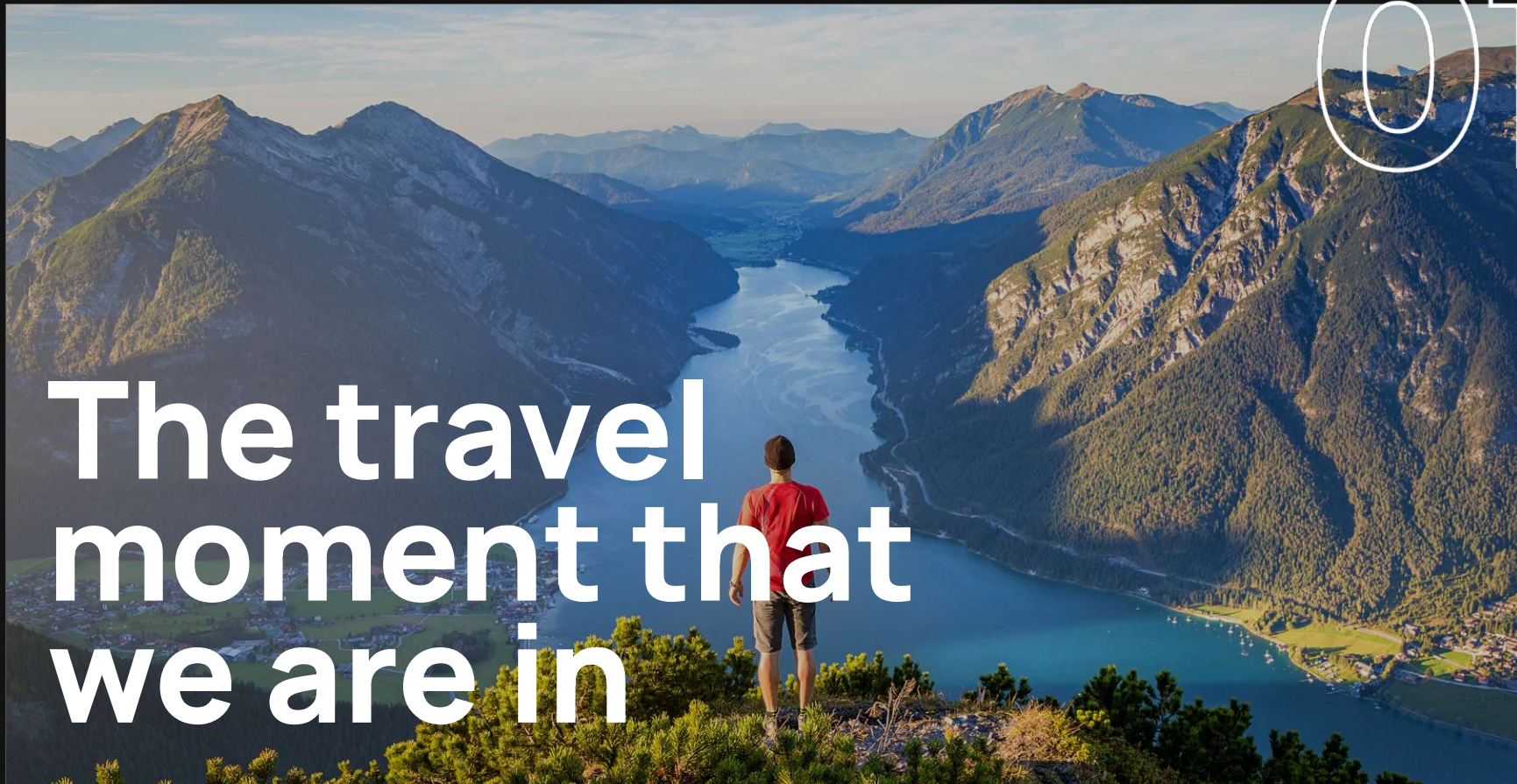


For Explorers Everywhere

Presenting Lonely Planet for Destinations



The travel moment that we are in



A man in a red polka-dot shirt and a woman in a black and white polka-dot skirt are dancing in front of a historic building with large columns. Other people are standing around, some taking photos with their phones. The scene is outdoors on a sunny day.

The world is eager to travel again.

7 in 10

Adults are likely to spend more on travel in 2022 than the past 5 years.

