

Publication date: May 25, 2007 (5/25, for our 25<sup>th</sup> anniversary!)



Rough Guides reveal the top 25 ultimate experiences around the world as part of anniversary 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 being published this May 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-adrenaline adventures, on the look out for a world-class trip or yearn for an experience that is completely off-the-beaten track.

These limited edition, full-color 'travel tasters' cost only \$5.99 each, and feature 25 ultimate experiences, from riding an elephant in Thailand to sleeping in a yurt in Mongolia, marvelling at the Northern Lights in Alaska and exploring 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 USA* 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.

The series also features a number of books focused on travel themes and ultimate experiences. The titles in the series are:

- |                                     |                             |                                      |
|-------------------------------------|-----------------------------|--------------------------------------|
| - <i>25s: Adventure Travel</i>      | -25s: <i>Africa</i>         | -25s: <i>Australia</i>               |
| - <i>25s: Britain &amp; Ireland</i> | -25s: <i>Canada</i>         | -25s: <i>China</i>                   |
| - <i>25s: Eastern Europe</i>        | -25s: <i>Ethical Travel</i> | -25s: <i>Europe</i>                  |
| - <i>25s: France</i>                | -25s: <i>India</i>          | -25s: <i>Islands</i>                 |
| - <i>25s: Italy</i>                 | -25s: <i>Journeys</i>       | -25s: <i>Mexico &amp; California</i> |
| - <i>25s: Middle East</i>           | -25s: <i>New Zealand</i>    | -25s: <i>Places to Stay</i>          |
| - <i>25s: Southeast Asia</i>        | -25s: <i>South America</i>  | -25s: <i>Spain</i>                   |
| - <i>25s: USA</i>                   | -25s: <i>Wildlife</i>       | -25s: <i>Wonders of the World</i>    |
| - <i>25s: World Food</i>            |                             |                                      |

Martin Dunford, Rough Guides Founder and Publishing Director, sums it up, saying: "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."

Be sure to scoop them up while you can; we are printing each book ONCE AND ONCE ONLY, so once they're gone, they're gone for good! Because the best things go by deliciously quickly.

**Notes for Editors:**

Rough Guides 25s cost \$5.99 each and are available from [www.roughguides.com](http://www.roughguides.com) and from all good bookstores.

**For more information:**

Katy Ball, US Publicist

T: 212-414-3712

E: [katy.ball@roughguides.com](mailto:katy.ball@roughguides.com)