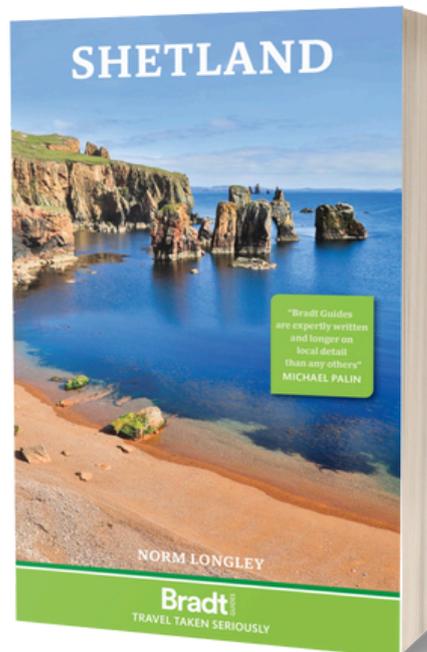


SHETLAND

Norm Longley

Bradt's new Shetland guidebook is the first full-length guide from a major travel publisher to focus exclusively and in depth on this fascinating northern Scottish archipelago, which lies closer to the Arctic Circle than it does Manchester. Shetland is a natural and historical treasure-trove, famed for its archaeological sites, seabird colonies and Viking-infused heritage.



KEY SALES POINTS

- This will be the first full-length, dedicated guidebook from a mainstream publisher
- Visitor numbers increased 10%, 2019–24
- Popularity has surged, largely thanks to the long-running BBC detective series Shetland
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