

Wheel of Fortune Season 44 In-Show Prizing

**Because prize copy is read with intentional pacing and emphasis, a target of 38–47 words allows sufficient time for key messaging while fitting comfortably within a 20-second runtime. (Some are less than 38 [as low as 34] to make room for more syllables and pronunciation)*

1. Iceland's Magical Northern Lights

[44 words] COPY: THIS WHEEL PRIZE COULD SEND YOU TO ICELAND WITH COLLETTE! CHASE THE NORTHERN LIGHTS ACROSS STAR-FILLED SKIES, STAND BESIDE JÖKULSÁRLÓN GLACIAL LAGOON, AND DISCOVER THE STORIES OF LIFE SHAPED BY FIRE, ICE, AND THE PEOPLE WHO CALL ICELAND HOME. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

2. Exploring the Alpine Countries

[38 words] COPY: TODAY'S PRIZE COULD TAKE YOU TO THE EUROPEAN ALPS WITH COLLETTE! ENJOY A CLASSICAL MUSIC PERFORMANCE, EXPLORE SCHONBRUNN PALACE, AND DISCOVER THE TRADITIONS, STORYBOOK VILLAGES, AND WARM WELCOMES OF SWITZERLAND, AUSTRIA, AND BAVARIA. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

3. Coasts and Countrysides of England'

[40 words] COPY: THIS WHEEL PRIZE COULD SEND YOU TO ENGLAND WITH COLLETTE! WANDER THE VILLAGES OF THE COTSWOLDS, TAKE IN THE DRAMATIC JURASSIC COAST, AND HEAR THE STORIES THAT HAVE SHAPED ENGLAND'S HISTORIC CITIES AND SEASIDE TOWNS. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

4. Irish Splendor

[44 words] COPY WHAT DO DRAMATIC CLIFFS, LEGENDARY COASTLINES, AND FRIENDLY LOCALS HAVE IN COMMON? IRELAND. AND COLLETTE IS TAKING YOU THERE. EXPLORE THE RING OF KERRY, STAND AT THE CLIFFS OF MOHER, AND EXPERIENCE THE WARM WELCOME OF THE EMERALD ISLE. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

5. Mysteries of India (MENTION TURKISH AIRLINES)

[40 words] COPY: TODAY'S PRIZE COULD BE A JOURNEY TO INDIA, COURTESY OF COLLETTE! FLY WITH TURKISH AIRLINES, WATCH THE SUN RISE OVER THE TAJ MAHAL, AND SHARE A TRADITIONAL HOME-HOSTED

DINNER WITH A LOCAL FAMILY IN JAIPUR. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

6. Colors of Morocco

[41 words] COPY: TODAY'S PRIZE COULD TAKE YOU TO MOROCCO, COURTESY OF COLLETTE! WANDER FES WITH A LOCAL GUIDE, SPEND TWO NIGHTS BENEATH SAHARA STARS IN A LUXURY TENTED CAMP, AND SHARE A TRADITIONAL COOKING EXPERIENCE WITH LOCAL WOMEN. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

7. Costa Rica: A World of Nature

[44 words] COPY: THIS WHEEL PRIZE COULD TAKE YOU ON THE TRIP OF A LIFETIME TO COSTA RICA WITH COLLETTE! ARRIVE BY BOAT AT A REMOTE ECO-LODGE, MEET LOCAL FARMERS DURING A HANDS-ON COCOA EXPERIENCE, AND SAVOR FARM-TO-TABLE FLAVORS ROOTED IN TRADITION. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

8. Kingdoms of Southeast Asia (MENTION TURKISH AIRLINES)

[42 words] COPY: COLLETTE COULD BE SENDING YOU TO SOUTHEAST ASIA! FLY WITH TURKISH AIRLINES, EXPERIENCE SUNRISE AT ANGKOR WAT, DISCOVER DAILY LIFE ALONG THE MEKONG, AND CONNECT WITH THE PEOPLE AND TRADITIONS OF FOUR REMARKABLE COUNTRIES ACROSS SOUTHEAST ASIA. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

9. Wonders of Thailand (MENTION TURKISH AIRLINES)

[42 words] COPY: THIS WHEEL PRIZE COULD TAKE YOU TO THAILAND, COURTESY OF COLLETTE! FLY WITH TURKISH AIRLINES, EXPLORE BANGKOK BY TUK-TUK, CRUISE THE MEKONG TO THE GOLDEN TRIANGLE, AND CONNECT WITH THE PEOPLE AND TRADITIONS THAT MAKE THAILAND UNFORGETTABLE. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

