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 C
Extent 300 pages
Print run 000

Content

The main focus of the book will be on providing information about places, tourist attraction 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 in 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 go 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, Samual and Florence Lambe will be commissioned to write the guide. They have travelled extensively since their retirement in 1995. He has the advantage of knowing first hand exactly what the older traveller wants and expects to find.

They are joint authors of My favorite Places in Victoria published by ValleyView in 1939.

Format

The format of the book will be as follows;
- C format, 230mm x 150 mm
- soft cover
- 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 be will used to reproduce newspaper headlines throughout the book
- the cover of the book will be designed in house. The designers will be asked to produce a gloss cover of old peoples underwear strung up on a clothesline between trees as a start. However, their suggestions will also sought for alternative artwork.