

I have to know
where I'm going

Long wheel

But I know why I'm going

We, at Lonely Planet, are part of a worldwide community of travellers who share a passion for exploring and contributing to our world. We believe that all journeys begin with a desire to know, to see and to experience more and only end when we stop questioning. Travel takes a certain state of mind. It means taking risks, leaving behind the everyday, experiencing a culture first hand; discovering the people, the history and the land because the journey is always more important than the destination. Travel is a powerful source of personal enjoyment, enrichment and interest for both traveller and host alike. We also believe that travel is one of the world's most important activities. Practised responsibly and sustainably, it develops people and communities around the world. Travel celebrates difference, acknowledges a complex and imperfect world, increases understanding and recognises similarity. It promotes tolerance and helps create one planet.

therefore I travel

lonely planet

Where it all began...

A beat-up old car, a few dollars in the pocket, and a sense of adventure.

That's all Tony and Maureen Wheeler needed for the trip of a lifetime. After meeting on a park bench in Regent's Park, they married a year later. For their honeymoon, they decided to attempt what few people thought possible – crossing Europe and Asia overland, all the way to Australia. It took them several months and all the money they could earn, beg or borrow, but they made it. And at the end of it all, they couldn't have been more broke...or happier.

It was too amazing an experience to keep to themselves. Urged on by their friends, they stayed up nights at their kitchen table writing, typing and stapling together their very first travel guide, *Across Asia on the Cheap*.

Within a week they'd sold 1,500 copies. Lonely Planet was born. Two years later, their second journey led to *South-East Asia on a shoestring*, which led to books on Nepal, Australia, Africa, and India, which led to...you get the picture.

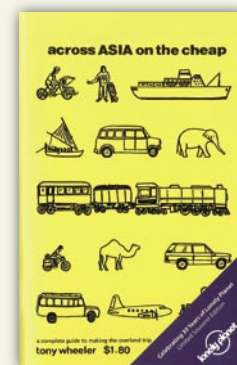
Fast forward over 30 years.

Today the company has offices in Melbourne, Oakland and London, with over 500 office employees and 300+ on-the-road authors.

Tony and Maureen are still actively involved with Lonely Planet as directors of the company. When they're not travelling, they're in the office. Tony continues to write guidebooks (though these days he gets to handpick the destinations he authors) and Maureen works with the Lonely Planet Foundation.

From the very beginning, Tony and Maureen promoted travel as a possibility for everyone, not just the adventurous. The introduction of *Across Asia on the Cheap* concludes: "All you've got to do is decide to go and the hardest part is over. So go!"

In 2005 Tony and Maureen Wheeler were awarded the inaugural Eric A Friedheim Travel Journalism Lifetime Achievement Award by the Society of American Travel Writers Foundation (SATW) and American University's School of Communication (SOC).



Did you know?

- Lonely Planet is the world's leading independent travel publisher
- Lonely Planet is still privately owned after more than 30 years in business.
- Lonely Planet publishes almost 500 titles in English, covering every corner of the planet, with more than 6.5 million books sold annually.
- 80 million unique journeys: In August 2006 Lonely Planet printed their 80 millionth book and shipped it off to the warehouse for sale.
- Lonely Planet's website receives over 5 million unique visitors every month from over 170 countries.
- Our guidebooks are published in a number of languages, including French, Italian, Spanish, German, Korean, Chinese, and Japanese.
- Lonely Planet has sold over 5 million phrasebooks and has the most comprehensive language coverage of any travel publisher.
- *Across Asia on the Cheap*, Lonely Planet's best-selling first guidebook, sold 1500 copies in its first print run, followed by two reprints, totalling a lifetime print run of 8500 copies. These days, Lonely Planet's bestseller titles sell in the hundreds of thousands.

Why Use a Guidebook? By Tony Wheeler

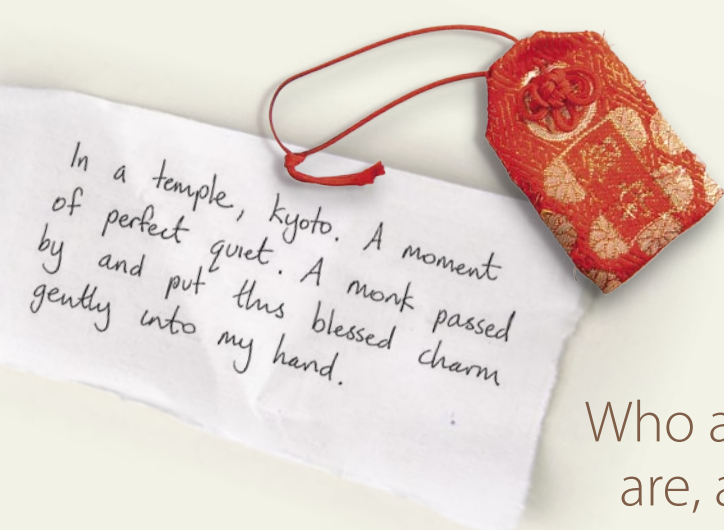
I hate to know where I'm going. Wondering where you'll end up tonight or what fork in the road will send you off in some totally unexpected direction is, for me, what travel is all about. The most important thing is simply to take that tentative first step into the unknown. Having some idea of what you want to do and where you want to go is important, but it's utterly useless thinking your trip is cut into stone. Without doubt, things you discover and people you meet will alter your plans.

Today, far more people, like me, enjoy the unpredictable nature of independent travel and that's just one of the reasons for the phenomenal explosion in travel guidebooks: independent adventurers need information. I always say that a good guidebook should do three things: inform, educate and amuse. When you step off the train in a strange city late at night you need information and this is when your guidebook should tell you, "turn right, walk two blocks and there's a street of great little hotels and guesthouses. Turn left and you'll get mugged!"

Then, when you start to explore, the guidebook should educate you. You'll enjoy the experience more if you know something about the history, culture, religion, and architecture of the place you're visiting, but equally important you'll be a better, more sympathetic and more culturally sensitive – in a word more aware – visitor. You'll tread more lightly.

