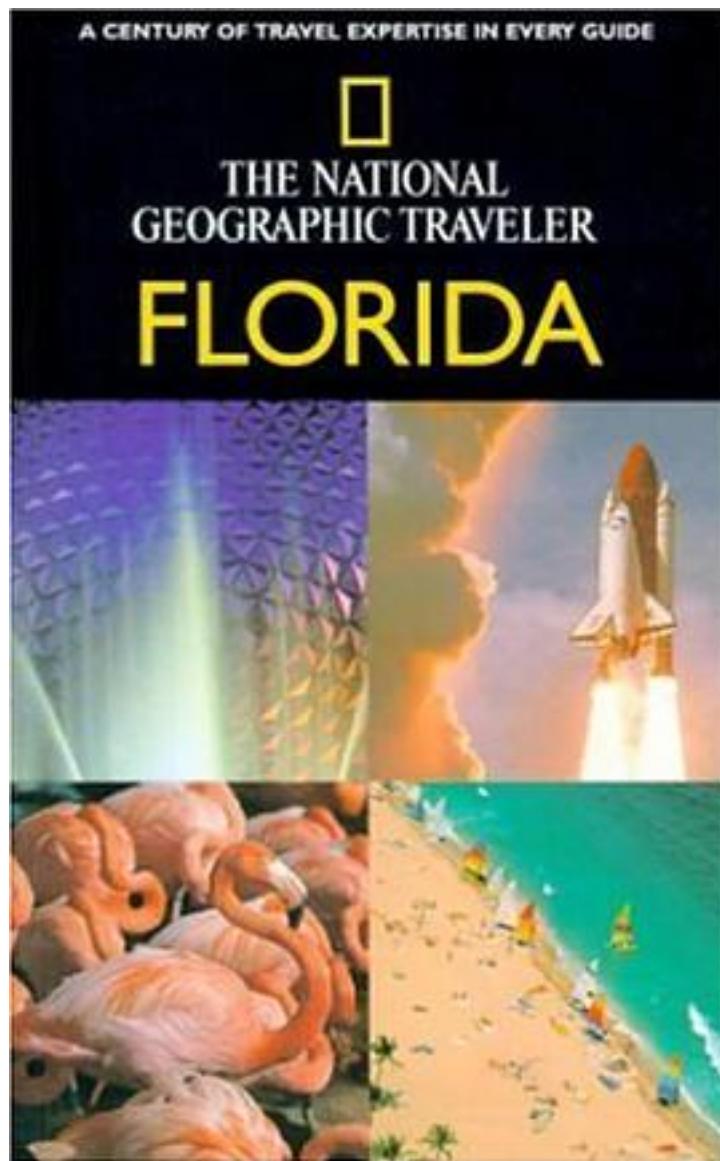


National Geographic Traveler



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All the travel experts agree—consumers want more and different experiences from travel than they did in the past. They want to deeply understand their destination before they go, feel a meaningful connection to the place while there, and return home feeling enriched and ready to share their experiences with others. With these trends in mind, and the results of extensive, proprietary market research, National Geographic Traveler has been enhanced with engaging new features and a contemporary redesign.

Each guide begins with an introduction that enables the traveler to sample a bit of the culture, history, and attractions before they go and plan the trip based on their own interests and length of stay. Travelers can immerse themselves in active, in-country "Experiences" and "Off-the-Beaten-Path Excursions" they won't find anywhere else, like visiting a family in a South African township or learning to cook Maori cuisine with a renowned New Zealand chef. Other new features, such as "Insider Tips" from National Geographic photographers, writers, and experts, as well as "Not-To-Be-Missed" lists ensure that each person's visit will be one-of-a-kind and memorable.

To make the most of these and all the other great new features, the guides' design has been simplified, opened up, and enhanced with easy-to-read tinted sections. Gorgeous color photographs, high-quality maps, and the popular walking and driving tours are still highlights of our crisp, new look. To complete the update, our new covers boast a striking, single image of the destination, along with the clear National Geographic branding that signifies quality, trust, and all the best in travel.

With more than a century of travel expertise, new content, and a new look, National Geographic Traveler is the right guide at the right time—poised to meet the changing needs of today's traveler better than ever and better than anyone.

Madrid is a classy and lively city. Learn how to make the best paella, dance Flamenco, or relax in a Moorish steam bath.

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