

National Geographic Traveller (UK), The Collection – Luxury Spas Launches

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NATIONAL GEOGRAPHIC TRAVELLER (UK), The Collection – Luxury Spas

natgeotraveller.co.uk/thecollectionluxuryspas14

LONDON (12 December 2013): National Geographic Traveller (UK) has launched a new product series — The Collection — to its expanding portfolio.

National Geographic Traveller, The Collection – Luxury Spas is the first of the series designed to provide its readers with an A-Z of the best spa destinations across the world.

Joanne Gardner, Editor, The Collection, says: "Whether it's an eco-lodge in the Amazon with one treatment room or a sprawling resort in Thailand with four floors dedicated to wellness, properties are continuing to invest in spa facilities. Add travellers with busy lives and a desire to turn back the clock to the equation and spa travel has never been more relevant — or more luxurious.

National Geographic Traveller (UK), The Collection – Luxury Spas offers a rare insight into the world's best spa resorts, with high-gloss photography and vivid descriptions to whet your appetite for spa travel — near or far."

This beautiful coffee table book will appeal to a new generation of affluent spa consumers, as well as our loyal subscribers, whether they're looking for a day spa or an overseas pampering break.

Research shows both men and women are increasingly interested in medical spa treatments and preventative therapies, and National Geographic Traveller, The Collection – Luxury Spas has the lowdown on this growing wellbeing sector, focusing on spas, health, and travel.

Featured inside

Hero products: Whether its moisturiser, body scrub or lip balm, there are certain products you can't live without. Our team pick their favourites.

Top 20 trends: From intriguing Dracula-style treatments to lipomassage and salt therapies, we test some of the spa world's key trends.

Destinations: An A-Z of spas worldwide, divided into regions: Africa & the Middle East; the Americas & the Caribbean; Asia; Australasia; Europe; Indian Ocean

The Collection will be supported by its own microsite and an app available in the App Store. Look out for National Geographic Traveller, The Collection - Africa and National Geographic Traveller, The Collection - Luxury in 2014.

The 18-page digital sample of the latest issue can be viewed at:
www.natgeotraveller.co.uk/thecollectionluxuryspas14
Promo code: NGTTSC13. www.natgeotraveller.co.uk/subscribe

Our website: Competitions, subscriptions, blogs, features and more. www.natgeotraveller.co.uk

National Geographic Traveller (UK), The Collection – Luxury Spas has a cover price of GBP(£)8.99, via subscription and on newsstands. It is a new series featuring Africa and Luxury in the future. Visit www.natgeotraveller.co.uk for more information.

Find us on Facebook: <http://www.facebook.com/NatGeoTraveller>

Twitter: <http://twitter.com/NatGeoTraveller>

Google+: <http://gplus.to/NatGeoTravellerUK>

A National Geographic Traveller (UK), The Collection – Luxury Spas app will be available for iPad, iPhone and Kindle Fire, from the app store: <http://bit.ly/NGTUKapp>

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Notes:

National Geographic Traveller (UK) is published under license by Absolute Publishing Ltd (APL), from the National Geographic Society in Washington, D.C. It became the 15th local-language edition when it was launched in December 2010. The magazine is also available in China, Spain, Russia, the Netherlands, Israel, Poland, Latin America, Armenia, Czech Republic, Croatia, Indonesia, Romania and South Africa. The 180-page travel and lifestyle magazine is packed full of you-are-there photography, authentic travel experiences and inspiring narratives, all focused on the brand's theme "All Travel, All the Time."
www.natgeotraveller.co.uk

National Geographic Traveler (USA) is the world's most widely read travel magazine, created in 1984. It championed sustainable travel before it was cool and, eight times annually, celebrates journeys that are about place, experience, culture, authenticity, living like the locals and great photography. It makes a distinction between tourism and travel and stresses inquisitive, not acquisitive, trips. It employs storytelling and outstanding photography to inspire readers to pick up and go, eschewing fashion and fluff in favour of articles that offer a strong sense of place, inspiring narratives that make readers take trips, and solid service information to help them plan those trips.

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 to "increase and diffuse geographic knowledge," the member-supported Society's mission is to inspire people to care about the planet. Through its online community members can get closer to explorers and photographers, connect with other members around the world and help make a difference. National Geographic reflects the world through its magazines, television programs, films, books, DVDs, radio, maps, exhibitions, live events, school publishing programs, interactive media and merchandise. National Geographic magazine, the Society's official journal, published in English and 39 local-language editions, is read by more than 60 million people each month. The National Geographic Channel reaches 440 million households in 171 countries in 48 languages. National Geographic Digital

Media receives more than 27 million visitors a month. National Geographic has funded more than 10,000 scientific research, conservation and exploration projects and supports an education program promoting geography literacy. For more information, visit www.nationalgeographic.com

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