And finally your guidebook should amuse you. After all, travel is supposed to be fun, and a guidebook should be fun to read, fun to use and quick to point out the idiosyncrasies of the place you're visiting. Every place has something strange about it.

I've been travelling and writing guidebooks now for many years and I've never been bored. Uncomfortable sometimes, concerned occasionally, lost often, but bored – never.



In a temple, Kyoto. A moment of perfect quiet. A monk passed by and put this blessed charm gently into my hand.

All the Lonely People

Who and where the Lonely Planet staff are, and how they work, rest and play >

Rolling Stones

Pssst, wanna know the secret of our success? Our books are written by great travellers. Our authors' shoe leather, sharpened pencils and inquisitiveness are the foundation of everything we do.

Lonely Planet specialises in hiring professional writers who see authoring as a career. Many are former journalists and trained professionals. All are experienced travellers.

They are pedantic, and determined to get the most accurate and insightful information. They use their in-depth regional knowledge and experienced travelling eyes to seek out the most interesting information and build rapport with locals.

Authors agree they have a dream job, but they are realistic about the commitment needed to be a travel writer. When they're on the road, it's not unusual for authors to work 18 hour days, every day, with no weekends, for 30 days straight. They need to be well organised, methodical, patient, assertive and tenacious. In short, they must have the stamina of a camel and the pickiness of a cat.

'He trusts people but not their information until it is confirmed,' was a recent description of a Lonely Planet author. This captures the balance authors strike between getting under the skin of a destination as a good writer, while also fostering the healthy scepticism of a seasoned traveller.

Facts about Lonely Planet authors

- Lonely Planet has 365 professional authors, living in 37 countries.
- Lonely Planet authors have been to every country in the world, with an average of 45 countries visited per author. They are intrepid, brave travellers who go into places such as Somalia and Afghanistan.
- From China to Oman, Lonely Planet has over 85 authors living in the destination they write about. They are our eyes and ears on the ground, so we stay up-to-date and informed.
- In total, our authors speak 70 languages – from Inuktitut to Isizulu.
- Our authors include a former TV Ad actor, cartoonist, location scout for the Tomb Raider film, international insolvency lawyer, climate scientist, war reporter, pastry maker, and professional microbrewer (don't ask!).
- Lonely Planet authors maintain their incorruptible integrity by refusing any kind of endorsement, payment or favour in return for positive reviews (it says so on their business cards!).

Think Global, Work Global

With over 500 staff in the US, UK and Australian offices, Lonely Planet is home to a wide range of characters, from qualified architects and physicists to amateur snowboarders and actors. Other members of our team include our photographers, authors, and the Lonely Planet Television production team. The latest edition to the family is the ever expanding digital team who look after Lonely Planet's website, digital products and online content.

From the author on the road to the cartographer behind a desk, we are united by a love of travel. In fact, a passion for travel is a prerequisite for working at Lonely Planet – it says so on every job description. Between us we've been to 191 countries. Tony Wheeler leads the contest, having visited 144 countries.

Our head office is in Melbourne, Australia. People work hard in a restored cotton warehouse in the docklands. In Oakland we also work on the dock of the bay, watching cargo being sent off all over the world. By contrast, our London office is situated next to Sadlers' Wells Theatre in Clerkenwell and, of course, the obligatory pub or two.

Both the Melbourne and Oakland offices have Lonely Planet bands that perform at our office parties, sometimes featuring up to 30 band members onstage at once. That's bigger than UB40!

Our longest serving employee, Andy, has been with the company for nearly 30 years. She was also the very first employee, hired by Tony and Maureen to watch the office while they researched the earlier guidebooks. Because they appreciated Andy 'minding shop', they brought her back a snow dome. This began a collection that continues to grow today, overflowing several display cabinets in the Lonely Planet cafe.

When I get to Sao Paulo
I always head straight for the
Japanese district. Where else can
you see people samba dancing to
taiko drums?

I Search

We stand for travel >

About Us

Like a weepy mother-of-the-brid, we're going to get a bit earnest and sincere for a minute... as we talk about who we are, what we stand for and what we're trying to do.

We see our job as inspiring and enabling travellers to connect with the world for their own benefit and for the benefit of the world at large.

We offer travellers the world's richest travel advice, informed by the world's most experienced and interesting travellers.

What drives us:

- The belief that travel leads to deeper understanding and compassion and therefore a better world
- A relentless drive to find the special, the unique and the different for travellers wherever they are
- Always offering the trusted filter for those who are curious, open minded and independent
- Challenging travellers; leading debate and discussion about travel and the world
- Telling it like it is without fear or favour in service of the travellers; not clouded by any other motive
- A real concern for the environment; encouraging sustainable and responsible travel
- Being travellers, travelling together, sharing insights and learning from each other
- The desire to grow healthily so that we have the freedom and independence to take the paths we choose
- Understanding that commercial success will flow from serving the traveller in authentic ways.

The things we value most highly amongst ourselves are honesty, integrity, openness, responsibility and achieving success together. We have fun, we aren't afraid to challenge ourselves and others, and we never lose our appreciation and enjoyment of the world's idiosyncrasies and differences.

(Alright, we also like making enough money to pay our wages.)

Brand Schmand

People bang on about brands all the time - brand loyalty, brand value, blah blah blah. At Lonely Planet, we believe that if we are passionate about what we're doing, strive to produce the best every time and give travellers what they want by truly listening to them, the "brand" (whatever the hell that is) will manage itself.