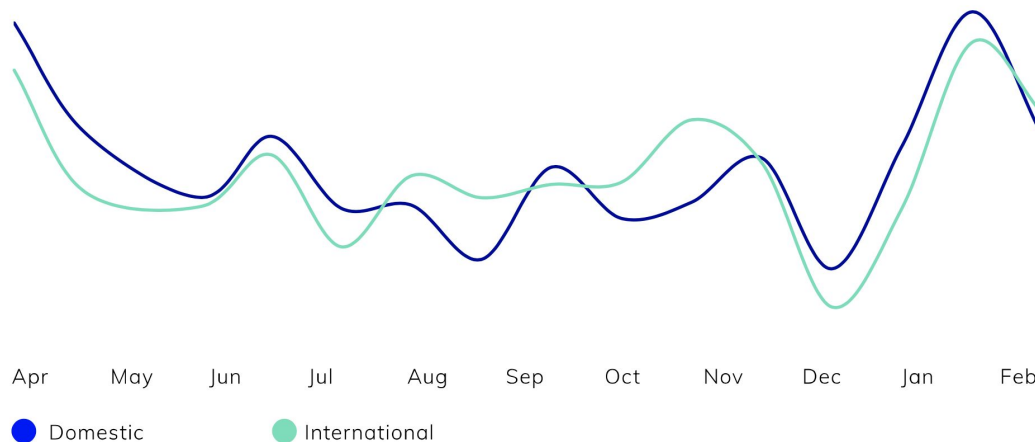
81%

Of working adults are placing more value on vacation post-pandemic.

This year, travel search spiked to new heights as interest turned to action.

In early 2021, domestic and international travel searches spiked back towards levels not seen since the beginning of the pandemic.

Percent change in search activity





What people want today



Story-worthy travel



Personal transformation



Connection

Our research has revealed a desire among travelers for memorable experiences that will make a difference to their lives.

They're looking for transformative, story-worthy travel. Also, in an age of technology-fueled division, many are looking for connection with diverse groups of people from different cultures.