10. Peru: Machu Picchu, Lake Titicaca

[42 words] COPY: COLLETTE COULD BE SENDING YOU TO PERU WITH THIS WHEEL PRIZE! WATCH THE CLOUDS LIFT OVER MACHU PICCHU, MEET THE COMMUNITIES OF LAKE TITICACA, AND EXPERIENCE THE ANCIENT ANDEAN TRADITIONS THEY PROUDLY PRESERVE FIRSTHAND ALONGSIDE LOCAL EXPERTS. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

11. Hawaiian Adventure

[42 words] COPY: WHAT DO VOLCANOES, HISTORIC HARBORS, AND ISLAND ADVENTURES HAVE IN COMMON? HAWAII. AND COLLETTE IS TAKING YOU THERE. HONOR HISTORY AT PEARL HARBOR, MARVEL AT VOLCANIC LANDSCAPES, AND EXPERIENCE THE STORIES AND SPIRIT OF THREE REMARKABLE ISLANDS. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

12. Painted Canyons of the West

[39 words] COPY: YOU COULD WIN A TRIP TO THE AMERICAN SOUTHWEST, COURTESY OF COLLETTE! STAND BENEATH ZION'S TOWERING CLIFFS, MARVEL AT BRYCE CANYON'S OTHERWORLDLY HOODOOS, AND DISCOVER THE STORIES THAT HAVE SHAPED THESE LEGENDARY WESTERN LANDSCAPES. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

13. Highlights of Norway

[38 words] COPY: THIS WHEEL PRIZE COULD BE YOUR TICKET TO NORWAY, COURTESY OF COLLETTE! CRUISE BENEATH TOWERING FJORDS, RIDE THE LEGENDARY FLÅM RAILWAY, AND DISCOVER THE STORIES FOUND IN VILLAGES NESTLED BETWEEN WATERFALLS AND MOUNTAINS. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

14. Iceland's Midnight Sun

[38 words] COPY: YOUR NEXT GREAT JOURNEY COULD BE A TRIP TO ICELAND, COURTESY OF COLLETTE! CHASE WATERFALLS BENEATH THE MIDNIGHT SUN, STROLL BLACK-SAND BEACHES, AND SOAK IN THE WARM, MINERAL-RICH WATERS OF THE SKY LAGOON. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

15. The Northern Lights of Finland

[38 words] COPY: THIS WHEEL PRIZE COULD TAKE YOU TO FINLAND, COURTESY OF COLLETTE! SEARCH FOR THE NORTHERN LIGHTS, SET OFF ON A REINDEER SAFARI, AND CONNECT WITH SÁMI CULTURE AMID THE SNOW-COVERED LANDSCAPES OF LAPLAND. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

16. Flavors of Italy

[39 words] COPY: WHAT DO HOMEMADE PASTA, LOCAL WINES, AND FAMILY RECIPES HAVE IN COMMON? ITALY. AND COLLETTE IS TAKING YOU THERE. MEET THE PEOPLE BEHIND ITALY'S ICONIC FLAVORS AND SAVOR

UNFORGETTABLE MEALS FROM VINEYARD TO TABLE. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

17. Treasures of Turkey (MENTION TURKISH AIRLINES)

[38 words] COPY: THIS WHEEL PRIZE COULD TAKE YOU TO TÜRKİYE, COURTESY OF COLLETTE! ARRIVE VIA TURKISH AIRLINES, WANDER ISTANBUL'S VIBRANT STREETS, MARVEL AT CAPPADOCIA, AND DISCOVER THE STORIES OF ANCIENT CIVILIZATIONS WITH A LOCAL GUIDE. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

18. Exploring Greece and its Islands (MENTION TURKISH AIRLINES)

[34 words] COPY: TODAY'S PRIZE COULD TAKE YOU TO GREECE, COURTESY OF COLLETTE! FLY WITH TURKISH AIRLINES, EXPLORE ATHENS, ISLAND-HOP ACROSS THE AEGEAN, AND DISCOVER SUN-DRENCHED VILLAGES, WARM HOSPITALITY, AND TIMELESS TRADITIONS. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

19. Greece Island Hopper (MENTION TURKISH AIRLINES)

[43 words] COPY: WHAT DO GOLDEN SUNSETS, WHITEWASHED CLIFFS, AND THE AEGEAN HAVE IN COMMON? GREECE. AND COLLETTE IS TAKING YOU THERE. FLY WITH TURKISH AIRLINES, SAIL FROM ISLAND TO ISLAND, AND EXPERIENCE THE MAGIC OF GREEK LIFE BY THE SEA. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

