



## Rough Guides reveal the top 25 ultimate experiences around the world as part of birthday celebrations

### 25 years, 25 books, 25 ultimate experiences.....

The top 25 ultimate experiences around the world are being revealed by Rough Guides as part of its 25<sup>th</sup> birthday year.

A series of 25 inspirational, pocket-sized books focusing on a range of popular, exotic and fun countries to visit, is published this May (3 May 2007) as Rough Guides celebrates 25 years of great travel and reference writing.

**Rough Guides 25s** include a mix of ultimate experiences to inspire travel and appeal to everyone, whether they are searching for high-octane adventures, on the look out for something more quirky or yearn for an experience that is completely off-the-beaten track.

The limited edition, full-colour 'travel tasters', cost only £2.99 each, and feature 25 ultimate experiences, from riding an elephant in Thailand to sleeping in a yurt in Mongolia, seeing the Northern Lights in Alaska and walking around Uluru in Australia's outback.

And for those who don't want to jump on a plane and prefer to stay closer to home, *25s: Britain & Ireland* highlights ultimate experiences to enjoy without even leaving the country.

Mark Ellingham, Series Editor and Rough Guides Founder, says: "I can hardly believe it's 25 years since the first Rough Guide was published. Writing that book, waiting for a ferry to travel to an obscure island that wasn't in any guidebook all seems so fresh. Yet Greece is now just one of over 300 books, maps and phrasebooks available from Rough Guides."

According to Ellingham, experience has always been at the heart of Rough Guides. He adds: "To celebrate our 25th year, we wanted to share insights and ideas to inspire the ultimate travel experiences. And we thought, why create just another guidebook – why not something entirely different? This is how we got to 25s – a one-off series of 25 magazine-style books that really capture the excitement of travel – and the excitement we had felt when starting the series. In essence, these are a collection of ideas, enthusiasm and inspirations. The ultimate travel checklist."

Rough Guides continues to stay ahead of emerging travel trends and as part of the series is publishing **25s: Ethical Travel**. This highlights 25 ultimate experiences for the socially and environmentally responsible traveller to enjoy while having a positive impact on the people and places they visit.

As well as specific countries, the series includes a number of books covering experiences across the world, including the following:

- **25s: Islands**, 25 ultimate experiences to enjoy while surrounded by sea
- **25s: World Food**, 25 mouth-watering moments to infuse the senses
- **25s: Adventure Travel**, thrill-seeking experiences to enjoy around the world
- **25s: Wildlife Adventures**, from polar bears in Canada to looking for lions in Africa
- **25s: Places to Stay**, the most amazing & unique places to stay and soak up the local atmosphere
- **25s: Journeys**, 25 memorable journeys from getting to Timbuktu to crusing the Panama Canal
- **25s: Wonders of the World**, the most awe-inspiring wonders of the planet

Martin Dunford, Rough Guides Founder and Publishing Director, sums up: "I think the 25s series demonstrates how Rough Guides' enthusiasm for getting out there and seeing the world remains as bright as the day we started. Just browsing the activities we include in these books gives a vivid impression of what a rich and remarkable planet we live on. Hopefully they'll inspire people to get out there and experience it for themselves."

#### Notes for Editors:

Rough Guides 25s cost £2.99 each and are available from [www.roughguides.com](http://www.roughguides.com), all good bookshops and online bookstores. Pictures of, and interviews with, founders Mark Ellingham and Martin Dunford are available on request and if you would like to discuss featuring extracts from any RG title, please contact us.

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