

DESCRIPTIVE ADJECTIVES FOR BROCHURES AND LEAFLETS.

The setting, the destination.

breathtaking, stunning (views, scenery)
exotic (beauty, charm, location)
picturesque, quaint (streets, villages, cottages)
Outstanding, gorgeous, magnificent, splendid (architectural legacy)
Impressive / awe-inspiring
Striking (beauty)
Vibrant / bustling (city, market) / **lively** (city) **iconic** (city, destination)
ideal, idyllic, earthly paradise, heavenly, divine
scenic (route)
spectacular, dramatic (alpine lake)
majestic (mountains and national parks)
crystal clear (sea) **colourful, turquoise** (waters)
adventurous (destination)
sumptuous (surroundings, suites)
unspoilt=untouched (rainforest) **pristine** (beach)
tranquil (waters) **peaceful** (atmosphere)
intimate, charming (resort)
jagged (coastline), **rugged** (landscape, coast)
mighty (river, cathedral, oak)
snow-capped, snow-covered (mountain, volcano)

Hotel / restaurant / museum

World-class (museum, cuisine, accommodation)
quality (service)
Award-winning (restaurant)
Renowned / famous / well-known / world famous
State-of-the-art (cruise ship)
Upmarket / upscale / high-end
Luxury (hotel)
luxurious
gourmet (food, cuisine)
specialty (restaurant)
authentic, genuine (cuisine)
stupendous (national cuisine)
Mouthwatering (cookery = cuisine)
a **perfect** blend of **stylish** luxury, informality and **excellent local** cuisine
waterfront (hotel, campsite)
opulent (palace)

The experience

Exhilarating, intoxicating
glamorous
A dream (holiday)
Once-in-a-lifetime (experience) / the trip or cruise of a **lifetime**
amazing, incredible, unforgettable, memorable
cultural (immersion)

Other

Unparalleled, unrivalled (service)

unequalled (splendour) **unsurpassed**

Magical, Dazzling (tropical fish)

Timeless

hidden

best-kept (secret)

overwhelming, fascinating

historical (monuments), **historic** (interest)

natural (beauty, habitat)

medieval (legend, area)

stately (homes)

Read more at <http://englishfortourism.e-monsite.com/pages/categories-of-tourism/adjectives-and-useful-expressions/adjectives-and-useful-expressions.html#220smUHQ5FT1YqS6.99>