

National Geographic Traveller (UK) April 2017 Available On Newsstands Now

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GREECE: A MODERN CLASSIC

It's time to sit up and take notice of Greece for more than just its economic woes, says National Geographic Traveller (UK). Its April issue explores Greece's creative renaissance, talking to the artists, musicians, chefs and entrepreneurs who are taking risks, turning traditions on their head and pursuing their dreams, despite — or perhaps because of — the harsh realities of the financial crisis. This comes on the back of a reported recent spike in demand for Greek holidays among UK travellers.

Glen Mutel, deputy editor of National Geographic Traveller (UK), said: "Not only are UK tour operators reporting that bookings to Greece are significantly up for 2017, but it seems the country is also in the midst of a creative bloom. Our cover story shines a light on some of the people who have contributed to this, from graffiti artist Cacao Rocks — who appears alongside his work on our eye-catching cover — to sculptor Stathis Alexopoulos."

Contributor John Malathronas, who put the feature together, said: "Greeks are proud of their ancestry. The resourceful way they're coping with the financial crisis demonstrates an ingenuity and creativity equal to any they've exhibited in times of calamity throughout the 30-odd centuries of their history."

The cover story is also available online, at natgeotraveller.co.uk/greece-a-modern-classic (<http://www.natgeotraveller.co.uk/greece-a-modern-classic/>)

The April issue of National Geographic Traveller (UK) hits the newsstands in a week when several UK operators have reported an upsurge in Greek bookings. Kuoni is reporting a 30% year-on-year increase in bookings, while Thomas Cook has seen a 40% rise in Greek holiday bookings across the group (for its UK, Nordic and Continental Europe markets).

Chris Mottershead, managing director, Thomas Cook UK and Ireland, said: "Greece is proving extremely popular with customers this summer and both the mainland and islands are seeing big growth in bookings."

Meanwhile, the April 2017 edition of the magazine comes with a FREE Austria active guide.

ALSO INSIDE THE APRIL ISSUE

Destinations: We explore the colours of Colombia; traverse the ancient Silk Road; head to the bayous of Louisiana; and spend a long weekend in Macedonia.

Cities: Our urban highlights this issue include Paris, Shanghai, Berlin and Glasgow, while our picture story captures Siena's famous Palio horse race.

Smart Traveller: Jordan's new 370-mile trail, the best rooms in Rotterdam, a pop culture tour of Tokyo,

Hampshire's bountiful produce and Hull, the 2017 City of Culture.

Author Series: Garrett Carr on Ireland's border.

Travel Geeks: Ask the Experts includes advice for first-timers to Hawaii and on house swaps, plus tips on photography and navigating naturally.

PLUS: Win a five-day trip for two to Newfoundland. natgeotraveller.co.uk/competitions
(<http://natgeotraveller.co.uk/competitions>)

For a 26-page digital sample of our April 2017 issue, visit: magazine.natgeotraveller.co.uk/apr17
(<http://magazine.natgeotraveller.co.uk/apr17>)

National Geographic Traveller (UK) has a cover price of £3.95, via subscription and on newsstands, and is published 10 times a year. Visit natgeotraveller.co.uk (<http://natgeotraveller.co.uk>) for more information.

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The National Geographic Traveller (UK) app is available for iPad from the App Store: bit.ly/NGTUKapp
(<http://bit.ly/NGTUKapp>)

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Notes

National Geographic Traveller (UK) is published under license by APL Media Limited, from National Geographic Partners LLC in Washington, D.C. The 180-page travel and lifestyle magazine was launched in December 2010, and is packed full of you-are-there photography, authentic travel experiences and inspiring narratives. natgeotraveller.co.uk (<http://natgeotraveller.co.uk>)

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nationalgeographic.com (<http://nationalgeographic.com>)

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