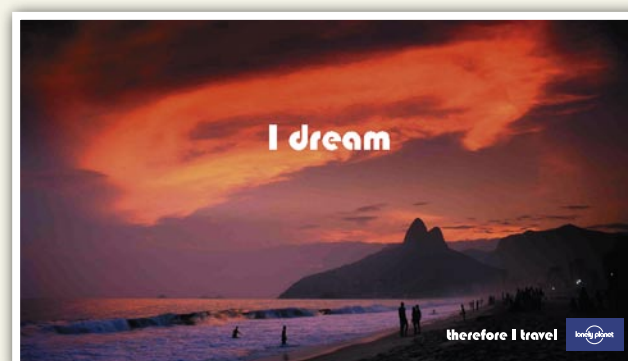
Our integrity is core to what we do and how we do it. Telling it like it is without fear or favour infiltrates absolutely everything we do all the time. Giving travellers the best experiences via the best products generates the best advertising we can get: word of mouth recommendations.

While it's nice to hear that Lonely Planet consistently ranks in the top ten most recognised Asia-Pacific brands*, meaning we're the brand-experts brand of choice, it means more to us that for over thirty years our loyal customers have shown us their love of Lonely Planet's accurate, reliable and trusted travel advice.

* in Brandchannel.com's annual Readers Choice Awards for Brand of the Year

The Horse Before Descartes

In 2005 Lonely Planet launched a new tagline. "*Therefore I travel*" asserts that travel is an integral part of human existence. It reverses the logic of "*I think, therefore I am*" by implying that "*I am, therefore I travel*". So, in contrast to Descartes' famous statement, which is born of *doubt*, our tagline comes from the *certainty* that to exist is to travel. We believe this reflects our optimistic philosophy of getting out there, giving it go, taking risks, and having a laugh. It stands for enjoying your own adventure while keeping an open mind. It also means travelling with respect, sensitivity, curiosity and humour. For we believe that independent travel is beneficial to both travellers and the communities in which they travel. (Sheesh, there goes that mother-of-the-brid again!)





AFTER A FULL DAY'S HIKE THROUGH THE GREEN, MISTY MOUNTAINS OF LOUASHENG, AN OLD FARMER MADE US TEA IN THESE CUPS. WE GATHERED AROUND THE CHARCOAL STOVE, WARMING OUR HANDS, WHILE HE TOLD US STORIES.

The Whole Picture

Not just guidebooks, we also do >

Picture This

In need of that special image or broader image content to fill the brief?

Simply begin your travels around the world with Lonely Planet Images. We provide one of the most extensive travel image banks in the business, focused specifically on global destinations. Our collection of over 250,000 photographs captures the diversity of the world's countries, from tourist icons to everyday scenes. With everything from faces to architecture, cities to the most remote locations imaginable, and wildlife to food, Lonely Planet Images reflects the immediacy, colour and texture of travel.

Since 1999 we have built our exclusive collection and managed a roving network of over 360 contributing photographers. Our library can help you meet that tight deadline and keep budget costs down. So simply type a couple of keywords into www.lonelyplanetimages.com, look around, and see the results for yourself.



Parlez-vous Lonely Planet?

The Lonely Planet Foreign Rights team has established relationships with publishers the world over to deliver our books in languages other than English. We have readers in Italian, French, Spanish, German, Korean, Japanese and Chinese.

Our Chinese guidebooks were launched in June 2006 through a partnership with SDX Joint Publishing Company, one of China's most respected publishing houses.

The Foreign Rights teams in London and Melbourne also assist our publishing partners with marketing campaigns, publicity, and websites, to help spread the universal language of Lonely Planet throughout their markets.

Some of the brands and organisations that Lonely Planet partners with – read their case studies at www.lonelyplanet.biz

SONY YAHOO!

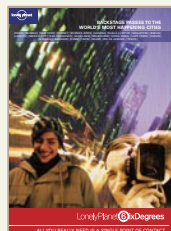


Mercedes-Benz

Did you know?

Asha Gill, host of Lonely Planet Six Degrees, won the Best Host award at the Asian TV Awards 2004.

When "Going Bush" launched in Australia on multi-cultural television channel SBS, it was the highest rating program ever in this slot for the station. It performed particularly well with the 25 to 39-year-old age group.



Lonely Planet Six Degrees television series

Lonely Planet Six Degrees explores the world's coolest cities by connecting with the people who live in them. Avoiding the well-known tourist attractions, each Six Degrees journey begins with a traveller arriving in a new city with just a single point of contact. From this initial encounter a chain of encounters is made across the city, as one person leads to another, until the traveller is linked to city by six of its residents.

Meeting six strangers in sixty minutes, viewers experience the city through the eyes of some of its most colourful and clued-in residents, proving that it's the people, the lives they lead, and the stories they tell that give a city its soul.



My last coffee in Santelmo.
I'm watching a couple dancing tango.
Months later I pull this rumpled
packet out my jacket pocket.
And I can smell the warm pastries,
feel the morning air.

Clickety Click

Who goes on our website? >

Dubya Dubya Dubya

While nothing has stood still in publishing since Gutenberg invented his printing press in the fifteenth century, things are moving even faster on the World Wide Web. Our website is where travellers feel at home, which is reflected in the number of Webby awards we have won.

Lonely Planet's website provides the latest independent travel information and advice from our staff and the global traveller community. Each month over 5 million like-minded travellers visit LonelyPlanet.com to dream, plan, book and talk about real travel. There travellers can:

- Research thousands of destinations and points of interest around the world via our Destination pages.
- Access a wide range of Lonely Planet content including feature articles, podcasts, photo galleries and author blogs.
- Exchange travel advice and opinions with a loyal community of over 300,000 registered Thorn Tree and Bluelist members.
- Purchase from the entire Lonely Planet book catalogue, or a range of digital products including audio language guides (mp3), maps (pdf) and guides (pdf).
- Review and book author and traveller reviewed and recommended accommodation.
- Make a range of travel bookings including flights, travel insurance, transport and various activities via affiliate providers.
- Keep up to date with the latest travel and Lonely Planet news via various Lonely Planet e-newsletters.

