

Lonely Planet, Global Content

LP recommends, without fear or favour

- places to go
- things to do
- and stuff to buy

Web and wireless brings a more complex view of recommendations - the long tail



LONELY PLANET TIMELINE

1970 WHEELERS MEET IN LONDON

1972



WHEELERS RETURN TO AUSTRALIA

Spend 6 months travelling overland through Asia

1994

PILOT PRODUCTIONS LAUNCHES

LONELY PLANET TRAVEL SHOW

1995

WWW.
lonelyplanet.com
1ST WEBSITE LAUNCHED

TRAVEL ATLAS LAUNCHED

1997



THORN TREE LAUNCHED

AOL SEPARATE SITE FOR LP LAUNCHED

1998



LONELY PLANET IMAGES LAUNCHED

1999

PALM PILOT/CITY SYNC RELEASED

2001

ONLINE SHOP LAUNCHED



LP TELEVISION ESTABLISHED

2002

FIRST LP JAVA APPLICATION LAUNCHED WITH CITY SYNC ON MOBILE PHONES

2003

LP.COM WINS PEOPLES VOICE WEBBY 1

ADVERTISING ON LP.COM LAUNCHES

2004

BOOKINGS & SERVICES LAUNCHED

2005

BLUE LIST WEBSITE LAUNCHED

2006

TRAVEL INTERESTS LAUNCHED

2007

MOBILE CITY GUIDES

PSP GUIDES



PICK & MIX TRIAL

MOBILE PHRASE BOOKS

LONELYPLANET.TV LAUNCHED

BBC Worldwide
BBC WORLDWIDE ACQUIRED A 75% STAKE IN LONELY PLANET

2008



MOBILE SITE

NEW HOTELS & HOSTELS

FULL PICK & MIX



IPHONE LANGUAGE GUIDES

LONELY PLANET TV YOUTUBE CHANNEL

BEYOND BOOKS

1970 1980 1990 2000 01 02 03 04 05 06 07 2008 09 2010

BOOKS

1973



ACROSS ASIA ON THE CHEAP
PUBLISHED
1500 copies
printed

1977



AUSTRALIA, AFRICA & NEW ZEALAND
1st Editions

1980



USA WEST AND SOUTH AMERICA GUIDE
1st Editions

1982



THAILAND
1st Edition

1988



100TH GUIDEBOOK
PUBLISHED
Baja California

1991



CITY GUIDES
1st Editions
Singapore and Sydney

1993



200TH
GUIDEBOOK
PUBLISHED
South Africa,
Lesotho &
Swaziland

1998



CHASING RICKSHAWS
First coffee table
book published

1999



EUROPE ON
A SHOESTRING
1st Edition

2000



CYCLING,
WILDLIFE,
WORLD FOOD
CONDENSED
Later became Best Of,
then Encounter Guides

