Publishing proposal for new title on travelling for older people

Key details

Title

GREY NOMADS: A GUIDE TO TRAVELLING AROUND AUSTRALIA

Price

$24.95

Format

PBK

Extent

380 pages

Print run

4000

Content

The main focus of the book will be on providing information about places, tourist attractions and services that would appeal to the older traveller who is over 60 years of age.

The chapters of the book will be divided into states with information provided on the following sections: regions; main attractions; accessibility; guide to walks; cities/towns; services and facilities including bowling clubs, RSLs and libraries; caravan parks and camping grounds; where to get for seniors card discounts; medical facilities; eating out; best value for money. It will also have maps of regions and town centres.

Author

The authors, Samuel and Florence Lambe, will be commissioned to write the guide. They have travelled extensively since their retirement in 1988 and have the advantage of knowing first hand exactly what the older traveller wants and expects.

They are joint authors of My favorite Places in Victoria published by Valleyview in 1990.

Format

The format of the book will be as follows:

- 230mm x 150mm
- paperback
- a Tanberg cartoon will be used at the commencement of each chapter heading. It is likely that existing cartoons will be used however, several new drawings may need to be commissioned.
- some line and half tones will be used to reproduce newspaper headlines throughout the book.
- the cover of the book will be designed in-house. The designer will be asked to produce a gloss cover of old people's underwear strung up on a clothesline between trees as a start, however, their suggestions will also be sought for alternative artwork.