



Rough Guides reveal Britain's & Ireland's top travel experiences as part of 25th birthday celebrations

The top 25 travel experiences around Britain & Ireland are being revealed by Rough Guides as part of its 25th birthday year.

The list of 25 must-dos has been compiled by the publisher and features a range of popular, exotic and fun things to do. The book - called *25s: Britain & Ireland* - will be published this week (3 May 2007) along with a wider selection as Rough Guides celebrates 25 years of great travel and reference writing.

Britain & Ireland's top travel experiences*

1. Soaking up the Edinburgh Festival
2. Go West - walking the Pembrokeshire Coast Path
3. Punting on the Cam
4. Supping Guinness in Dublin
5. Wandering Borrowdale in the Lake District
6. Be humbled by Durham Cathedral
7. Cycling in the New Forest
8. See the Belfast Murals
9. Surfing in Newquay
10. Breathing in the sea air in Tobermory
11. Hiking in Snowdonia
12. Hunting ghosts in York
13. Hitting the streets for Notting Hill Carnival
14. Getting away from it all on Skellig Michael
15. Get lost in the Balti Triangle
16. Clubbing in London
17. Walking on Dartmoor
18. Trundling along the West Highlands Railway
19. Winning the prehistoric lottery (Newgrange Lottery, County Meath)
20. Watching a football match at Old Trafford
21. Losing yourself in Connemara
22. Take a stroll from St Paul's to Tate Modern
23. Holkham magic: visiting the best beach in Britain
24. Walking the walls of Conwy Castle
25. Experience Glastonbury

The guide features contributors from a range of Rough Guide authors including food writer Charles Campion, sports hack Keith Drew and Rough Guides' founder Mark Ellingham.

**25s: Britain & Ireland*, published by Rough Guides, 2007

Mark Ellingham, Series Editor and Rough Guides' founder, says: "When we think of holidays, a lot of people immediately associate this to going abroad. But, believe it or not, you don't actually need to jump on a plane to have an amazing time.

"My advice is to go out there, broaden your horizons with new experiences but also think about flying less often and staying longer."

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."

Continuing to stay ahead of emerging travel trends and as part of the 25s series, Rough Guides 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.

Over 350 books, maps and phrasebooks are now available from Rough Guides.

Ends

Background information

1. The books are available from www.roughguides.com, all good bookshops and online bookstores.
2. **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.
3. The limited edition, full-colour 'travel tasters', cost only £2.99 each. There are 25 books in the series and each 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.
4. The series also features a number of books focused on travel themes and ultimate experiences. These include:
5. **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 cruising the Panama Canal
 - **25s: Wonders of the World**, the most awe-inspiring wonders of the planet

Note to Editors

Pictures of, and interviews with, founders Mark Ellingham and Martin Dunford are available on request. If you would like to discuss featuring extracts from any RG title, please contact us. A graphic map (pdf format) has been produced featuring all the above travel experiences. Please call to request a copy.