute - 9pm

Visit our Facebook page:
Celebrate La Salle

lasalle-il.gov or 815•223•3755



La Salle Business Association


SEPTEMBER 13

10TH ANNUAL
Celebrating with bands, BBQ & Rib Cook-off contest. Music starts at 4p. Free admission.

DOWNTOWN LA SALLE ILLINOIS

Wine tasting, craft beer, cocktails with delicious food and some of the best Jazz around. 4p. Free admission

SEPTEMBER 14


JAZZ'n THE Street

10k-3/24

LASALLEBUSINESS.ORG

Every great adventure starts with a moment of discovery.

Typography

- Limit Fonts
- Legible Typefaces
- Recommended Font Sizes
- Font Resources



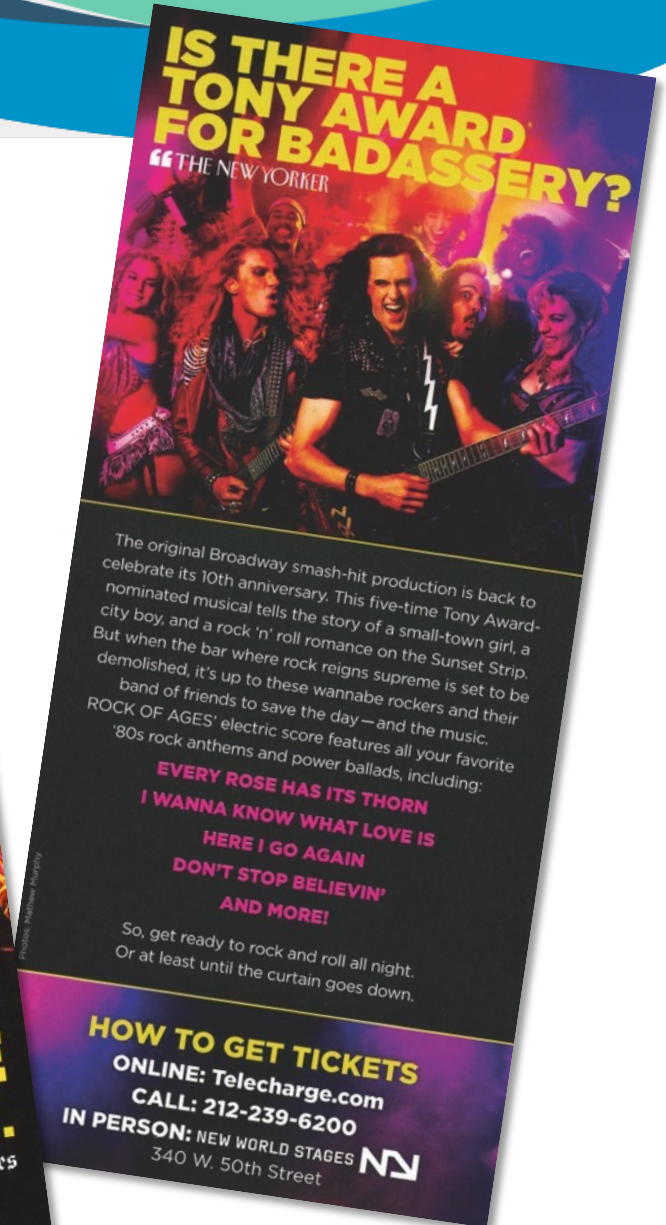
6 pt Text
8 pt Text
10 pt Text
16 pt Text
20 pt Text