20. Scotland: Land of Lore & Legend

[43 words] COPY: SCOTLAND IS WAITING WITH COLLETTE. EXPLORE THE BUZZING STREETS OF GLASGOW, THE DRAMATIC LANDSCAPES OF GLENCOE, AND THE LEGENDARY HIGHLANDS BEFORE FERRYING TO THE ISLES OF MULL AND IONA. HERE, EVERY DAY BRINGS A NEW STORY TO TELL. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

21. A Journey Through the Netherlands

[44 words] COPY: DUTCH WINDMILLS. BELGIAN CHARM. PARIS AFTER DARK. THIS COLLETTE JOURNEY COMBINES GLAMOUR AND CULTURE ON AN UNFORGETTABLE TOUR THROUGH THE NETHERLANDS, BELGIUM, AND FRANCE. EXPLORE AMSTERDAM'S CANALS, SIP THROUGH THE ROUTE DU CHAMPAGNE, AND DINE AT THE EIFFEL TOWER. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

22. Countryside of the Emerald Isle

[45 words] COPY: WHERE CAN YOU FIND CHARMING SEASIDE VILLAGES AND REMOTE ISLANDS COVERED IN STONE WALLS? IRELAND. AND COLLETTE IS TAKING YOU THERE. EXPLORE DUBLIN, SAVOR THE CHARMS OF KINSALE, OVERNIGHT ON THE ARAN ISLANDS, AND JOURNEY ALONG THE WILD ATLANTIC WAY. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

23. Journey through Spain: Madrid to Barcelona

[39 words] COPY: GO ON A JOURNEY THROUGH SPAIN AND BARCELONA, COURTESY OF COLLETTE! LOSE YOURSELF AT MADRID'S PRADO MUSEUM, STROLL THE ALHAMBRA, AND FEEL THE STORIES OF SPAIN COME TO LIFE THROUGH FLAMENCO AND LOCAL TRADITIONS. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

24. Charms of Quebec

[44 words] COPY: WHAT DO WHALE WATCHING AND LAVENDER FIELDS HAVE IN COMMON? QUEBEC. AND COLLETTE'S TAKING YOU THERE. DISCOVER MONTREAL AND QUEBEC CITY, STAND IN AWE OF MONTMORENCY FALLS, AND TASTE YOUR WAY THROUGH ÎLE D'ORLÉANS ON A LOCAL CULINARY TOUR. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

25. Exploring Iberia

[45 words] COPY: IBERIA COMES TO LIFE WITH COLLETTE. WANDER THE WHITE VILLAGES OF ANDALUSIA, SHARE A HOME-HOSTED MEAL WITH LOCALS, AND MARVEL AT THE VIBRANT PENA PALACE IN SINTRA. FROM SPAIN'S SUN-DRENCHED HILLSIDES TO THE PORTUGUESE RIVIERA, EVERY DAY TELLS A STORY. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

26. Flavors of Portugal & Spain

[40 words] COPY: DOURO WINES. BASQUE CULTURE. IBERIAN TRADITIONS. THIS COLLETTE JOURNEY TAKES YOU THROUGH PORTUGAL AND SPAIN WITH PORT WINE TASTINGS, A STAY IN THE DOURO VALLEY, THE GUGGENHEIM MUSEUM, AND THE CHARM-FILLED STREETS OF SAN SEBASTIÁN. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

27. Italy: Amalfi Coast to Puglia

[39 words] COPY: CLIFFSIDE VILLAGES. CAVE-DWELLING STAYS. LIMONCELLO BY THE SEA. THIS SMALL GROUP JOURNEY WITH COLLETTE

TAKES YOU FROM THE AMALFI COAST TO PUGLIA, WHERE YOU'LL EXPLORE LEMON GROVES, TASTE FRESH MOZZARELLA, AND WANDER ROMAN RUINS. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

28. Italy's Treasures

[39 words] COPY: WHAT DO MARBLE QUARRIES, CHIANTI, AND CANALS HAVE IN COMMON? ITALY. AND COLLETTE IS TAKING YOU THERE. DISCOVER THE BEAUTY OF CINQUE TERRE, WANDER FLORENCE, AND FALL IN LOVE WITH THE FLAVORS OF TUSCANY. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

29. Old World Sicily & Malta (MENTION TURKISH AIRLINES)

[42 words] COPY: TODAY'S PRIZE COULD TAKE YOU TO MALTA AND SICILY, COURTESY OF COLLETTE! FLY WITH TURKISH AIRLINES, STROLL VALLETTA'S HISTORIC STREETS, EXPERIENCE SICILY'S WARM HOSPITALITY AND RICH TRADITIONS, AND TAKE IN THE VIEWS FROM TAORMINA'S ICONIC GREEK THEATRE. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