2004



RELAUNCHED
CITY, COUNTRY
AND SHOESTRING
GUIDEBOOKS

2005



BLUELIST
BOOK
LAUNCHED

2007

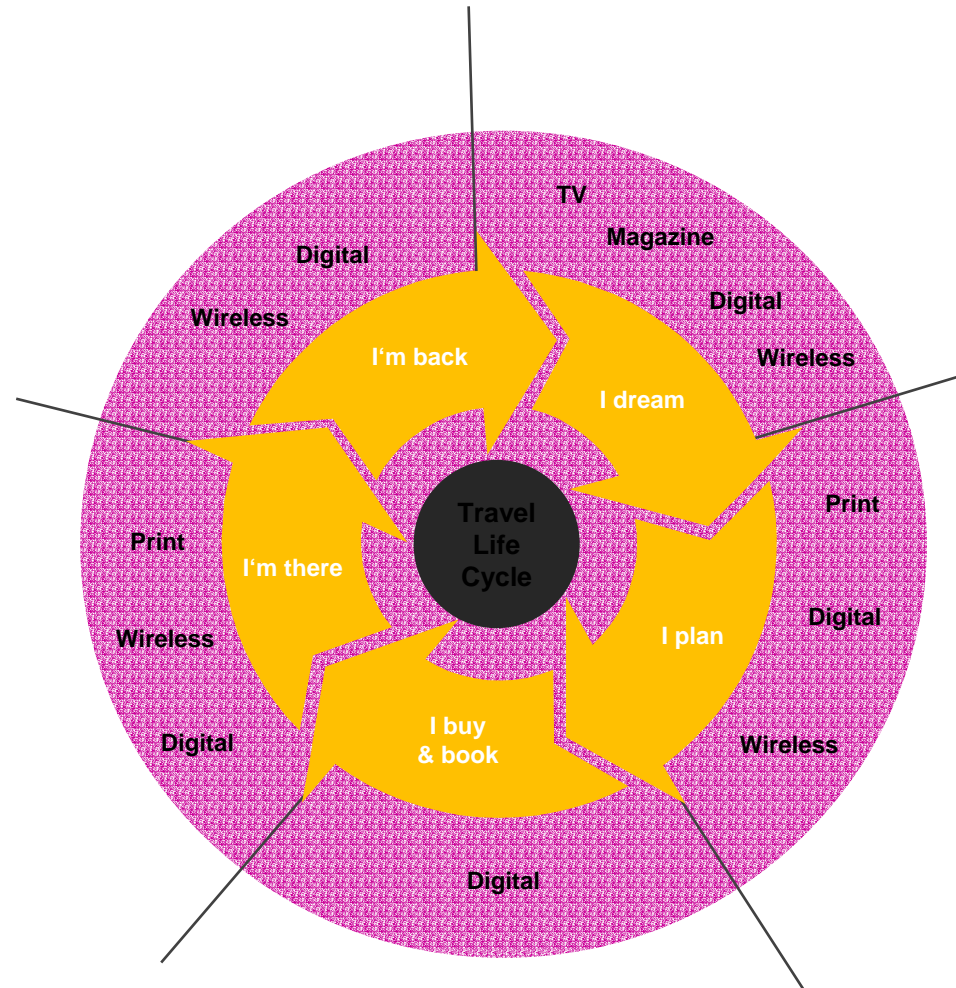


ENCOUNTER'S
LAUNCH

To inspire and enable travellers to connect with the
world and each other ... every day

Inspiring and enabling
travellers to connect with the world
and each other

every day



Different voices?

Two different sets of content needs

How can I get to my budget hotel from VT?

Where's the best new bar in Colaba?

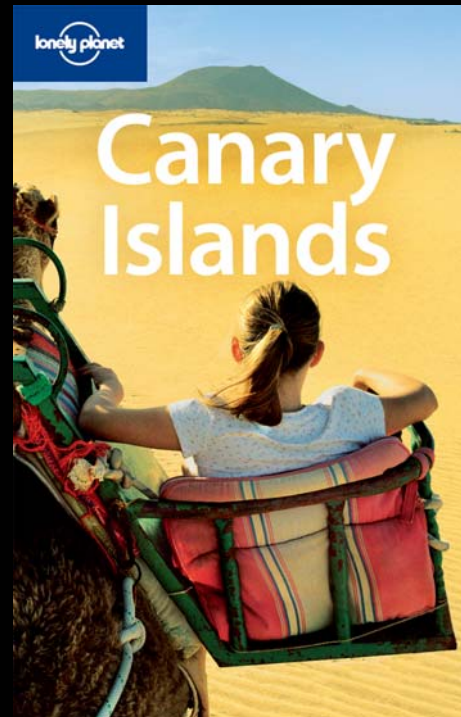
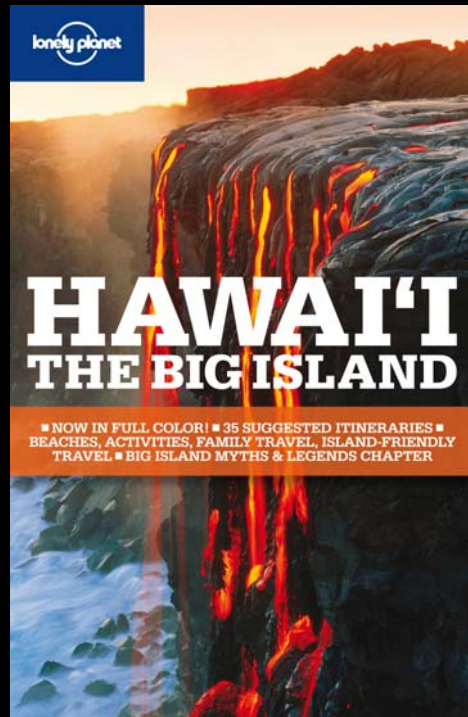
Is that the Taj Mahal?