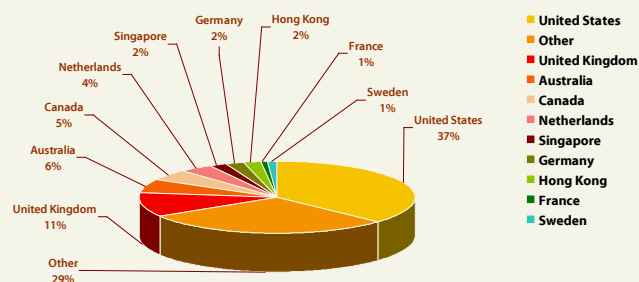
Top 5 cool things about LonelyPlanet.com:

1. Talk to Me – The Thorn Tree, Lonely Planet's travellers' bulletin board sees 200,000 posts and replies each month between travellers. Via the Thorn Tree, travellers get pragmatic answers to practical questions.
2. Where Do You Want To Go Today? – Destinations, LonelyPlanet.com's online guide covering every country in the world, contains over 20,000 reviews of places to see, eat and sleep.
3. Content In – travellers post massive amounts of information on LonelyPlanet.com, sharing and recommending experiences.
4. Content Out – LonelyPlanet.com provides heaps of information for travellers to download, including podcasts, audio language guides and digital guides.
5. For You, Anything... – LonelyPlanet.com provides a one-stop shop for booking travel including hotels, flights, tours and insurance; plus a Classifieds section where travellers can buy, sell and swap stuff with each other.

The Hard Numbers

- Over 5 million unique visitors per month.
- Over 40 million page impressions per month.
- Over 200,000 subscribers to Comet – Lonely Planet's monthly e-Newsletter.
- Over 85,000 subscribers to Lonely Planet's Promotions e-Newsletter.
- Over 300,000 Thorn Tree subscribers.
- Over 5,000 Thorn Tree messages posted per day.

Country of Origin % of Total Visits :



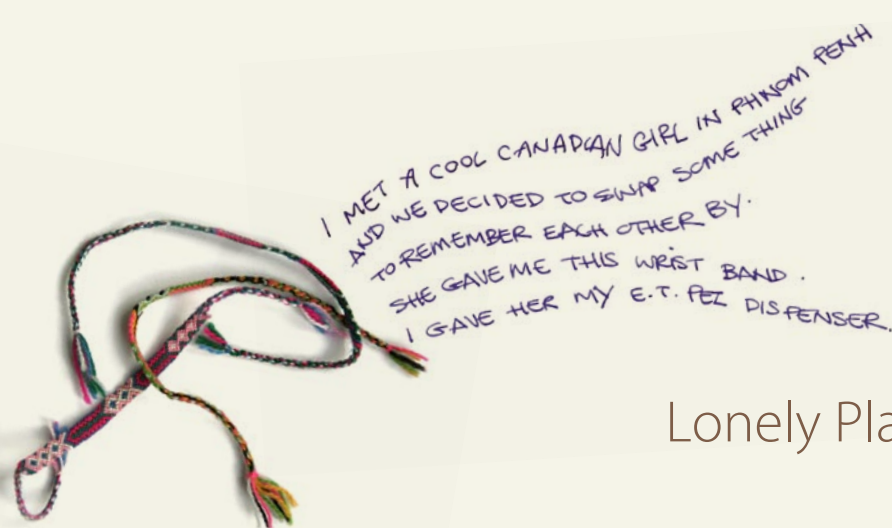
Making a difference online

Immediately after the 2004 Asian tsunami disaster, Lonely Planet mobilised to do what it could to help locals and travellers in affected areas. LonelyPlanet.com was updated with a missing persons bulletin board on the Thorn Tree so that people worldwide could search for loved ones. The website was also regularly updated to communicate new information about safety, breaking news, travel restrictions, how to help and what areas weren't ready for visitors. Authors were sent in quickly to ensure information was as accurate as possible. This dedicated area of LonelyPlanet.com remained live for over a year.

In addition Lonely Planet staff were given time off to volunteer and a monetary donation was made to the Tsunami appeal.

"I have always been a fan of your books, but as you know there are lots of guidebooks on the market. However, I want to let you know that in future you will always be my first choice. This is my small way of showing my support for you since hearing of the very significant monetary donation you made to the Tsunami Appeal. Equally important is the practical help that you have given people searching for family and friends through the Thorn Tree. Please be assured of my ongoing support, and that I will be spreading the word of your actions among family and friends."

Lonely Planet traveller, Australia



Wishes without borders

Lonely Planet makes a difference in many different places >

The Lonely Planet Foundation

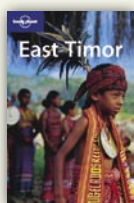
We want to give back to the places that have made us what we are. Through the Lonely Planet Foundation, we commit five per cent of our annual profit towards charity partners around the globe.

The grassroots projects we support are based mainly in the developing world. They focus on health and education, or conservation and environmentalism. We support projects that empower women as this is often the best way to affect whole communities, including children. We also support projects that foster the positive attributes of tourism. After all, we want these spectacular sites to be enjoyed for a long time to come.

For Lonely Planet, charity begins on the road. As passionate travellers, it makes sense to give back to the incredible places that have inspired us over the years.

Here's a taste of some of the amazing groups we are happy to be able to support:

- We first published a dedicated guide to the world's youngest nation state, East Timor, in 2004. In 2006 we supported the small but nimble **Australian Aid International** www.aai.org.au to send an emergency team over to East Timor to assist in disease prevention in the wake of violent uprisings. We recently supported the **East Timor Women's Association** www.timorwomen.org in their work providing health and education support while creating markets for local women's *tais* weavings.
- Afghanistan is another troubled area which has been pivotal to the Lonely Planet story. We are really pleased to support reconstructing the '**Minaret of Jam**'; this incredible local monument was in danger of disappearing until a dedicated team of archaeologists got to work with local people to restore it.
- Lonely Planet travellers seek out unique experiences, so as a company we have an interest in preserving the incredible diversity of world cultures. We are delighted to support the work of **The Huichol Center for Cultural Survival and Traditional Arts** www.huicholcenter.com which aims to safeguard the Huichol people of Mexico's valuable troves of ancient knowledge while easing their transition into the 21st century.



