For Explorers Everywhere
The travel moment that we are in
But more than that, they’ve had a chance to reflect on what’s important. Travel today is so much more than a getaway.

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.

The Covid effect

Also, in an age of technology-fueled division, many are looking for connection with diverse groups of people from different cultures.

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

What people want today

→ Story-worthy travel
→ Personal transformation
→ Connection
If you search for the most popular travel options, you generally 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.

Diverse and interesting travel experiences are accessible to all, but finding them requires work.

The sea of sameness
The new Lonely Planet
For nearly 50 years, Lonely Planet has been guiding and inspiring travelers on unforgettable journeys.

In the minds of millions, Lonely Planet 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.
An iconic travel brand
With strong beliefs

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 and tools 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.
Now backed by a digital powerhouse

In December 2020, Lonely Planet was acquired by Red Ventures, home of C-Net, The Points Guy, Healthline and many other leading digital media brands.

With over 750M+ unique visits across the portfolio, Red Ventures offers a deep understanding of accelerating digital funnels for brands.

Lonely Planet finally has the horsepower behind it to fulfill its potential as a digital brand.
Our goal is to simplify travelers’ choices, and become the definitive arbiter of quality travel.

By explicitly joining the dots between the recommendations we make and the hotels, experiences, meals and transportation choices to which we are guiding our users, we can help our audience have story-worthy travel experiences and provide value at every stage of the traveler journey.

01 Inspiration
Continue to deliver truly differentiated, digital-first guidance content that travelers know they can trust

02 Booking
Develop bookings platform to serve as foundation for utility

03 In Destination
Drive usage through easy-to-use in-destination tools
The Lonely Planet audience
Young, affluent, educated travelers choose to spend their time with Lonely Planet.

- **61%**
  - Age 18-44

- **70%**
  - HHI >$100K

- **70%**
  - Attended college or grad school

- **40%**
  - Multicultural

- **4.1**
  - Avg Page Views Per Visitor

Highest density among competitive set
(Conde Nast, Trip Advisor, Travelocity, Culture Trip)

Among 18-44, HHI $100K+
Highest page views among competitive set
(Conde Nast, Trip Advisor, Travelocity, Culture Trip)
Our audience of engaged travelers live for travel, and believe it’s worth putting in the time and effort to get the most out of their experience.

7 in 10 Intend to Travel in the Next Year

1.3x More Likely to Reach Frequent Flyers (4+ Round Trips in past year)

9 in 10 Love Doing Research Before Traveling

Source: comScore/GfK MRI Multi-platform Fusion (10/21/S21)
They live for travel. They are excited to immerse themselves in all kinds of experiences. They are aware that it takes work to be open and curious and embrace the challenges of travel.

Why they Travel:
Travel is the core part of their identity, their way of satisfying their curiosities, and it challenges them.

How they compare:
- More likely than others to find personal growth (17%) and immersive experiences (17%) important aspects of travel.
- Less likely than others to find taking a break from normal life (24%) an important aspect of travel.
Global citizens

The Global Citizen is a 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.

Why they Travel:
Travel is a way for them to engage with culture. Travel is a way for them to belong to a club. Travel is an outlet for their need for novelty.

How they compare:
• More likely than others to find personal growth (16%), immersive experiences (11%) and education (10%) important aspects of travel.
• Less likely than others to find bonding with travel companions (12%) an important aspect of travel.
Spontaneous adventurers

The Spontaneous Adventurer travels to push themselves out of their comfort zone, searching for rough and ready moments in nature.

Why they Travel:
Travel challenges them and makes them feel accomplished and opens them to spontaneous experiences and connections.

How they compare:
- More likely than others to find unexpected experiences and lucky moments (15%) and being pushed out of comfort zone (9%) important aspects of travel.
- Less likely than others to find taking a break from normal life (10%) an important aspect of travel.
Global Reach
Our Social Footprint

We foster a community of 12 million travel-savvy social media fans across FB, Twitter, Instagram and TikTok.

2.4M FOLLOWERS
6.2M FOLLOWERS
3M FOLLOWERS
227K SUBSCRIBERS
94K FOLLOWERS
How to partner with us
WHY PARTNER?

Lonely Planet has created a unique environment for brands to inspire consumers in the pivotal moments that matter — when active travelers look for inspiration and guidance with travel purchase decisions.

Reach the right audience

Use 1st party data and consumer insights to identify travelers at scale when they are planning and experiencing their trip.

Align with a trusted voice

Surround expert content that has been trusted for over 50 years.

Create elevated high quality content

Leverage the most thoughtful and innovative editorial talent in the travel space.
OPPORTUNITIES

With partnership opportunities across platforms that go beyond traditional advertising and speak to travelers throughout their consumer journey.