I've just had dinner in an incredible restaurant in Pigalle

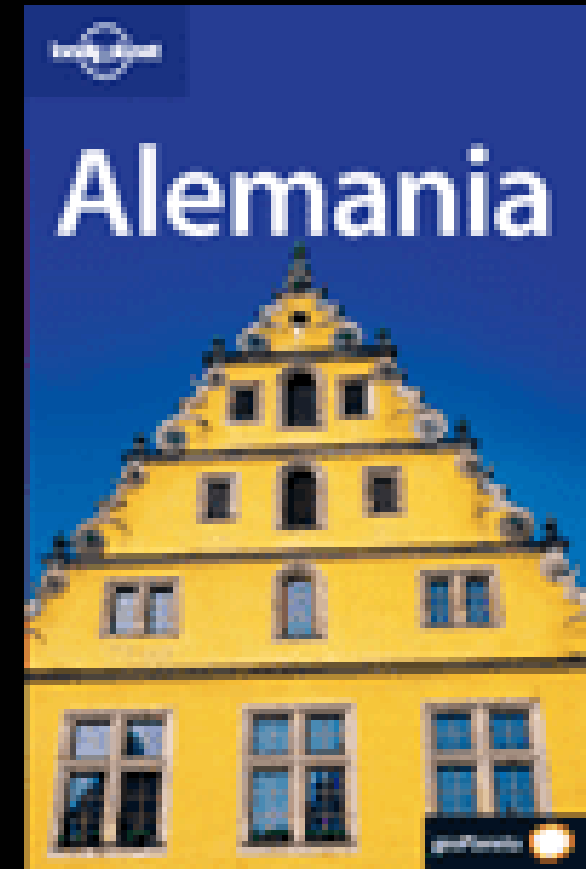
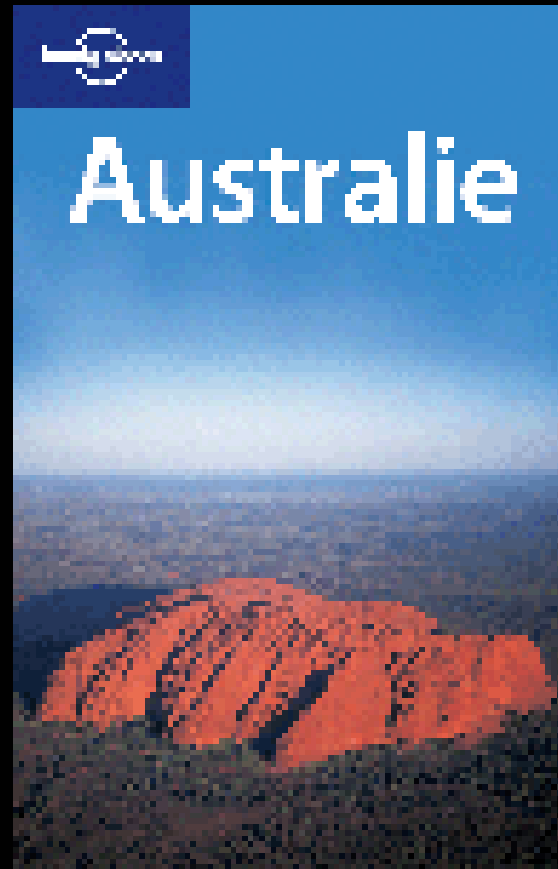
Where's the best Dome restaurant – here or in the Marais?

Is that the Eiffel Tower?