- In Africa we support the work of a range of groups including **Rainbows for Children** www.rainbows4children.org, a school in Ethiopia which provides schooling and support to the children of people with disabilities. In South Africa we support **Ma Afrika Tikkun** www.maafrikatikkun.org.uk in their incredible work which provides at-home supports to the very many young children who are orphaned by HIVAids.

Sustainable Travel and Responsible Tourism

We continually try to reduce waste in the production and distribution of our books. Lonely Planet also offsets all staff and author travel with the carbon offset scheme run by www.climatecare.org. Some of our initiatives include:

- A commitment to using Ancient Forest Friendly Paper (AFF) that is 100% Forest Stewardship Council plantation timber approved. This means we use paper products that aren't produced from ancient forests. Overall, approximately 80% of the paper we use is AFF paper.
- We ensure:
 - The paper process is a closed loop so that the environment around the mill is protected
 - Paper is whitened using chlorine-free bleaching techniques
- We are vigilant about keeping up labour standards with our suppliers to ensure that everyone involved in producing our books is well treated. This includes minimum age requirements for staff, working hours and entitlements, and health and safety requirements.
- We encourage travellers' awareness of the effect of their 'footprint' through on-line information (www.lonelyplanet.com/responsibletravel), guidebooks and dedicated books on responsible tourism, such as *Code Green: Trips of a lifetime that don't cost the Earth*.

Did you know?

The cover girl of Lonely Planet's latest guide to Australia (13th edition) is Clarissa, a young Indigenous Australian from Pormpuraaw in Cape York. The photographer spent quite some time tracking her down to make sure she would be happy to be on the cover of a guidebook and ask the permission of her family. They were all very excited.





I'd run out of money, but I'd kept this phone card in my wallet. I rang my brother from the roadside and I could just hear his voice over the swarms of tuk-tuks, telling me it would be OK.

Birds of a Feather

Where like-minded travellers flock >

Travellers Inc.

Travel is the world's largest industry. Practised responsibly, it develops and sustains communities all over the world. Through travel, we celebrate differences and gain a more profound understanding of the world.

Lonely Planet travellers get out there and give it a go. They take risks, have a laugh and leave behind the every day. They enjoy their own adventures and travel with their eyes wide open.

They travel with respect, sensitivity, curiosity and humour, embracing the power of travel to change who they are and engage with the world as global citizens.

They are intelligent and free thinking. They look to us to guide them in their decisions on what to do but not to tell them what to do. We always respect that.

Always anxious for the next journey, they return from one trip and immediately think 'where next'?

Life, the Universe, Everything

Have you been wondering how to use a squat toilet with aplomb? Or, perhaps, the best time of the year to watch the northern aurora? You're not alone.

Through Talk2Us, travellers talk directly to Lonely Planet, offering invaluable feedback, praise, and criticism. Every month the Talk2Us team return the favour by answering seven hundred travellers' queries.

Via Lonely Planet's online bulletin board (the Thorn Tree), traveller reviews on LonelyPlanet.com, and the online Bluelists, travellers share stories, offer advice, ask questions and recommend travel experiences. With over 300,000 registered users, a Thorn Tree member will be able to answer your travel question because someone somewhere has already been there. Many online friendships from the Thorn Tree have crossed over into real life, with regular Thorn Tree 'piss-ups' organised in nominated local bars. Beware, these meetings have resulted in at least one marriage.

what's a Bluelist?

(*blu,list*) v. *To recommend a travel experience.*

You know when someone says they're having trouble finding a cheap hotel in Paris and you say 'Oh, you should go to this place on Rue So-and-so, it's the best'? Well, you've just Bluelisted him. We created this term because there is no word to describe what we set out to do, which is to 'create an evolving selection of classic and current travel experiences and destinations selected by Lonely Planet staff, authors and travellers'. It's the act of recommending a travel experience. Any travel experience.

Bluelist exists as an annual book, a website and will soon move into digital video... stay tuned!
<http://www.lonelyplanet.com/bluelist/>

Last, but not least, through online author blogs, Lonely Planet authors talk to the world, sharing their experiences of being on the road. In short, the Lonely Planet travel community is a network of connections between travellers, and between travellers and Lonely Planet.

Thank you, Lonely Planet

"Thanks Lonely Planet for such an informative and comprehensive guidebook to NZ – it saved our marriage! My fiancé and I made a deal that I would organise the wedding and he the honeymoon. So imagine my horror upon landing at Auckland airport, my husband happily announced that he hadn't organised anything other than the return tickets. I would have killed him there on the spot if I could!! Anyway in the end, thanks to Lonely Planet, we had a great honeymoon".

Lonely Planet traveller, Australia.

Shush

Respecting our travellers' privacy is second nature to Lonely Planet. Travellers trust us because we only engage with them in the way they want. Lonely Planet follows four privacy and spamming principles:

- Respect and protect the privacy and personal information of Lonely Planet's travellers;
- Only send information to our travellers if they have explicitly asked for it (by opting in) and to only send them what they have asked for;
- Always err on the side of protecting travellers' privacy;
- Never sell our travellers' personal information to others for spamming, and only share with our partners and other business contacts if the traveller has consented.

You can read more about Lonely Planet's privacy policies at www.LonelyPlanet.com/privacy.

"Lonely Planet's Thorn Tree... swiftly defined the characteristics of internet travel: be open-ended, user-led and impartial."

- The Guardian (UK), 26 August, 2006





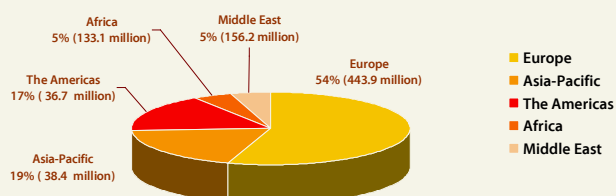
Bi-plane, Train or Rickshaw

Where and how people travel >

Truth, More Truth, and Statistics

Tourism is the world's largest industry, with international tourism alone valued at US\$681 billion in 2005, which is a hundredfold increase on the 1960 figure. That's a truckload of money! The figures for 2005 were 808 million international tourists, with another 1,200 million domestic trips. That's a lot of people asking for directions. Long-term predictions for tourism see it continuing to grow as Indian and Chinese travellers come on board.

