

FOR IMMEDIATE RELEASE

***TRAVEL + LEISURE'S* 100 GREATEST TRIPS (2010 EDITION)  
TO HIT BOOKSTORES ON DECEMBER 15**

**Affordable Itineraries, Beach Escapes, Culinary Tours,  
and Much More Featured in T+L's Newest Book**

New York, NY (November 23, 2009) – Planning your next getaway? In search of the perfect holiday gift for a jet-setting friend? *Travel + Leisure's* latest book, **100 Greatest Trips (2010 Edition)**, will be available beginning December 15 at retailers nationwide, including Barnes & Noble, Amazon, and Borders, as well on as [www.travelandleisure.com/books](http://www.travelandleisure.com/books), for \$34.95. This 288-page hardcover book includes a wide range of travel ideas mapped out for readers: an affordable culinary excursion in Paris; a great drive in Argentina; a cultural tour of Cape Town; a beach escape to Barbados; an outdoor adventure in Alaska; and 95 other memorable journeys selected by the editors of *Travel + Leisure*.

Notable writers and photographers who contributed to *Travel + Leisure's* 100 Greatest Trips (2010 Edition) include Kurt Andersen, Cedric Angeles, Tom Austin, Thomas Beller, John Berendt, Anya von Bremzen, Joe Dolce, Simon Doonan, Michael Gross, Max Kim-Bee, Frédéric Lagrange, Matt and Ted Lee, Anders Overgaard, Gary Shteyngart, Guy Trebay, and Lynn Yaeger, among many others.

In her introduction to the book, *Travel + Leisure* Editor-in-Chief Nancy Novogrod explains what sets its coverage apart: "A great journey is not about how far one goes or how many places one visits, but about the small, intimate, unforgettable encounters along the way." 100 Greatest Trips (2010 Edition) is a celebration of these one-of-a-kind moments.

The book's ISSN number is 1933-1231.

To request a review copy, please contact Liz Marsh ([elizabeth.c.marsh@aexp.com](mailto:elizabeth.c.marsh@aexp.com) / 212 382 5684).

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*Travel + Leisure* and its website [www.travelandleisure.com](http://www.travelandleisure.com) propel readers to travel now, travel smarter, and travel often. With an eye for the authentic, the innovative, and the irresistible, T+L fuses expert reporting on style, culture, food, and design with stunning photography to transport its readers to the places—and the experiences—that matter most. The long-standing authority in its field, *Travel + Leisure* has the largest, most affluent audience of any travel magazine and is an indispensable read for today's global citizen. *Travel + Leisure* has a network of international editions, including *Travel + Leisure Mexico*, *Travel + Leisure Turkey*, *Travel + Leisure China*, *Travel + Leisure South Asia*, and *Travel + Leisure Southeast Asia*.