Print challenges



Foreign Languages



LP recommends in such a way as to encourage you to be more adventurous

Digital LP can tailor this advice relative to your experience and location

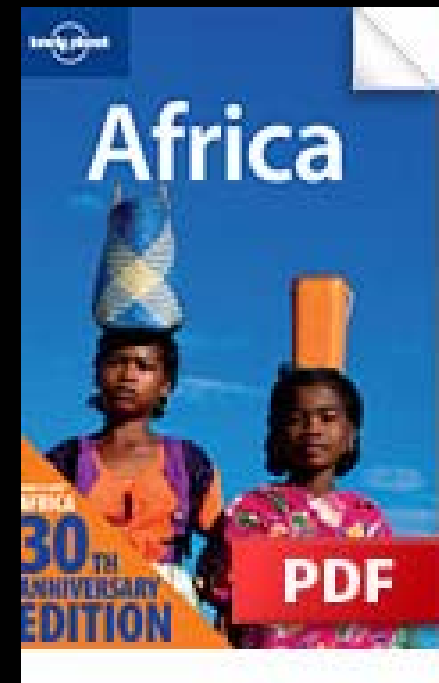
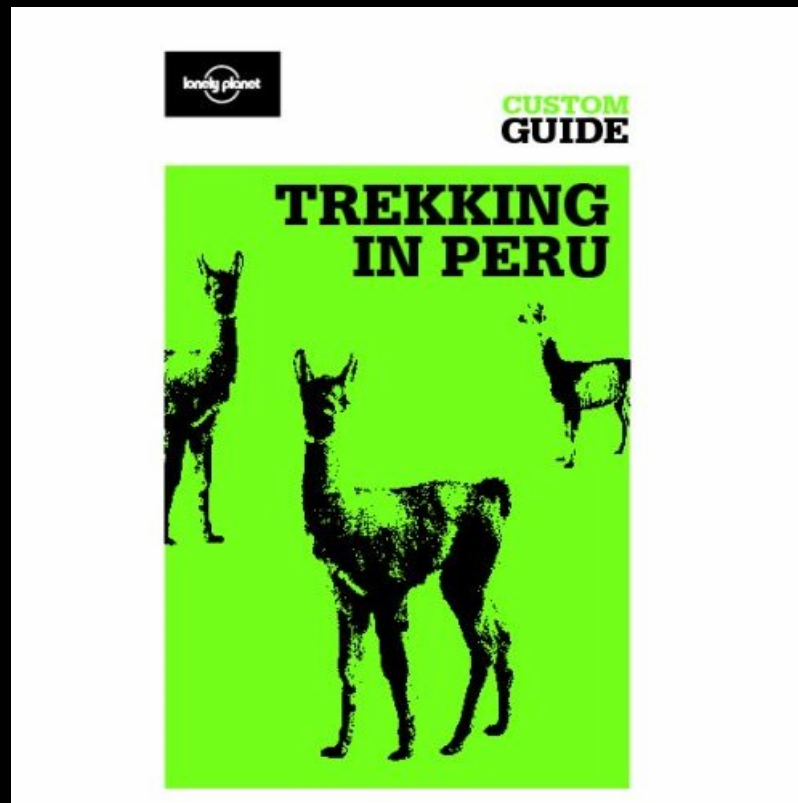
October 07

- 1,500 destinations
- 15,000 POIs
- 80 articles
- 4,600 photos
- 400 videos

October 08

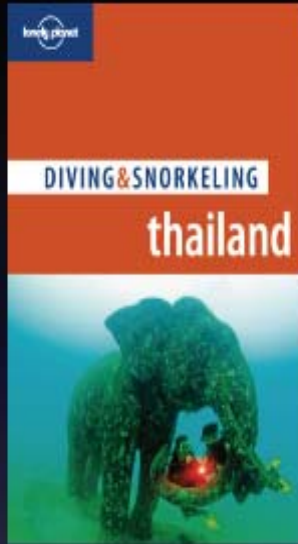
- 7,000 destinations
- 200,000 POIs
- 40,000 articles
- 200,000 photos
- 1,500 videos