In order of popularity, international visitors go to:



According to the UN's World Tourism Organization, the world's top 10 destinations in 2005 were:

| | |
|-----------|-------------|
| 1. France | 6. UK |
| 2. Spain | 7. Mexico |
| 3. USA | 8. Germany |
| 4. China | 9. Turkey |
| 5. Italy | 10. Austria |

Why Did the Chicken Cross the Road?

It makes sense for Lonely Planet to ask what all these free-wheeling folks roaming around the world are doing. Through surveys, market research, travellers feedback, and traveller interaction, we are constantly adding to our up-to-the-minute picture of travellers.

One of the major travel trends in recent years was the rise of low cost airlines, which reduced the cost of travel and fueled the rise in last-minute vacations. Central and Eastern Europe benefited most, with cities such as Dubrovnik and Tallinn becoming hot new destinations.

The latest development is the expansion of low cost airlines into the long-haul market. This means busy Londoners can now arrive in Tokyo on Saturday morning and leave on Sunday night before jet-lag has kicked in.

That enduring demographic, the "gap year" travellers – those crazy kids who hit the road with a backpack and no plans after finishing study – love those cheap long-haul flights.

They're not going to love having to compete with a bunch of grown-up "gappers" though. For the 30-somethings and baby-boomer backpackers the gap year is becoming popular as a career-break or post-career escape. It's so uncool having to share a hostel dorm with your mum...

Traditionally, an increase in international travellers is the result of increased personal wealth, not decreased travel costs. This is the case with the rising prosperity of India and China, with a combined population of over 2 billion.

Trends are also determined by government policy. Over the last decade the Chinese government has incrementally freed its citizens to travel the world (and domestically). Meanwhile the European Union's expansion into Eastern and Northern Europe does away with the pesky red-tape of travel visas.

In general, international traveller numbers have consistently increased over the last fifty years. When one destination falls victim to a disaster or violence, travellers book an alternative, creating a trend by default.

As the travel industry continues to grow, the environmental impact of all these travellers is awakening the global conscience. Lonely Planet carbon-offsets all our authors' and staff business travel, and encourages all travellers to travel responsibly (www.lonelyplanet.com/responsibletravel).

Travellers' Pulse & the Kitchen Table

When we consider changing our guidebooks, or developing a new travel product of any kind, we turn to the experts: our customers. Travellers' Pulse and the Kitchen Table are two ways we get their advice.

The Kitchen Table is a small online forum of travellers who regularly offer their opinion on questions we put to them. These travellers were chosen as they had previously (and still do!) given us the toughest, most useful and constructive unsolicited feedback.

Travellers' Pulse is an annual survey produced by Lonely Planet in conjunction with industry-related partners. It asks travellers about themselves, seeking to identify new trends and provide insights into travel habits, behaviour and needs. It's one of the largest surveys of its kind in the world, providing Lonely Planet with a rich source of intelligence, helping us make better products for travellers.

Travellers' Pulse is far reaching with the most recent survey collecting over 33,000 responses from 170 different countries. The age of respondents ranged from under 18, right through to 65 plus.

To get a copy of the current Travellers' Pulse contact: Talk2Us@lonelyplanet.com.au

My favourite street hawker in Rosario sold chocolate *alfahor*; he would slide coins between all the gaps in his teeth and smile at you. It was hypnotic.



The Bazaar

Where and how much we sell >

Global Sales and Marketing at Lonely Planet

Travel publishing sounds easy, right? Go travelling, have a lark, write a book, sell it to other travellers, make a bundle and retire early. Perfect. Except that there's a wonderful human soup of people involved in the process who all contribute to making Lonely Planet the company it is today. Lonely Planet's Sales and Marketing teams globally play a major role in getting our travel books out of our warehouses and into the hands of the travellers who need them.

How it works

Each of Lonely Planet's three offices has a regional sales and marketing team. Then there's the online marketing team, global sales and promotions team, and a market intelligence team, all based in Melbourne. Three regional warehouses, plus a central warehouse in Singapore, and a logistics team based in the head office in Melbourne complete the sales and marketing family.

What do we do

All of Lonely Planet's sales and marketing team works to ensure the travellers know what books are available to which destinations (or in business-speak, 'marketing to the consumer'), the bookstores know which titles they should stock ('marketing to the trade'), and that the warehouses know where to send the books in the first place.

Asia-Pacific Sales and Marketing

The Asia-Pacific region is Lonely Planet's stomping ground. We were born in Australia and at present most of the Asia-Pacific Sales and Marketing team is based in the company's head office in Melbourne with smaller teams in Singapore and Beijing. From these vantage points the team oversees a network of agents and distributors operating in over a dozen markets.

Our sales representatives, agents and distributors place our books in numerous retail channels, including local and international bookshops in the region, outdoor retailers, gift shops, travel agents and online retailers. Lonely Planet guidebooks can be found in bookshops across the region from Hobart to Ulaanbaatar, from Mumbai to Tahiti and everywhere in between.

Booksellers and their staff provide a vital link to travellers and we work closely with our key accounts to develop programs to assist them to promote travel in their stores. Lonely Planet has a special relationship with retailers in the region, forged during Tony & Maureen Wheeler's first travels to Southeast Asia in 1972.

The environment and consumer profile in each Asia-Pacific market is different. Lonely Planet is well established and highly regarded because our authority crosses all cultural and language divides. This places us well for the phenomenal growth of the Chinese travel market, and the steady rise in Indian travellers. In Asia and New Zealand

Who we sell books to

There are three key sales channels for Lonely Planet:

- Trade – selling books through the retail trade (ie, book stores, specialty stores, news agencies, travel agencies, etc).
- Direct to the consumer – this includes sales through our online shop on lonelyplanet.com and over-the-counter sales via our offices and at travel shows.
- Business solutions – selling content, maps, and images for both digital and print jobs; undertaking customised print jobs for specialist clients; and bulk sales of large volumes of books as gifts or incentives for other companies.

