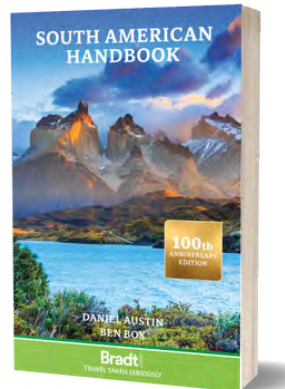


CALLING LATA MEMBERS! Join our celebration of South America 2025



Bradt Guides was born in South America in 1974 when Hilary Bradt wrote the world's first guidebook to the Inca Trail. In 2025, Bradt Guides will throw a special spotlight on South America – and we're inviting LATA members to join us.

JUNE SOUTH AMERICAN HANDBOOK – THE RETURN OF A CLASSIC

In June 2025, Bradt will bring to market a brand-new edition of a classic guidebook that has been the traveller's bible for a century: the *South American Handbook* (previously published by Footprint Guides). Timed to coincide with the 100th anniversary of its first publication, this is a big moment in the world of travel publishing.

AUGUST SOUTH AMERICA: AN ANTHOLOGY OF TRAVEL WRITING

In August 2025, Bradt will publish a collection of writing that celebrates travel in South America. The book will feature tales by a whole variety of authors, from legendary travel writers of the past to the very best writing today.

OCTOBER/NOVEMBER SOUTH AMERICA FESTIVAL – A DAY OF INFORMATION & INSPIRATION

In October or November 2025, Bradt will host a full-day consumer event showcasing travel in South America. Held at the beautiful Royal Geographical Society building in London, the event will feature:-

- * Onstage talks and panel discussions throughout the day
- * 'Meet the expert' breakout sessions led by specialist authors, tourist boards and tour operators
- * Branded stands promoting tourist offices and tourist boards

It will be the year's must-visit event for anyone interested in travel to South America, from consumers to media.

SHARE THE SPOTLIGHT IN 2025: EXCLUSIVE LATA DISCOUNT!

Bradt is offering a special discount to LATA members who would like to participate in our South America Festival or other promotions. Just quote 'LATA discount' when contacting us.

Special LATA partner packages for the South America Festival – Prices from £2,500 (usual price £3,000)

Bespoke packages also available that feature branding on Bradt stands at other consumer shows (Destinations, the Global Bird Fair at Rutland, etc), branding on the Bradt catalogue and much more.

Contact Adrian Phillips (adrian.phillips@bradtguides.com) - and quote 'LATA discount'