

# Much-loved DK Eyewitness Travel Guides revamped for 2014

*New itineraries and content take travelers inside today's Italy, Paris, London, NYC*

For more than 20 years, travelers have trusted the details to DK's Eyewitness Travel Guides. This summer, adventure-seekers in iconic destinations like Italy, London, Paris and New York City will notice an upgrade to their trusty guides.

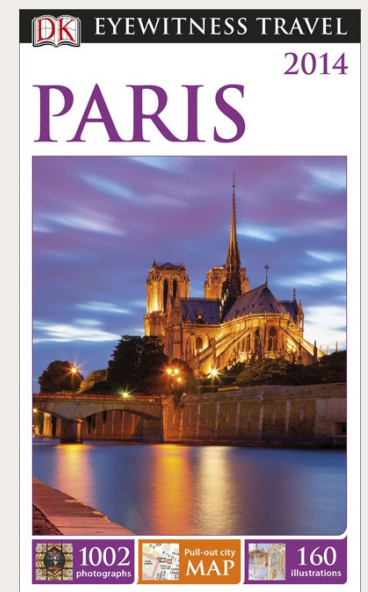
The series re-launch includes updated itineraries ranging from 2-14 days, new content, stunning images and improved usability with the same gold-standard integrity they are known and loved for. Key features include:

- New itineraries based on lengths of stay, regional destinations, or themes
- City guides with tailor-made daytrip and weekend itineraries
- Country guide itineraries ranging from two to fourteen days
- Brand-new hotel and restaurant listings
- DK Choice listings highlighting special recommendations for dining and accommodations
- Simplified price and cuisine categories, with photography throughout
- Redrawn maps for improved readability
- Restaurants plotted on maps and listed with adjacent sights
- More detailed street maps, with subway stops and viewing points

**DK** (<http://us.dk.com>) is the bestselling and award-winning publisher known for informing, entertaining, and educating global audiences through beautifully designed content. DK publishes the Eyewitness series for children and Eyewitness Travel Guides. BradyGames, Alpha Books, and Rough Guides are also available from DK, a division of Penguin Random House.

## Story Ideas

- Why more people buy print guides than digital counterparts
- Should you trust a crowd-sourced travel guide?
- New itineraries for the summer's hottest travel destinations
- Edible Italy: Fall gastronomic festivals commemorating chestnuts, cheeses, sausages & mushrooms
- Two hours in Notting Hill, 90-Minutes in Montmartre & other can't-miss guided walks in Europe
- The flavors of NYC: Five classic city specialties (and where to find them!)
- Holiday travel: Where to go for the best history, culture, architecture, and art



PR **BY THE BOOK**

## Available for Interview

**Nancy Ellwood** (DK Editorial Director) has been editing children's nonfiction for more than 17 years and has been with DK since 2007. In her current role, Nancy ensures that the content developed by her talented colleagues around the world makes it into the hands and hearts of children, families, teachers, and librarians in the US. Her favorite places include London, Madrid, and of course, New York, where she was born and still resides. Nancy is available May-June 2014.

**Georgina Dee** (DK Travel Publishing Director) joined DK 13 years ago after travelling around Thailand, Vietnam and Malaysia. "Travel is something that everyone understands and wants to be inspired by," she says. "My job is to help people get that inspiration." Georgina grew up in London and recently moved to the small, riverside town of Henley where she lives with her husband and two boys. One of her favorite places is St. Ouen's beach on the small island of Jersey, nestled in the English Channel between Britain and France.

## Praise

"Each book is a visual as well as informational feast about a particular place." –*The New York Times*

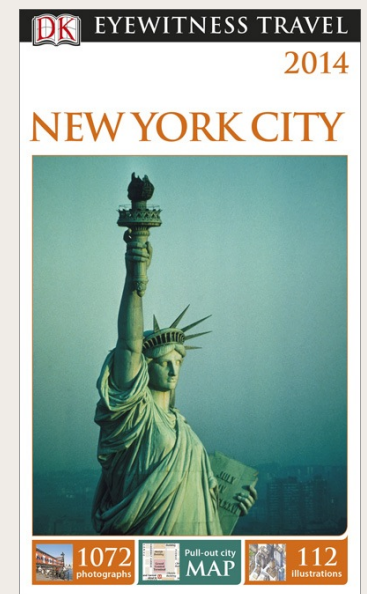
"If you've spent any time thumbing through travel books, no doubt you've cooed over Dorling Kindersley's "Eyewitness Travel Guides" — the Cadillacs of guidebooks, with beautiful illustrations and maps, helpful diagrams and elegantly edited information." –*Chicago Tribune*

"The best travel guides ever." –*Delta Sky Magazine*

"[T]he collector's items of guidebooks...with full-color and shiny stock." –*United Hemispheres Magazine*

"It's hard not to love the dynamic use of color pictures—and the sizable color street, hotel and subway/bus maps...[The maps are] epic. No other guidebook maps can compare..." –*Denver Post*

"Eyewitness is easily the most visually stunning guidebook series, full of pioneering innovations such as 3-D maps, building cutaways, floor plans, guided walks, and magazine-quality photography to show you what some guides only tell you." –*Men's Journal*



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