Where house? Warehouse.

Great books aren't worth a damn unless the traveller can get them from their local bookshop or postal worker, so, even before our guidebooks accompany a traveller across the globe, our guidebooks have already travelled to meet them. Our books are sold in over 200 countries via a global distribution network. The logistics and warehouse team manages this network, ensuring that books are available to purchase anywhere they are wanted, from the web to the local bookshop.

we have appointed locally-based distributors to service these markets under the direction of Lonely Planet Sales managers based in the Melbourne office.

While Lonely Planet guidebooks are sold in bookstores throughout the Asia-Pacific region, the Asia-Pacific Sales and Marketing team focuses promotional and media campaigns in the core markets of Australia, New Zealand, Thailand, Hong Kong, India, Singapore and Malaysia.

In addition, we work closely with the distributors and licence partners in Japan, China and Korea to ensure Lonely Planet's travel spirit and ethos is communicated to new audiences.

The Asia-Pacific Sales and Marketing team works closely with leading consumer and travel brands in the Asia-Pacific region on cross-promotion initiatives and media opportunities. All our campaigns are imbued with a sense of adventure, responsibility and humour.

We recognise that the Asia region is not one market but many and in collaboration with our country-based distributors, we develop marketing campaigns that will resonate with local audiences at the most opportune time and in the way that speaks to the consumer in each market. We strive for integration between trade promotions, our media focus and our consumer activities to bring the message of the benefit of travel to audiences throughout the region.

Sales and Marketing in the Americas

The Lonely Planet Americas Sales and Marketing team is based in Oakland, California. This team includes all sales, marketing, publicity, regional publishing, and warehouse and distribution for all of the Americas (Canada, United States and Latin America).

The US Sales Department is comprised of four Sales Liaison staff members with key account and territory responsibilities working to support 23 independent commission reps throughout the country. Additionally, we have two managers dedicated to the Outdoor, Gift and AAA channels.

Lonely Planet products are sold and distributed in Canada through Raincoast Books, the pre-eminent and award-winning distributor in Canada, selling 300,000 units in the 2006 financial year.

Sales & distribution in Latin America is handled by a combination of our Latin American Sales Manager, two independent rep groups and various wholesalers. Our Latin America sales operations represent 75,000 units sold in the current fiscal year.

Lonely Planet's travel guide market share is 13% with sales of two million units sold in the 2006 financial year. Our main competition depends on the destination of a

given guide book market. The key accounts and trade partners in the United States are Barnes and Noble, Borders, Amazon, Books-a-Million, and over 400 independent book store accounts. Our primary wholesale partners are Ingram and Baker & Taylor. In Canada, our largest trade partners are Indigo/Chapters, the only national chain after prior mergers. Our online sales are primarily through Amazon, representing 11% of total sales.

Lonely Planet is also rapidly growing its English and Spanish language guidebook sales in Latin America through the continued development of key accounts as well as additional strategically important accounts throughout the region. Our presence throughout the region will be strongly supported by Spanish and Portuguese language sales and marketing outreach to improve our recognition and grow sales through co-op programs, sales collateral and promo materials, as well as expanded presence at the Guadalajara and Buenos Aires book fairs.

Lonely Planet Americas has marketing partnerships with major consumer and travel-related companies such as STA Travel, REI, Intrepid Travel, Expedia, Patagonia, Current TV and PBS, as well as strong media relationships with the major newspapers and long-lead magazine publications.

Sales and Marketing in Europe, the Middle East and Africa (EMEA)

Lonely Planet EMEA is responsible for all sales and marketing activity in the United Kingdom and Ireland markets, together with both well-established and fast-growing markets in Europe, the Middle East and Africa.

In the fifteen years since the opening of its London office, Lonely Planet has achieved excellent market penetration, working closely with a variety of retail and wholesale partners. These include chain booksellers such as Waterstone's, Border's Group and WHSmith; independent booksellers such as Stanford's and Foyle's; and wholesalers such as Gardner's, Bertram's and Total Home Entertainment. Internet retailers, including amazon.co.uk and play.com, are an increasingly important channel for Lonely Planet EMEA, accounting for approximately 10% of our retail sales. As a leader in travel reference, our books are also now available in a wide range of non-specialist retailers, like Fopp and Waitrose, and include the outdoor sector, with chains such as Blacks and Cotswold.

We employ our own team of highly-trained professional area sales and marketing executives and key account managers to ensure that we are able to offer the highest levels of customer service to our industry partners. Our books are warehoused and distributed by Grantham Book Services, part of the Random House Group.

Lonely Planet's presence continues to grow across Europe, the Middle East and Africa, where it is widely-known and respected. Whilst we continue to be well-established in the mature markets such as Scandinavia and Benelux, we are seeing huge growth in many of the emerging markets in the region, such as Czech Republic, Hungary and the United Arab Emirates. We have become one of the first recognisable travel brands in these emerging markets and will play a significant part as international travel from these countries grows.

Our strategy is to build strong collaborative

relationships with major distributors in the region – such as Nilsson and Lamm in Benelux, Freytag and Bernd in Austria and Kartforlaget in Sweden – whose nationwide coverage ensures Lonely Planet is represented throughout their respective markets. We also value our close co-operation with major retail chains and travel specialists including Norli and Tanum in Norway, Altair in Spain and Magrudy's in the UAE. As in the UK, internet sales form an increasingly important part of our business and we are raising our presence on sites such as Adlibris in Sweden and Amazon.de.

Explore Every Day

Like everyone at Lonely Planet, the EMEA Marketing Team is deeply engaged with the world of travel and travellers. We're driven by finding ways to inspire people to take the positive attitudes they adopt when traveling (curiosity, excitement, openness, respect) and apply them everyday.

