

## PRESS RELEASE



## NEW BLUE GUIDE WEBSITE TRIALS GOOGLE CHECKOUT, FEATURES INDEPENDENT HOTEL AND RESTAURANT RECOMMENDATIONS

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The new Blue Guides website ([www.blueguides.com](http://www.blueguides.com)) launched today contains two important features: firstly it trials 'Google Checkout': "This appears to provide extremely simple and cost-effective e-commerce to independent publishers and smaller booksellers" commented Blue Guides' publisher, Tom Howells, "the payment processing is easier and cheaper (1.5%) than our avaricious high street banks generally charge, and the technical set-up is trivial. How well it works remains to be seen. Watch this space."


Secondly the site provides, for free, all Blue Guides' listings of Recommended hotels and restaurants from



the guides. These are described on the site as "typical of the place, well situated for the historic centre or main sights and tending more to the classic and charming than the brash or minimalist. We aim to cover all prices; from the very elegant and expensive to the good value and good fun." Web editor Sophie Livall adds: "Genuinely independent hotel and restaurant advice is very difficult to find on the internet. Everyone is trying to sell you something, get you to click through to somewhere in return for a fee or take a commission for getting you to book something."

Putting our "recommended" content on line will, we hope, provide a useful service for our readers."

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 **About Somerset Books:** Somerset publishes high quality travel guides for the independent traveller under the series names **Blue Guides**, **art/shop/eat** and **Visible Cities**. The first Blue Guide was published in 1918, Somerset is continuing the tradition of erudite and comprehensive guides, now in full colour with great diagrams, maps, floor plans and photographs. Details of the current list can be found at [www.blueguides.com](http://www.blueguides.com).