

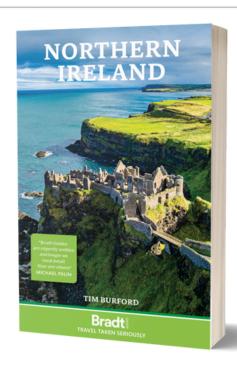
ADVANCE BOOK INFORMATION MARCH 2026

UK TRAVEL

NORTHERN IRELAND

Tim Burford

New from Bradt is Northern Ireland, the longest and widestranging standalone guidebook to the country. A UK-governed part of the island of Ireland that comprises six of the original nine counties of Ulster, there is nowhere in Europe quite like Northern Ireland. From great city breaks (including Belfast and Derry/Londonderry) to scenic coastal drives (including Antrim's Giants Causeway), it offers visitors immense variety in a compact package.



"Bradt Guides are expertly written and longer on detail than any others" MICHAEL PALIN

"Bradt Guides have been Inspiring people to travel for decades" KATE HUMBLE

KEY SALES POINTS

- The most detailed standalone guidebook to the country rather than a spin-off from an all-Ireland guide
- Tourism is growing as peace and stability become reestablished (4.5 million domestic and international visitors pa)
- Game of Thrones-related tourism is popular
- Written by a prolific travel-guidebook author with strong family connections to Northern Ireland



- Founded in 1974, Bradt is now the largest independent guidebook publisher in the UK with over 200 titles in print
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