

ADVANCE BOOK INFORMATION

Hokkaido

Author: Tom Fay

May 2024 1st edition

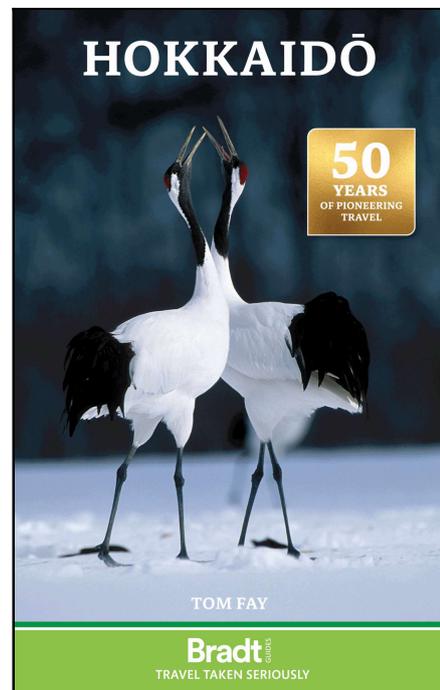
New from Bradt is the first ever, standalone English-language guide to Hokkaido, Japan's second-largest island and northernmost prefecture. Home to under 5% of the country's population, this is a land of vast, wild expanses that demands exploration at any time of year – and feels a world away from Tokyo.

KEY SALES POINTS

- Inbound tourism to Japan rose five-fold, 2011-19, reaching nearly 32 million
- As a standalone guide, offers far more detailed coverage about Hokkaido than any other guidebook
- Internationally renowned winter-sports and wildlife-watching destination
- Extensive coverage of outdoors activities for all seasons
- Written by a travel writer resident in Japan

About Bradt Travel Guides

- Founded in 1974, Bradt is now the largest independent guidebook publisher in the UK with over 200 titles in print
- Serial WINNER of the Gold award for Best Guidebook Series in the Wanderlust Reader Travel Awards
- Bradt guides are written by authors who really know their destinations. Many are resident there, or have been visiting regularly over a number of years
- Each new Bradt guide is backed by a dedicated press and social media campaign



NEW TITLE

TRAVEL TAKEN SERIOUSLY

Bradt GUIDES

SPECIFICATION

Publication date	May 2024
13-digit ISBN	9781804690994
Price	£18.99
Extent	320pp
Format	216 mm x 135 mm
Illustrations/Maps	16pp of colour photos & 33 maps

Distributed by
Grantham Book Services (GBS)
Available through Pub Easy

For sales queries please contact:
email: hugh.brune@bradtguides.com
Tel: 01753 8934444

3 la High Street, Chesham, HP5 1BW

Tel 01753 893444 Email info@bradtguides.com

Bradt Travel Guides Ltd, registered in England and Wales; registration no.4138316

www.bradtguides.com

Created on 20/11/2023

Bradt Travel Guides