

Reach over 100,000 international tourists holidaying in Britain and Ireland in 2005 !

Discover Travel & Tours is a leading international Tour Operator bringing over 100,000 overseas visitors to the UK & Ireland each year. These independent-minded tourists explore every part of the UK & Ireland on their self-drive holidays. **Every day they seek out places to visit and enjoy** in the towns & countryside.



Our range of accommodation guides are used daily by our overseas clients to book their overnight stays using their pre-purchased Discover Travel & Tours accommodation vouchers - **It is their indispensable travelling companion** and guide on where to stay and what to see and do.

These guides are your opportunity to cost-effectively present your attraction to this difficult to reach target audience of overseas visitors who are actively looking for things to do and see during their touring holiday of Britain & Ireland.

Full colour quality presentation

All guides are studied daily while travelling throughout Britain & Ireland

Each guide is a final travel document - not a 'throwaway' brochure

Targeted readership of overseas tourists

Guaranteed 100% active use in Britain & Ireland

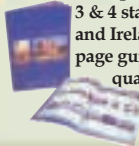
Discover Bed & Breakfast

In its 20th year, this guide features only the best British and Irish B&Bs for overseas visitors. Over 200 full colour pages packed with information on where to stay throughout the UK & Ireland. This guide is studied daily by more than 60,000 overseas tourists during their holiday in Britain and Ireland.



Discover Hotelpass

Hotelpass offers a selection of 3 & 4 star classic hotels throughout Britain and Ireland in this colourful conclusive 130 page guide. This exclusive brochure offers quality accommodation in every town, city and countryside location.










Discover Inns of Britain

An alternative 80 page guide featuring traditional Inns located throughout England, Scotland & Wales. These quality British Inns offer individual character, history, snug bars, roaring fires and a welcoming host for all of our travelling clients.



Who will your advertising reach?



 Australians 15%	 Dutch 20%
 French 10%	 Italians 6%
 Germans 12%	 Americans 10%
 Rest of the world 27%	