

SVALBARD

SPITSBERGEN, FRANZ JOSEF LAND, JAN MAYEN

Gillian Gloyer

The updated Bradt Svalbard guidebook, now in its seventh edition, remains the only detailed, standalone guidebook from a major publisher to this evocative Arctic archipelago. Spitsbergen, Franz Josef Land and Jan Mayen collectively constitute Europe's wildest frontier, a remote destination offering thrilling wildlife watching and adventure sports, where reindeer graze beside icy roads, watching warily for polar bears.



KEY SALES POINTS

- Cecilie Blomdahl's memoir *Life on Svalbard* was a 2024 New York Times bestseller
- 2026 sees the 100th anniversary of explorer Roald Amundsen's airship flight from Svalbard to the North Pole.
- Perfect destination for increasingly popular extreme sports, nature tourism and off-the-beaten-track travel
- The British are the second-most frequent visitors to Svalbard

ABOUT BRADT GUIDES

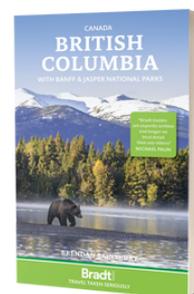
- Founded in 1974, Bradt is now the largest independent guidebook publisher in the UK with over 200 titles in print
- Authentic guides, written by expert authors who really know their destinations.
- Comprehensive, practical information with a particular focus on wildlife, culture and sustainability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