FONT
SQUIRREL

font
space

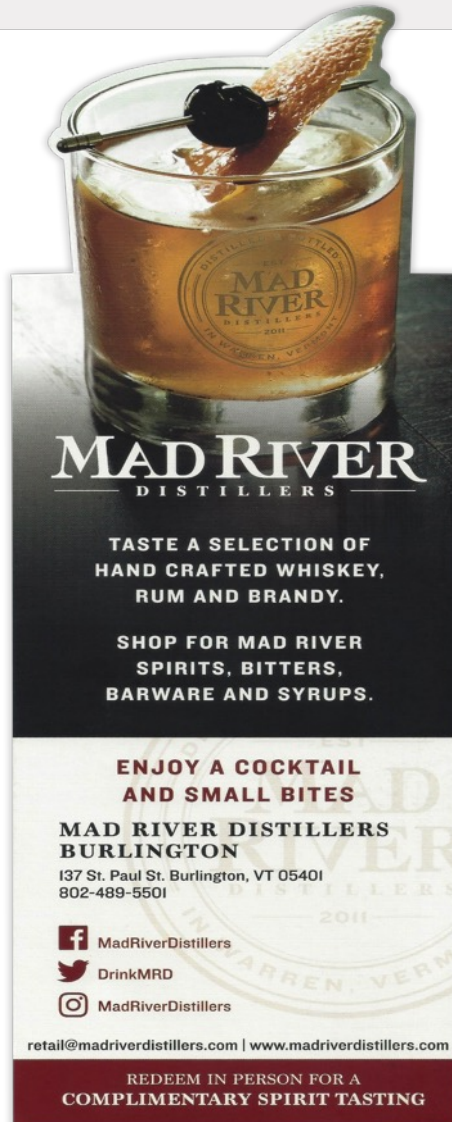
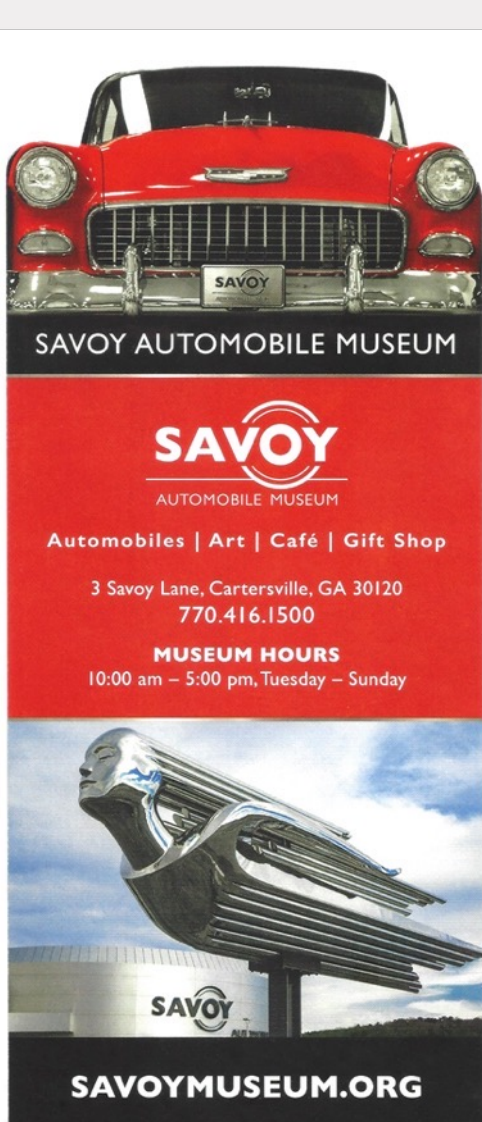
dafont
.com

Google Fonts



Every great adventure starts with a moment of discovery.