Our marketing is characterized by an open dialogue with travellers – we evolve naturally and love to involve travellers when we develop our guidebooks, website and downloadable products. The "Kitchen Table" online forum helps us consult with travellers. We love talking to travellers at big shows like Destinations, Adventure Travel Show and One Life when we open up our own shop stand. We aim to create inspiring campaigns like the BLUELIST campaign (www.lonelyplanet.com/bluelist) that gives travellers the opportunity to submit travel recommendations on the Bluelist website, while offering the authors of the best bluelists the chance to travel and train with a Lonely Planet author, learning the tricks of our trade. We engage with travellers face-to-face as well as online, through our collaboration with the bookstores who sell our guides and through the media.

ONE OF MY FAVOURITE SENSATIONS IS GOING FROM THE TUBE, WITH ITS SOUPY HEAT AND CLAMMY SMELLS (WHEEL GREASE AND OLD TAKEAWAY) AND INTO THE SLAP-YOUR-FACE BRISKNESS OF LONDON AIR.

Quote Unquote

Don't take our word for it, here's what the media have to say about us >

Breaking News

Lonely Planet's products are frequently reviewed to positive praise, with travel articles in newspapers and magazines regularly citing Lonely Planet guidebooks as essential reading for travellers. Beyond just recommending our titles, the print travel media often profile Lonely Planet's products with large feature pieces, which include extracts from travel literature and travel reference titles, or photographic spreads from Lonely Planet's bestselling pictorial books. Tips from our guidebooks and authors regularly grace the pages of glossy magazines and the travel and lifestyle supplements of major metropolitan newspapers. When a travel news story breaks, the media often look to Lonely Planet as a first port of call for information, comment and travel advice.

Lonely Planet also answers travellers' questions in a number of 'ask the experts' question-and-answer columns across the world, including in the Sydney Morning Herald, Courier Mail and New Zealand Herald in the Asia-Pacific region and The Observer, Real Travel, refresh Magazine and TNT Magazine in the UK.

EMEA (Europe, Middle East & Africa)

EMEA Media and Communications generate more than 200 items of positive media coverage each month for Lonely Planet, appearing in high-profile television and broadcast programmes, travel and lifestyle publications and online media.

The 2005 launch of the London and Great Britain guidebooks in the UK achieved unprecedented media coverage of over 300 news items, worth almost a quarter of million pounds sterling in advertising value.

Australia Asia-Pacific

Lonely Planet appears in the Asia-Pacific media an average of more than 250 times each month, from high-profile television appearances to coverage in the region's leading publications as well as broadcast and online media.

"A pioneer company specialising in travel guides for the independent-minded." – *Qantas Magazine, Australia*

The Americas

The US publicity team regularly achieves an audience of over 120 million per month, in print alone. Added to this, they also organise ongoing radio segments. With an overall TV, radio and online audience of 5 million per month, and a syndication audience of 7 million, Lonely Planet is regularly seen and heard across the continent.

"No other collection has as wide a breadth."

– *Travel + Leisure*

"The Lonely Planet Guidebook series...as necessary as a passport and a pair of comfortable walking shoes."

– *Baltimore Sun*



"Lonely Planet: It is a name that screams travel, that promises the answers to the questions you didn't know to ask, that is trusted by explorers everywhere."

– *Sunday Star Times, New Zealand*

- Fresh Content – We check every listing, in person, every time, every edition
- Our authors know more – We have 365 professional writers living in 37 countries
- Substantial & useful – Inspirational new covers, detailed maps, more features and improved functionality
- Outspoken travellers – Our loyal travellers send more than 1000 emails every month with feedback and suggestions. We listen to them all.

Ticket to Ride

What guidebook to take >

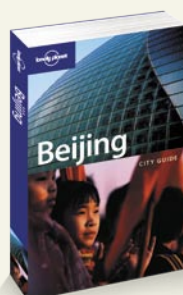
Country Guides

Inspired, authentic, practical advice – the authority for independent travellers the world over – whatever their age, budget or destination



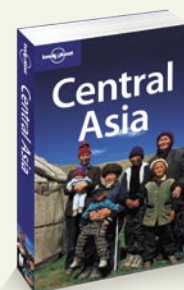
City Guides

Smart, streetwise, stylish. Our authors make the city come alive with their insider knowledge and opinionated advice. Recommendations for all budgets



Regional Guides

In-depth coverage for travellers looking for complete immersion into a region of the world



Language Guides

Phrasebook

Handy pocket-sized companions include over 2,500 essential words and phrases. Comprehensive two-way dictionary and easy pronunciation guide

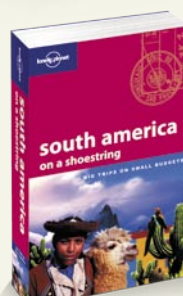
Fast Talk

96 pages of essential language for short trips or weekends away



Shoestring Guides

Big trips on small budgets – the only guidebook series exclusively written for young independent travellers



Pocket Guides

Encounter

Fresh perspectives + expert authors + resident contributors = unique & memorable Encounters

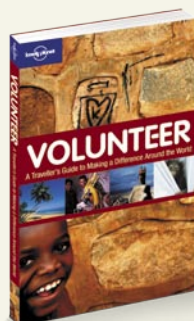
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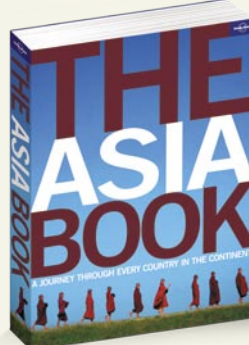
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An eclectic array of definitive travel resources and inspirational armchair guides



Pictorials

A popular range of pictorials that showcase some of the best photographs taken around the globe from Lonely Planet Images



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Entertaining travel writing featuring the world's best travel writers



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An array of activity titles for lovers of the great outdoors

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- Watching Wildlife
- Road Trips
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