30. Essential South America (MENTION TURKISH AIRLINES)

[39 words] COPY: TODAY'S PRIZE COULD TAKE YOU TO CHILE AND ARGENTINA, COURTESY OF COLLETTE! FLY WITH TURKISH AIRLINES, EXPLORE BUENOS AIRES, SIP THROUGH MENDOZA'S WINE COUNTRY, AND EXPERIENCE AN AUTHENTIC ASADO ALONGSIDE SOUTH AMERICA'S GAUCHO TRADITIONS. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

31. Journey through Northern Vietnam (MENTION TURKISH AIRLINES)

[43 words] COPY: THIS JOURNEY IS BROUGHT TO YOU BY TURKISH AIRLINES AND COLLETTE. HANOI BY VESPA. LIMESTONE GROTTOES BY ROWBOAT. HA LONG BAY ABOARD A TRADITIONAL JUNK BOAT. DISCOVER THE PEOPLE, FLAVORS, AND STORIES THAT BRING NORTHERN VIETNAM TO LIFE. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

32. Timeless Croatia (MENTION TURKISH AIRLINES)

[45 words] COPY: CROATIA COMES TO LIFE WITH COLLETTE. WANDER THE SHIMMERING PATHS OF PLITVICE LAKES, STROLL SPLIT'S ANCIENT STREETS, AND LISTEN AS ZADAR'S SEA ORGAN PLAYS TO THE RHYTHM OF THE ADRIATIC. DISCOVER A COUNTRY SHAPED BY THE SEA, HISTORY, AND TRADITION. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

33. The Balkans (MENTION TURKISH AIRLINES)

[44 words] COPY: WHAT DO FLOATING MONASTERIES, SCENIC SAILING, AND A HOME-HOSTED BOSNIAN MEAL HAVE IN COMMON? THEY'RE ALL PART OF THIS INCREDIBLE TRIP THROUGH THE BALKANS, COURTESY OF COLLETTE AND TURKISH AIRLINES. DISCOVER A REGION WHERE EVERY STOP HAS A STORY. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

34. Americas cowboy country

[38 words] COPY: YELLOWSTONE. MOUNT RUSHMORE. THE WILD WEST. ON THIS COLLETTE JOURNEY, YOU'LL ENJOY AMERICA'S MOST STRIKING AND STORIED WESTERN LANDSCAPES, FROM THE GRAND TETONS AND THE BIGHORN MOUNTAINS TO THE BADLANDS AND HISTORIC DEADWOOD. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

35. London & Paris

[38 words] COPY: THIS COULD BE YOUR TICKET TO LONDON AND PARIS, COURTESY OF COLLETTE! WALK THROUGH LONDON'S ROYAL HISTORY, RIDE BENEATH THE ENGLISH CHANNEL, AND SEE PARIS FROM YOUR DINNER TABLE AT THE EIFFEL TOWER. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

36. Enchanting Christmas Markets of Germany, Switzerland and France

[36 words] COPY: WHAT DO TWINKLING LIGHTS, WARM HOLIDAY TREATS, AND STORYBOOK TOWNS HAVE IN COMMON? EUROPE'S CHRISTMAS MARKETS. AND COLLETTE IS TAKING YOU THERE. FOLLOW THE FESTIVE TRADITIONS THROUGH GERMANY, FRANCE, AND SWITZERLAND. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

37. European Christmas Markets featuring Prague, Vienna & Budapest

[37 words] COPY: THIS WHEEL PRIZE COULD BRING THE HOLIDAYS TO LIFE, COURTESY OF COLLETTE! FOLLOW GLOWING MARKET STALLS THROUGH PRAGUE, VIENNA, AND BUDAPEST, TASTE SEASONAL FAVORITES, AND WATCH THREE GRAND CITIES COME TO LIFE. COLLETTE. BY TRAVELERS. FOR TRAVELERS.

38. Discover Switzerland, Austria & Bavaria featuring Oktoberfest

[37 words] COPY: THIS COULD BE YOUR TICKET TO OKTOBERFEST, COURTESY OF COLLETTE! RAISE A STEIN IN MUNICH, TRAVEL THROUGH

ALPINE SCENERY, AND EXPERIENCE THE MUSIC, TRADITIONS, AND
CELEBRATION OF THE WORLD'S MOST FAMOUS FESTIVAL. COLLETTE. BY
TRAVELERS. FOR TRAVELERS.