



PRESS RELEASE from ROUGH GUIDES
5th December 2005

ROUGH GUIDES LAUNCHES "BOOKSELLERS' HOLIDAYS"

Travel publisher Rough Guides has announced an initiative to help booksellers become more familiar with Rough Guide titles. It will now supply them with free personal copies of Rough Guides for their own holidays.

Booksellers planning holidays abroad, or in the UK, can email or call the publisher to request Rough Guide travel guides, maps and phrasebooks to be mailed direct to them at work. Booksellers are expected to complete a short questionnaire about the books after returning from their trips.

Richard Trillo, Rough Guides' Director of Communications, said: "Hand-selling has as an important role to play with travel guides, but with the array of different guides on offer it is almost as hard for bookshop staff to know which guides will best suit their customers as it is for the readers themselves. With a travel guide, it's not enough to read a few pages, you need to try it out on the ground. And that's the thinking behind Booksellers' Holidays."

The Rough Guide series, founded in Greece in 1982 by Bristol University English student Mark Ellingham and friends, and now owned by Penguin, has always placed an emphasis on a journalistic style and good writing. Ellingham, now series editor, commented: "We have three distinct series: the original Rough Guides, aimed at travellers on all budgets, which deliver culture with plenty of attitude; the First-Time guides, which cover whole continents for the novice traveller; and the newer Directions guides, which concentrate on cities and resort regions, with more colour, less text, and an e-book mini-CD edition of the whole book in each guide. We also publish maps and phrasebooks, plus a whole range of music and other reference titles where we can indulge our enthusiasms."

Nick Creagh-Osborne of the Travel Bookshop in Notting Hill, commented "Booksellers' Holidays is a great initiative which we certainly intend to use. We've always been fans of Rough Guides and rate them extremely highly as reliable guides. They're very literate guides and always have excellent sections on further reading, which tends to encourage customers to make further purchases."

Rough Guides Press Office: 020 7010 3701; to take up the offer, email mail@roughguides.com putting "Bookseller's Holiday" in the subject line and including name and work address)