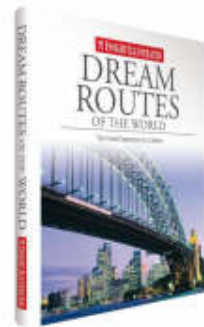


NEWS RELEASE

**INSIGHT UNVEILS THE BEST
*DREAM ROUTES OF THE WORLD***

Dream Routes of the World, a lavish new coffee table book from Insight Illustrated (published this month with a special offer price of £30) will tempt and inspire readers to pursue the adventures of their dreams, with page-after-page of inspirational journeys worldwide. Once it was merchants, soldiers, pilgrims and explorers who endured long distances and hardships; today empty nesters, gappers and those with a touch of wanderlust track these legendary routes. For anyone planning to follow in their footsteps for the sheer pleasure of it, this is the 'bible' to guide them.

A practical reference and travel guide in one, *Dream Routes of the World* unveils 50 travel experiences of a lifetime, alongside 1,800 breathtaking photographs which bring the destinations to life. Amongst the dream routes are well-travelled journeys including the legendary Route 66 (USA), the Silk Road (Central Asia), and the Inca Trail (South America) – and less familiar voyages such as the Realm of the Winged Lion (Adriatic) and Moscow and the Golden Ring (Russia). Closer to home, follow the Highland route around Scotland or follow the Via Turonensis – the old pilgrimage route from Paris to Biarritz. All routes pass through spectacular scenery and lead to fabulous cultural treasures.



Each route is featured extensively, accompanied by a full itinerary, detailed city and touring maps and suggestions for interesting detours. Insightful text and vivid photography adds colour to the region's scenic, historical and cultural qualities, as well as offering comprehensive descriptions of must-see sights. Travel information panels for each route provide indispensable travel tips, recommendations for the best time to travel and helpful contact details, while a world overview map displays at-a-glance all of the routes featured.

For the travel experience of a lifetime, readers can dream their way across the world on these incredible journeys, either in reality or as a flight of fancy for the future.

Insight Illustrated's *Dream Routes of the World* is available in bookshops and on line at www.insightguides.com, RRP £40, special offer price £30 until the end of the year (hardback, 768pp).

– ENDS –

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