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National Geographic Traveler: Madrid, 2nd Edition



Synopsis

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.

Book Information

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Customer Reviews

Annie Bennett specializes in writing about Spanish travel and culture. After graduating with a degree in modern languages, she lived in Madrid for ten years working as a translator and journalist. Bennett now divides her time between Spain and the UK. She has written *Art/Shop/Eat Barcelona* and the *Blue Guides* to Madrid and Barcelona, and is a regular contributor to British newspapers and magazines, including *The Daily Telegraph*, *The Sunday Telegraph*, *The Times*, and *Living Spain*. Tino Soriano is an award-winning photographer who has contributed work to numerous books in the *National Geographic Traveler* series, including guides to Spain, Italy, and Portugal. Born and raised in Barcelona, Spain, he divides his time between photojournalism and travel photography. Soriano has been honored with numerous national and international awards from groups such as *World Press Photo*, *UNESCO*, and *FotoPres*, among others. In 2004, Mexican President Vicente Fox personally handed him the trophy for the *Lente de Plata Award*, which is given to the best story on Mexico published throughout the world. To learn more, visit tinisoriano.com.

An outstanding book! It greatly added to my trip to Madrid with tons of extremely useful information. Data was very informative and the maps were clear, easy to read and greatly helped us to get about. Commentary contained very interesting and informative information. We learned a lot. Provided background history up to information on current status and events. Also gave us suggestions for day trips outside of the city that proved to be great fun. Would strongly recommend this series of travel books to read before leaving and to then take along on your journey for useful daily information. It even has recipes. Travel and enjoy.

The National Geographic guidebooks for Madrid and Barcelona are better than other guidebooks. They are more fun to read before the trip because they give more in-depth information. Also they give you directions and maps for walking tours of interesting areas.

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