

SLOW TRAVEL: SCOTLAND'S NORTH HIGHLANDS

LOCAL, CHARACTERFUL GUIDES TO BRITAIN'S SPECIAL PLACES

EMMA GIBBS

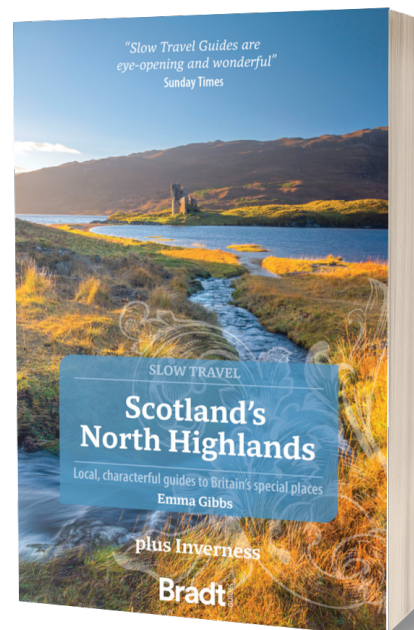
Experienced travel writer Emma Gibbs turns the spotlight on Scotland's North Highlands in the latest title in Bradt's award-winning series of Slow travel guides to UK regions. Following thorough exploration, she caters for the wide-ranging needs of walkers, kayakers, wildlife lovers, families, history enthusiasts, foodies and more.

KEY SALES POINTS

- The most detailed standalone travel guide to this varied region
- Strengthening domestic destination: in 2019, domestic visitors were up 45% to 2.45 million (of 2.9 million total)
- The 516-mile North Coast 500 ('NC500') driving route is heavily promoted by Visit Scotland
- Growing market: sales of Bradt's UK guides have increased every year since 2019/23 and are now 50% higher than pre-pandemic (source: Nielsen)

ABOUT BRADT GUIDES

- Founded in 1974, Bradt is now the largest independent guidebook publisher in the UK with over 200 titles in print
- Authentic guides, written by expert authors who really know their destinations
- Comprehensive, practical information with a particular focus on on wildlife, culture and sustainability
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KATE HUMBLE



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