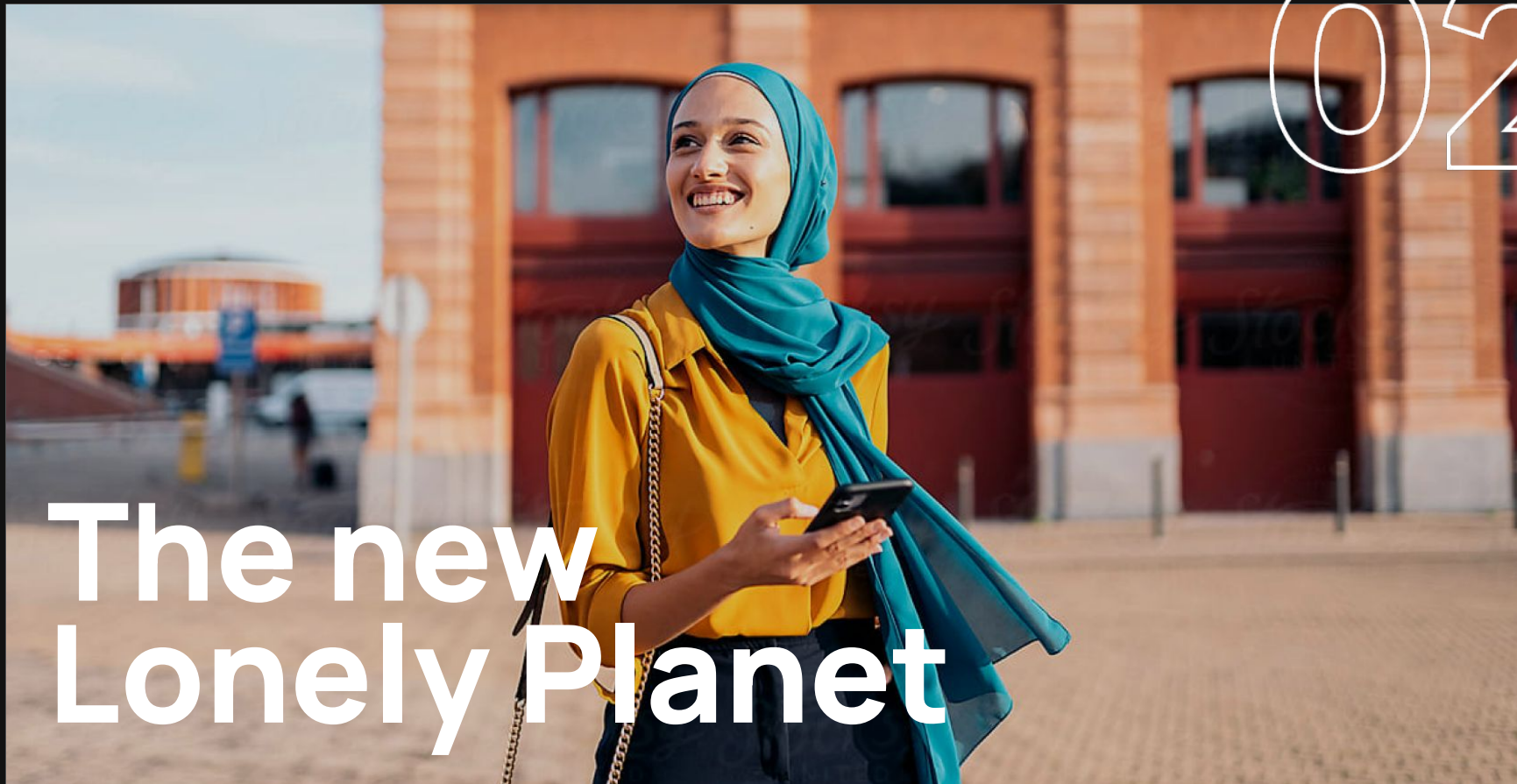
The sea of sameness

Diverse and interesting travel experiences are out there, but finding them requires work.

If you simply search for the most popular travel options, you get an overcrowded and over-commercialized experience. "Popular" no longer equals "good."

There are brands that do inspiration well, that do booking well, that do planning well - but no brands that combine the travel experience from top to bottom.

The new Lonely Planet



For nearly 50 years, Lonely Planet has been guiding and inspiring travelers on unforgettable journeys.

In the minds of millions, it stands for open-minded free-spirited adventure. We're at the heart of a community of travelers that's passionate about exploring the world via our guidebooks, website and app.

150M

GUIDEBOOKS

21,750

DESTINATIONS

32

LANGUAGES



A photograph of three young adults, two women and one man, sitting together and laughing while looking at a smartphone. The woman in the center has blonde hair and is wearing a white t-shirt. The woman on the left has dark hair and is wearing a black top. The man on the right is wearing a grey cap, sunglasses, and a white t-shirt, with a visible tattoo on his arm. They are all smiling and appear to be enjoying each other's company. In the background, a sign with the word 'HELP' is visible.

Today, we're re-establishing our core values

We foster connection and understanding.

In a divided world, travel brings people together and helps build a kinder, more **inclusive**, more open-minded world.

To know the world is to love it.

Travel has social, economic and **environmental** impact. We must equip travelers with the knowledge to make informed choices about their impact, and inspire them to travel with generosity.

We bring travel to all.

Our goal is to help more people from more backgrounds experience the joy of exploration. We believe that travel should be **accessible** to all.



Overhauling our content with a new look and voice

New Look & Feel, Showcasing

Explorers themselves: these are our people and we want to showcase them more in our imagery.

Relationships: at the core of any meaningful travel experience and long lasting memories.

Questing: moving toward a destination and its culture rather than an escape.

Landmarks: tied to storytelling and experiences, rather than just seeing the sights.

Street culture: signifiers of local culture and inspiring for travelers.

Protagonists: Turn the camera around and show the faces behind the story.

New Tone of Voice

The well-traveled friend. Lonely Planet is your friend who has traveled everywhere, had a great time, and now wants you to have amazing travel experiences of your own. We are delightfully nerdy when it comes to travel, and we want to share everything we know with you.

An aerial photograph of a person standing on a rugged, reddish-brown rock formation that juts out into a deep green ocean. The person is wearing a white shirt and orange pants, and is looking down at something in their hands. The water is turbulent with white foam from the waves crashing against the base of the rock. The overall scene conveys a sense of adventure and exploration.

OUR EXPLORERS

Lonely Planet's core audience makes up 40% of the travel population and 50% of travel spend. Of the trips they take per year, 69% are international.

OUR EXPLORERS

Lonely Planet's audience is comprised of three attitudinal groups

Solidifying the notion that Lonely Planet travelers will have interest and take action when it comes to travel.

Engaged Travelers

They live for travel and are excited to immerse themselves in all kinds of experiences. Travel is core to their identity.

Over-index on finding personal growth and immersive experiences important aspects of travel.

Global Citizens

Culture hound who views travel as an opportunity to engage with local culture. They love being in the know and actively seek out tasteful experiences.

Spontaneous Adventurers

They travel to push themselves outside their comfort zone, often searching for rough and ready moments in nature. Travel challenges them and makes them feel accomplished.

