



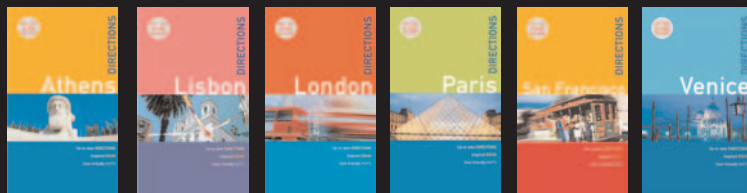
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PRESS RELEASE

DIRECTIONS – a completely new travel series from Rough Guides

With the growth of budget airlines, the world's top destinations are becoming ever more accessible and short breaks increasingly popular. People are flying off at a moment's notice and Rough Guides have produced an innovative new travel guides series – DIRECTIONS – to meet this need. Unlike other travel publishers, Rough Guides would never dream of repackaging old information which is why each DIRECTIONS guide has been newly researched to provide readers with fresh and up-to-the-minute information.

DIRECTIONS



Launching on the 27th May with guides to **Athens, Lisbon, London, Paris, San Francisco** and **Venice**, **DIRECTIONS** are an original alternative for visitors on a short break, travellers in a hurry or weekenders who want a quick fix with attitude. Full of the detailed research you'd expect from a Rough Guide but with fewer pages, DIRECTIONS differ from Rough Guides in being lighter on text and richly illustrated, with a third of each guide in full colour and feature fold-out colour maps for easy reference, a wealth of specially commissioned photography and – unique to Rough Guides – **an e-book CD**. The guides are perfect for those who don't want a big guidebook or who are going away on a short break.

Mark Eillingham, founder of Rough Guides, said: "DIRECTIONS is a radical step for Rough Guides – not just a new series but a whole new format and approach. Travel has changed enormously in the past four or five years, with the growth of budget airlines, so we went back to the drawing board to look at what a guidebook should do. What we hit on was a combination – ideas for making the most of a short stay, plus explanation and practical help when you're there. And that's what DIRECTIONS delivers: a front section of illustrated, magazine-style pages on dozens of themes and interests, and a guide section that brings it all together, with ultra-clear mapping."

Set to revolutionise guidebooks, each DIRECTIONS guide comes with a password protected **e-Book CD***, which contains every page of the guide in Adobe pdf format, allowing readers to search and annotate the guide on any computer or handheld device. In addition, the **100s of live weblinks**, which take you straight to every website mentioned, are perfect for making online reservations or finding out more about a particular attraction before leaving home.

DIRECTIONS are the guides for a weekend in New York, a short stay in the Caribbean or a winter break in Marrakesh; when you want the best options laid out accessibly, and expert practical guidance at your fingertips to help you get the most out of a few days away.



*Rough Guide e-book CDs are designed for use with PCs, Macs, Palm Pilots and e-book readers.

From the best cafés in Paris and the most happening bars in San Francisco to London's greatest museums and the cultural hotspots of Venice, each Directions guide features an "ideas" section on how to make the most of your your stay as well as a "places" section which details things to see and do, district by district, with everything clearly located on super-friendly maps.

All of this, plus Rough Guides' up-to-date information and irreverent attitude for just £6.99 - it makes going somewhere for the weekend more appealing than ever.

Nick Creagh-Osborne of the Travel Bookshop, Notting Hill said "At the Travel Bookshop we believe that the advent of the Rough Guide DIRECTIONS is without doubt the most exciting prospect in travel guide publishing this season. The guides are packed with indispensable, accurate and well researched information and are specifically targeted towards today's traveller whose busy lifestyle leaves little time for researching and planning a trip away."

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Rough Guides are the UK's best-known travel guide. We publish three main series: the original Rough Guides, designed for a range of budgets, with detailed practical information supplemented by full cultural and historical background; Directions Guides, a new series of pocket illustrated guides which suit travellers on weekend breaks or short holidays; and First-Time Guides, which cover continents for the novice traveller planning a major trip.

<p>Athens DIRECTIONS</p> <p>NEW TITLE</p> <p>John Fisher and Paul Hellander</p> <p>ISBN: 1-84353-314-6</p> <p>192pp, 13 maps, 48pp full-colour</p> <p>Published 27th May 2004</p> <p>£6.99</p>	<p>Paris DIRECTIONS</p> <p>NEW TITLE</p> <p>Ruth Blackmore and James McConnachie</p> <p>ISBN: 1-84353-317-0</p> <p>224pp, 20 maps, 64pp full-colour</p> <p>Published: 27th May 2004</p> <p>£6.99</p>
<p>Lisbon DIRECTIONS</p> <p>NEW TITLE</p> <p>Matthew Hancock</p> <p>ISBN: 1-84353-315-4</p> <p>224pp, 22 maps, 64pp full-colour</p> <p>Published: 27th May 2004</p> <p>£6.99</p>	<p>San Francisco DIRECTIONS</p> <p>NEW TITLE</p> <p>Mark Ellwood</p> <p>ISBN: 1-84353-318-9</p> <p>192pp, 19 maps, 64pp full-colour</p> <p>Published: 27th May 2004</p> <p>£6.99</p>
<p>London DIRECTIONS</p> <p>NEW TITLE</p> <p>Rob Humphreys</p> <p>ISBN: 1-84353-316-2</p> <p>240pp, 24 maps, 64pp full-colour</p> <p>Published: 27th May 2004</p> <p>£6.99</p>	<p>Venice DIRECTIONS</p> <p>NEW TITLE</p> <p>Jonathan Buckley</p> <p>ISBN: 1-84353-353-7</p> <p>192pp, 20 maps, 48pp full-colour</p> <p>Published: 27th May 2004</p> <p>£6.99</p>

Look out for DIRECTIONS guides to Amsterdam, Antigua, Barbados, Marrakesh, New York City and Tenerife in August.

