

SLOW TRAVEL: SOMERSET

LOCAL, CHARACTERFUL GUIDES TO BRITAIN'S SPECIAL PLACES

NORM LONGLEY

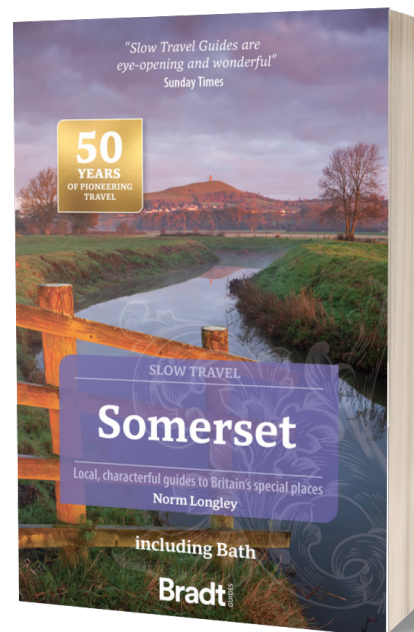
The new, thoroughly updated second edition of Bradt's *Somerset (Slow Travel)* from expert guidebook author and Somerset resident Norm Longley celebrates this idyllic, popular English county, world-renowned for the Glastonbury Festival and the spa town of Bath. Ideal for visitors and locals alike, it blends visitor information, history, culture and anecdote with coverage of local produce, wildlife, birdwatching, walking, cycling and more.

KEY SALES POINTS

- Part of Bradt's award-winning, best-selling Slow Travel series
- Growing market: sales of Bradt's UK guides have increased every year 2019–23 and are now 50% higher than pre-pandemic (source: Nielsen)
- Ideal for everyone from culture devotees to outdoor adventurers, birders to beach lovers, transport enthusiasts to event-goers, families to foodies
- Expert local author

ABOUT BRADT GUIDES

- Founded in 1974, Bradt is now the largest independent guidebook publisher in the UK with over 200 titles in print
- Authentic guides, written by expert authors who really know their destinations
- Comprehensive, practical information with a particular focus on on wildlife, culture and sustainability
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