PARTNERSHIP OPPORTUNITIES

Display Campaigns

Use your messaging to reach our highly-responsive and targeted audience of engaged & enthusiastic travelers.

Geo-targeting, targeting by relevant content and behavioral targeting (through Permutive) are all available.

Minimum spend: **€31,000**

Existing Article Sponsorships

Add your voice to one or more high-quality articles that feature your destination.

The media campaign elements include native placements, social marketing, and some display, maximizing visibility for and traffic to sponsored articles.

You are the next step: Article readers will see your ads and links in fixed position alongside the articles, allowing them to learn from you as they respond to the content and move further into their research and trip-planning.

Minimum spend: **€31,000**

PARTNERSHIP OPPORTUNITIES

Custom Article Packages

Lonely Planet writers craft 3 custom articles, working alongside your organization to focus on elements of your destination brand, product, experiences, and marketing goals, in Lonely Planet's trusted voice and tone.

The media campaign elements include native placements, social marketing, and some display, maximizing visibility for and traffic to sponsored articles.

You are the next step: Article readers will see your ads and links in fixed position alongside the articles, allowing them to learn from you as they respond to the content and move further into their research and trip-planning.

Articles remain permanently on-site (in search and navigation) and are licensed back to your organization to use in your own sales & marketing channels

Additional articles can be included for an additional fee

Minimum spend: **€44,000**

PARTNERSHIP OPPORTUNITIES

Social Branding Campaigns

Lonely Planet's social channels are alive with engaged and reactive travelers. Use your messaging to create visibility for your brand and a call to action - either to your website or your own channel on Facebook, Instagram, Twitter or Tik Tok .

Posts can include a photo or video.

Geo-targeting is available.

Minimum spend: **€44,000**

PARTNERSHIP OPPORTUNITIES

Social Led Franchise Video

Lonely Planet's trusted voice and high-quality content have expanded into social media! These franchise packages provide high-profile moments that really let your destination shine. Packages include media to drive views and traffic, sponsorship links, as well as licensing of the content for your own use. Here are some examples:

Hidden Gems: Unearthing the experiences and surprises that are sure to delight the visitors to your destination.

Unofficial Expert: Follow a local in-destination that really knows about that “one thing” visitors want or need to know more about.

Get Around: Experience the destination and its experiences through how you travel it (for example, road-tripping, on the train, on a cycle tour).

Everything I Ate Today: The ultimate food tour in destination.

Nature vs Nurture: Experience a destination from both sides - the one that craves adventure and the other that pampers you.

Minimum spend: **€87,000**

PARTNERSHIP OPPORTUNITIES

Website Based Video Franchises

Featuring longer videos than our social franchises, these series allow for an even deeper dive into your destination's story. Packages include media to drive views and traffic, sponsorship links, social video cuts, as well as licensing of the content for your own use. This video content remains permanently on our site (in search and in navigation), as well as on our YouTube channel. Some franchise examples:

Make It Count: Lonely Planet gives two different type of travelers the same bundle of cash to experience a destination in two different ways.

This is A Place: Viewers will get a stylized look at all there is to see and do in a destination, with the name of the destination the big reveal at the end of the video - perfect for places that offer lots of surprising experiences.

What Makes Your Destination, Your Destination: Lonely Planet breaks down the perfect recipe for any destination, uncovering the "secret sauce" that makes that destination special.

State of Mine: For US States, this franchise focuses on 5 residents who connect to the experiences and cultures to be found in-state, from their personal point of view (part profile, part travel itinerary). This concept can be applied to other destinations, as well, but with a different title.

Lonely Planet - On Location: Follow a Lonely Planet writer, photographer or videographer as they experience and tell the story of a destination.

The Detour: Beyond the hero experiences, this series looks at the off-the-beaten path itineraries that make for longer stays, deeper experiences and return visits.

Minimum spend: **€175,000**

PARTNERSHIP OPPORTUNITIES

Website Based Video Franchises (continued)

Every Hour in ____: What does 24 hours in a city look like? In this series, Lonely Planet looks at a city - hour by hour, moment by moment, experience by experience and person by person..

Local Flavor: A culinary deconstruction of a destination hosted by a local chef, who shows off where they collect their favorite ingredients, share food and drink experiences with friends, and enjoy the local flavor.

Island Time: Lonely Planet dives into the experiences and perspectives of those who live by the principles of sun and light.

Handmade in ____: A series featuring locally made products and artisans. Each episode follows a different product unique to a specific destination.

Minimum spend: **€175,000**