Tip # 4: Construction

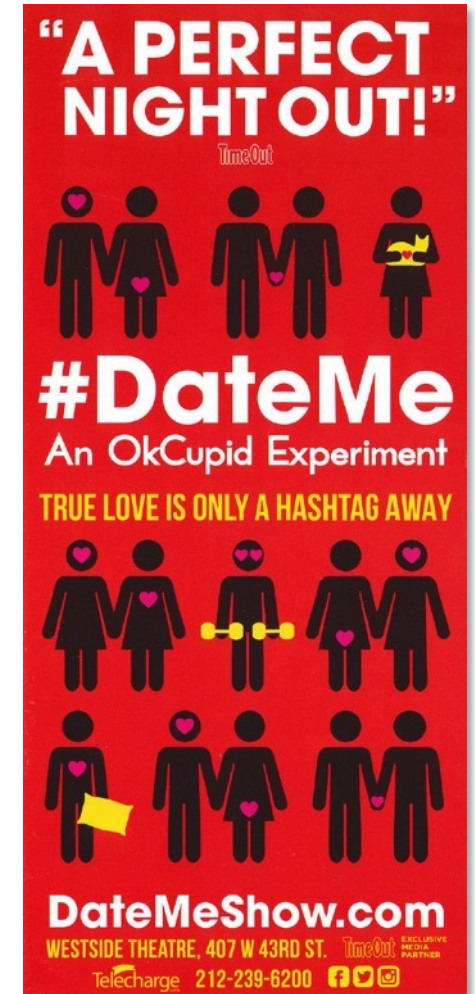


- Paper Stock
- Die-cuts
- Rounded Corners
- Foil Stamping
- Varnishes & Coating



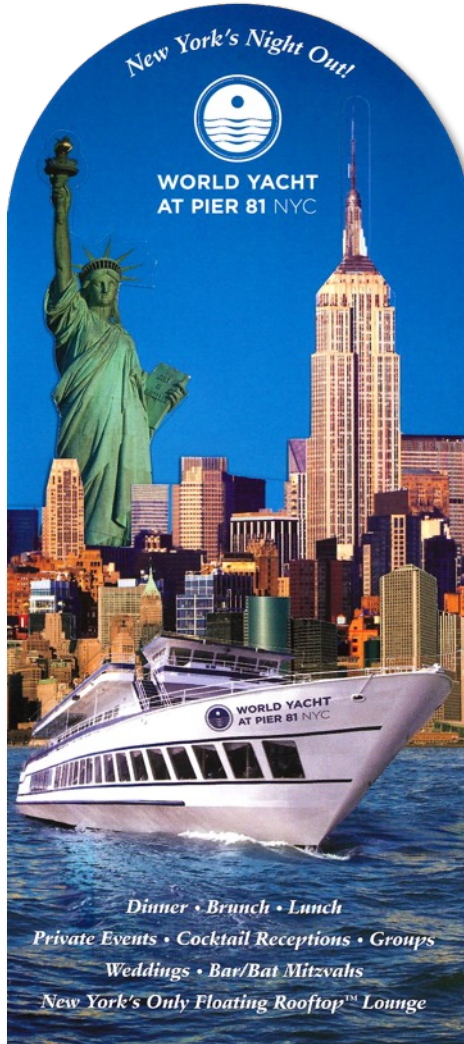
Every great adventure starts with a moment of discovery.

Tip # 5: Be Creative!



Every great adventure starts with a moment of discovery.

Keepsakes & Mementos



Every great adventure starts with a moment of discovery.

Questions & Answers:

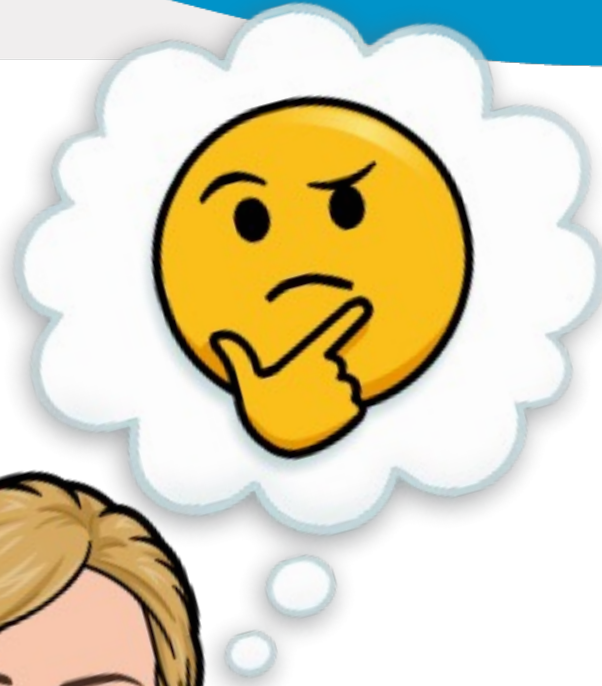


Koni Reese

Regional Director of Sales

CTM Media Group

kreese@ctmmedia.com



Kristin Giron

Art Director

CTM Media Group

kgiron@ctmmedia.com

Every great adventure starts with a moment of discovery.