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Reviews Researchers interested in mediating the tourist experience have been observing the migration from traditional brochures to virtual encounters.

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Jo-Anne Lester & Caroline Scarles (eds) *Mediating the Tourist Experience: From Brochures to Virtual Encounters*. Ashgate, Farnham and Burlington, VT, 2013; 286 pp.; 65.00 This edited collection reveals in complex detail the multitude ways in which tourism experiences are currently being mediated.

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Traditionally, tourism media has referred to the image of destinations constructed through media texts such as brochures and postcards, with increasing *Mediating the tourist experience: from brochures to ...* Collectively, the authors in this book address a range of media and technologies from brochures, television, video and film to mediated virtual spaces, such as e-brochures, Internet cultures, social networks, and Google Earth. In doing so, the book highlights the continued significance of media in tourism contexts; recognising both traditional and newer technologies, and the non-linear, continuous cycle of mediated representations and experiences.

A Review of Mediating the tourist experience from ...

The volume is made up of a variety of case studies which focus on a rapidly changing role of the media in tourism in general and selected forms of mediation as they influence and direct the tourist experience in particular. What the chapters of the book have in common is a new and innovative examination of the emergent relationships and connections between media practices and tourism practices, everyday experiences and encounters of places (p. 3).

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Mediating the tourist experience: from brochures to virtual encounters, Caroline Searles and Jo-Anne Lester
Palmer and Lester likewise push the volume beyond the remit of visuality, arguing that the images associated with tourism may tell us what to look for, but it is our encounters with the material reality of what we find that mediate the experience of tourism (p. 237).

Mediating the tourist experience: from brochures to virtual encounters, Caroline Searles and Jo-Anne Lester
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Mediating the tourist experience: from brochures to virtual encounters . By Jo-Anne Lester and C. Scarles. Abstract.

Traditionally, tourism media has referred to the image of destinations constructed through media texts such as brochures and postcards, with increasing attention towards other mediascapes such as films and television. Yet, with prolific advancements in technologies of media

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