Pick & Mix



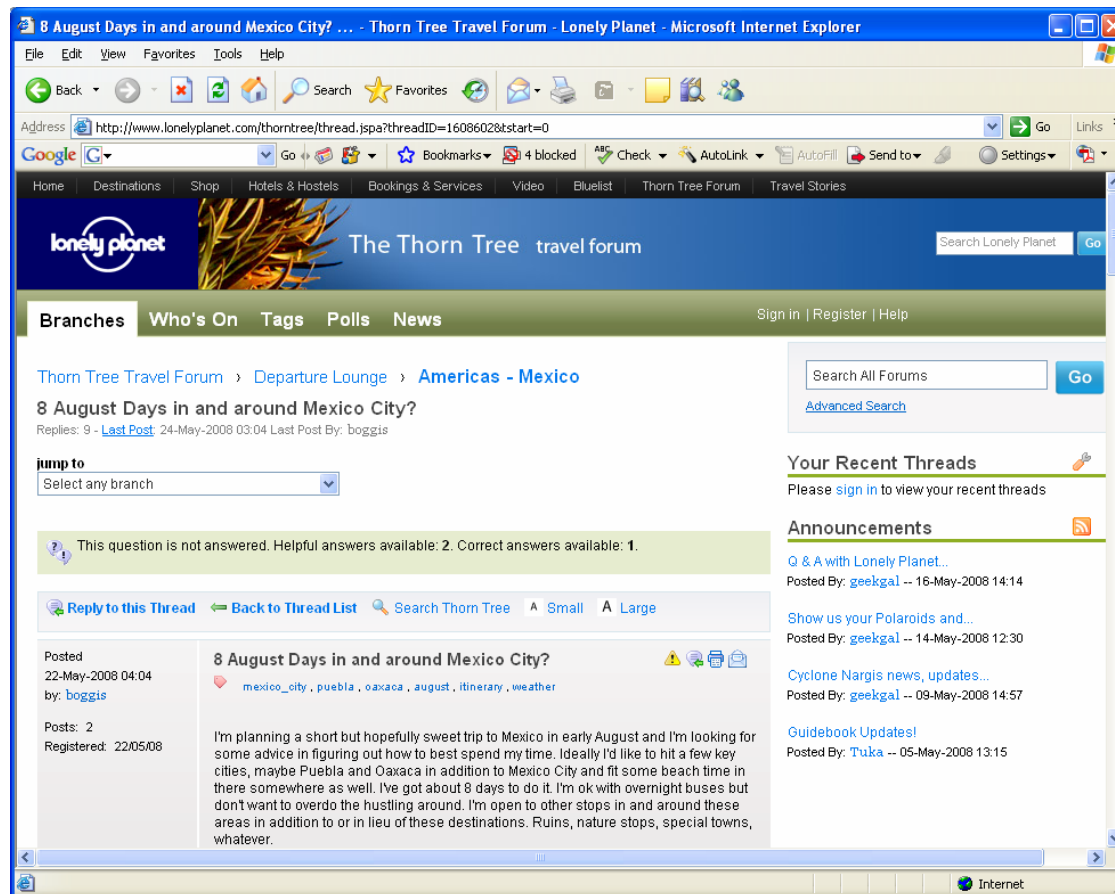
Content to commerce

- Oct 07 – 1,800 properties
- July 08 – 30,000 properties
- Oct 08 – 80,000 properties



11 years of Thorn Tree

Split into categories, which cover destination-specific and specialist-interest branches with over 100,000 active threads.



Deep and rich travel
Q&A

Can I get my visa upon
arrival to Ethiopia? Or
do I need to get it in
advance?

Do I need malaria
medication for my trip to
Vietnam?

Cycling in Cuba next 2
weeks, anyone else
there?

Trip Planner

Thorn Tree

Video upload

Single Sign On
Profile

Newsletter

Top Picks

Rate & Review

Mobile

M-Site (m.lonelyplanet.com)

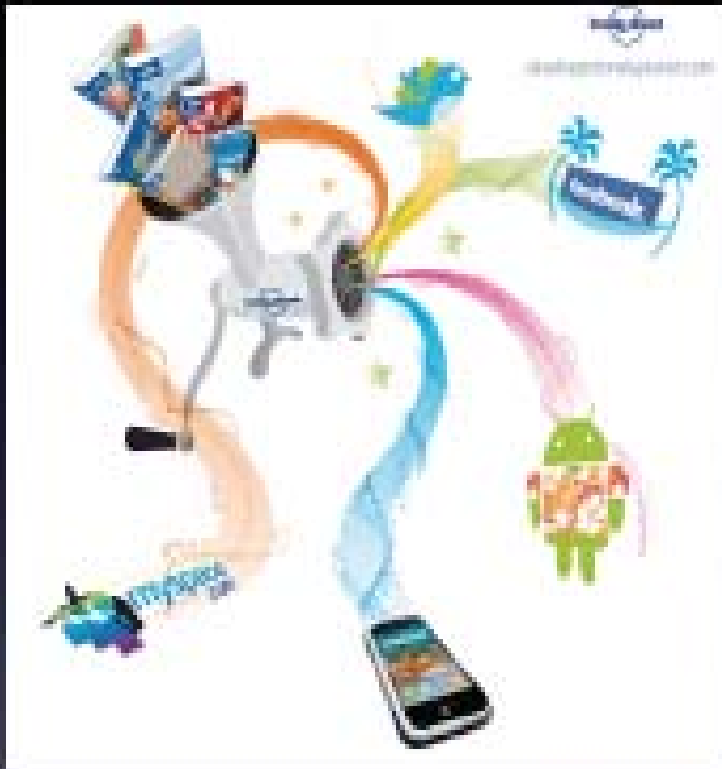


- Reviews by Lonely Planet authors
- Geo-coded POIs: See, Eat, Sleep, Shop, Night
- “What’s Around Me” shows closest POIs to the user’s location
- Destination content and images
- Maps
- “Best of” lists for places and activities
- Click-to-call

Mobile City Guides & Phrasebooks



- Mobile City Guides
 - Categories: See, Eat, Sleep, Shop, Night, Essentials
 - Key travel information: money, health, currency, electricity, history, and more
- Downloadable audio phrasebooks
 - Phrases spoken via handset at a single click
 - Translations and phonetic pronunciations
 - More than 200 phrases per language



A screenshot of a website interface, likely a news or information portal. The page features a blue header with navigation links and a search bar. The main content area is divided into several columns, including a large featured article on the right and a grid of smaller articles on the left. The footer contains additional navigation and contact information.

Lonely Planet checked 2,500,000 places ..
so you only had to visit 200,000

Travel = Music x Sex