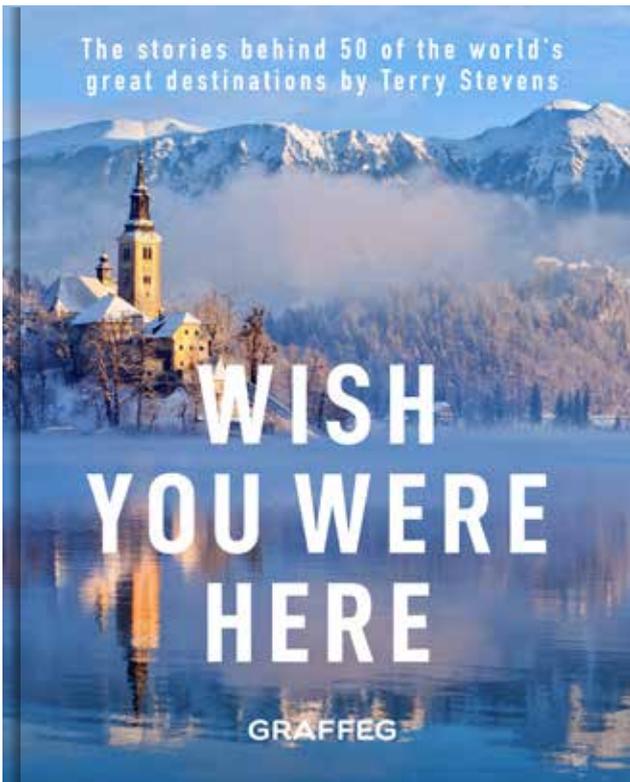


# Wish You Were Here by Terry Stevens

Publication 24 September 2020.



## Wish You Were Here

- Author: Terry Stevens
- Format: 224 pages
- Book Publication: 24 September 2020
- ISBN: 9781913134952
- Price: £20 €25 \$25 PB



## Wish You Were Here

This book will give tourists and travellers a description of each of 50 leading destinations from around the world with a personal explanation giving an insight as to why, and how, these destinations consistently deliver high-quality visitor experiences. Based on Terry's 40 years working in the industry in over 55 countries, it presents how good management and an understanding of the importance of hospitality underpins the success of each destination, how they are organised, and how they get things right. As international travel and tourism begins its recovery post-COVID19 this book allows its readers to dream about wonderful destinations and to plan their future holidays informed by real expert insight.

'This is not a typical brochure language-driven, promotional bucket-list guidebook. Stevens gives these destinations real context. He tells us its personality, its mood, and not just the reason for being but its reason for resilience, perseverance and ultimate success'

**Peter Greenberg, Travel Editor/CBS News**

'Stevens openly shares his expertise with anyone with a curiosity to want to know more about these tourism destinations' **LUXLife Awards**

'In *Wish You Were Here*, industry veteran Terry Stevens applies his decades of experience and insight into putting a zoom lens on 50 leading destinations and their leaders ... From Aarhus to Zadar, Stevens carefully analyses what it takes to successfully build, and rebuild, a destination, making it a rich travel guide with a difference'

**Anita Mendiratta, Special Adviser to the General-Secretary, United Nations World Tourism Organisation**

'There could have been more than 50 destinations in *Wish You Were Here*, but a line had to be drawn. Others just missed the cut - their time will come.'

**Peter Gill, Founder of Graffeg**

**Professor Terry Stevens** is a multi-award winning, international, tourism consultant. He has now worked on a wide range of tourism projects in more than 50 countries around the world. In 2019 he received LUXLife accolade as the best tourism destination expert in the world. He has written extensively on all aspects to tourism and is the author of *Landscape Wales* published by Graffeg.

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