
Informing and inspiring the global traveller

Tom Hall, Lonely Planet

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Lonely Planet uses travel trends, traffic and other data to understand and present sustainable travel options to our audience both in print and digital.

Similarweb and Newswhip are used alongside the instincts of our fast-paced online editorial and news operation.

It is critical we act quickly to meet demands and opportunities.

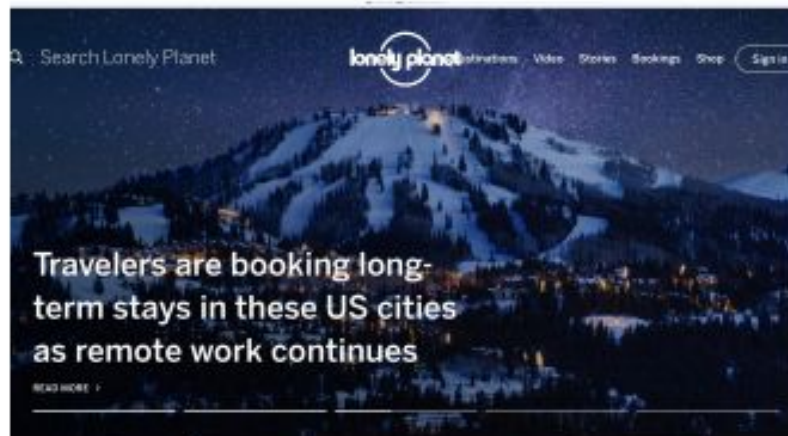
We are very active in many different social media channels but have different approaches and messages in each.



All Stories



All Stories



All Stories



All Stories



Different audiences, the same goal

As Lonely Planet is a global brand, we have to talk to different audiences around the world to achieve the same goal of smarter travel.

We understand our global audience's perception of issues like sustainable issues is not consistent.

We work closely with local experts and tourism organisations to ensure we are in step with expectations.

Lonely Planet sees fast-recovering and fast-emerging markets like China, Taiwan and Oceania as key opportunities.



Guidebook Partners

We have 13 International Partners who publish guidebooks in their native languages

Brazil

China

Czech Republic

Denmark

France

Germany

Israel

Italy

Norway

Poland

Russia

South Korea

Spain





During Covid?

We pivoted and focused on specific content streams driving traffic insofar as possible

A new focus:

- Covid Travel; Home-inspired
- Travel Kitchen
- Destination Drinks
- Virtual Vacations
- Remote, outdoors content
- Weekend breaks
- Focus on English language markets with relevant content for domestic travel

The screenshot shows the Lonely Planet website homepage. At the top, there is a navigation bar with the Lonely Planet logo and links for Home, Video, Travel, Bookings, and Shop. A search bar is also present. The main hero image features a hiker with a large blue backpack looking out over a vast, green mountain landscape. The headline reads "Getting back on the road" with a sub-headline "when you're ready to travel again, we're here". Below the hero image, there are several article teasers under the heading "Other ways to explore at home":

- Elephants roam:** The most Instagrammy Lonely Planet travel editors. It features a photo of elephants in a river.
- Games:** The best board games for travel lovers. It features a photo of various board games.
- Art and culture:** Best travel films and TV shows to stream right now. It features a photo of a person sitting on a bench in a library.

At the bottom of the page, there is a newsletter sign-up section titled "Sign up for our weekly newsletter" with a sub-headline "Get more travel inspiration, tips and notifications and straight to your inbox". Below this, there are images of travel guides, including one for "Grand Canyon".

more travelers get tested before visiting

lonely planet

THE TRAVEL KITCHEN

From around the planet to your door

FEATURED ARTICLE

How to make Chinese spring rolls

Here's our recipe for China's greatest side dish, the beautiful and not a nutritional disaster

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More Recipes

How to make Spanish chorizo

Here's our recipe for Spanish chorizo, Spain's most famous pork sausage

How to make Algerian chorba berrada

Here's our recipe for the ultimate bowl, with a delicious dip of alginate noodles and how to enjoy it all across the country

How to make a Danish pastry

Here's our recipe for the world's most famous and beloved pastry, the Danish pastry

Korean kimchi

lonely planet

VIRTUAL VACATIONS

Virtual vacation: India

Being in social isolation doesn't stop us dreaming of all the places we'd like to visit. In fact we're

lonely planet

Where to next?

Virtual Vacation: Thailand

Experience the fascinating culture of Thailand through our stunning new virtual reality experience.

Virtual Vacation: France

Experience the iconic food of France from your very own living room with these virtual experiences.

Virtual Vacation: Ireland

Design your own virtual holiday through all the places we'd like to visit, in fact how many you want.

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LOTIMENA

BUY ONE GET ONE FREE

lonely planet

DESTINATION DRINKS

It's five o'clock somewhere

RAISE A GLASS

Plus drinks you will want to take home with you

lonely planet

Featured Articles

Destination Drinks #40: Russ

Here's our recipe for the perfect drink to enjoy in the heart of the Russian capital, St. Petersburg

Destination Drinks #38: Hachicha

Here's our recipe for the perfect drink to enjoy in the heart of the Moroccan desert, Marrakech

Destination Drinks #36: Whisky

Here's our recipe for the perfect drink to enjoy in the heart of the Scottish Highlands, whisky

Information alongside inspiration

Our travel lifecycle addresses the challenge of clear presentation of information alongside inspirational content.

Seeking to meet travellers' needs at every stage of their journey.

We understand that at the moment most people can't travel, but many want to as soon as it is safe to do so, and when that time comes will need reliable information that's different to before - see next session.

We do this by presenting topical, eye-catching features for when readers are at the top of the funnel, while also making clear the depth of content we have available for destination planning.

Thank you.

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Brand and content in a new era

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Brand and content in a new era

The world's biggest destinations were already on a journey before COVID-19:

- Sustainable and regenerative travel options presented as a norm.
 - Local/indigenous contributors rather than 'parachuted in' travel writers and influencers.
 - A focus on community tourism in all its many forms and diversity of experience.
 - Awareness of the need to disperse tourism, often using technology
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Newly normal - fresh solutions to old problems

- Domestic, overland and low-impact tourism at the heart of new offering..
 - Recognition of the value of diversity of contributors.
 - Tourism restarting with the input of communities right from the stars.
 - Use of pre-booking, crowd capacity apps.
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The role of publishers

How should information providers like Lonely Planet adapt to this new challenge?

1. Advocating for the traveller.
2. Understanding and meeting new needs around health, transport, insurance etc.
3. Being nimble - working to have local contributors who can update information fast on reopenings, new procedures and markets etc.
4. Giving platforms to new voices and recognise change makers in tourism.
5. Building better connections with DMOs and other orgs to help with critical information.

Best in Travel 2021 celebrates those paving the way for diversity in travel

ANDREA SMITH *Lonely Planet Writer* 4 DAYS AGO



Winner include the bloggers A Couple of Men, Hiakai Restaurant and Gabby Beckford © Courtesy Couple of Men (left) Courtesy of Hiakai (center) Courtesy of Gabby Beckford

Thank you.

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