01 Editorial Sponsorship
Sponsor our signature editorial programming across site, social and email.

02 Bespoke Creative Studio
Best-in-class co-branded content created for all platforms.

03 Display Media
Run your creative across high impact placements on site.
Sponsor Lonely Planet’s editorial content through targeted media and logo integration.

**Editorial Articles**
Editorial articles offering inspiration and guidance for travelers worldwide.

**Social-first Video Series**
Short-form editorial video series created uniquely for social consumption.

**Twitter Amplify**
Short-form editorial video clips covering the latest travel news on Twitter.

**Newsletter**
Weekly editorial newsletter to Lonely Planet’s subscriber list.
Editorial Articles

What Is It:
Written by Lonely Planet travel experts, our editorial content spans inspiration through personal storytelling to guidance through itineraries, lists and guides, designed to give our users the information they need for their next travel journey.

- **Inspiration**: First person narratives featuring real stories about real people, having life transforming travel experiences.

- **Core Guidance**: Tactical, straightforward guidance for every destination, such as Things To Do In & How To Get Around.

- **Core Guidance Plus**: Destination guidance with a personal touch, such as The Detour, mirroring the way people travel.

Brand Integration:
Display media surrounding the article as well as logo sponsorship.

Distribution:
Lonelyplanet.com, Twitter, Instagram, Facebook, Apple News, Newsletter
Social-First Video Series

**Instagram Series**

**What Is It:**
Instagram feed or story series that speak to the highly visual and engaging platform with a built-in audience of 3M followers.

**Examples:**
Get Around, Swipe, Save, Go, LP Eats, Detour, Beyond Words

**Cadence:**
Weekly or Monthly depending on the series

**Distribution:**
Instagram Feed, Stories

**Brand Integration:**
Logo integration, swipe up

**TikTok Series**

**What Is It:**
Short form, highly engaging editorial series typically under <60 seconds driven by personalities across various destinations.

**Examples:**
$20/Day, Save, Spend, Splurge, Hidden Gems, Unofficial Expert

**Cadence:**
Weekly or Monthly depending on the series

**Distribution:**
TikTok with cross promotion on Instagram Reels

**Brand Integration:**
Logo integration
Twitter Amplify

**What Is It:**
Surround Lonely Planet travel news on Twitter through Amplify via short-form video clips distributed to Lonely Planet’s 6.2M followers and beyond.

**Brand Integration:**
Brand pre-roll targeted to a specific audience, running before each video clip

**Cadence:**
1x travel video clip per day

**Distribution:**
Twitter
Newsletter

What Is It:
Connect with Lonely Planet’s global audience of subscribers through our highly engaged weekly eNewsletter.

Brand Integration:
Native placement with logo integration plus media at the top and bottom of newsletter. Regional targeting available.

Cadence:
1x per week

Global Distribution:
450K

Open Rate:
30%

CTR:
3%
Collaborate with Lonely Planet’s creative studio on bespoke co-branded content.

**Co-Branded Articles**
Co-Branded articles offering inspiration and guidance for travelers worldwide.

**Social-first Video Series**
Short-form editorial video series created uniquely for each social platform.

**Long-Form Video Series**
Long-form docu-style video series distributed across all platforms.

**Data & Insights**
- On-site brand studies
- Social brand studies through platform partners
- Forced Exposure Surveys
- Mid and end of campaign audience insights through Permutive (AV)
Co-Branded Articles

What Is It:
Written by Lonely Planet travel experts on behalf of our clients, we’ll craft content from inspiration to core guidance that adheres to our editorial POV and delivers on our client’s objectives.

Brand Integration:
Display media surrounding the article, logo sponsorship, and integration within the article.

Examples:
- **Essential Guides**: Where to stay, what to experience and what to see, all centered around a specific point of interest.
- **How To**: Guiding our readers from awareness, consideration and inspiration to planning.
- **Top Reasons to Visit**: Highlight abstract or broad strengths of a point of interest, such as the rich history or culture.
- **Gear Guide**: Highlights products that enable the traveler to enhance their experience.

Distribution:
Lonelyplanet.com, Twitter, Instagram, Facebook, Apple News, Newsletter
Co-Branded Social-First Video Series

What Is It:
Lonely Planet’s suite of social-first video offerings, from explainer videos to Instagram Stories offer our partners the option of custom video series built for them around a specific topic that speaks to the modern traveler. Shot in studio or a single location.

Brand Integration:
Title & end card integration plus brand/product integration

Examples:
Explainer Videos
TikTok-first series
Instagram Reels, Stories

Distribution:
Lonely Planet TikTok, Instagram
Co-Branded Long Form Video Series

What Is It:
Premium, docu-style video series or scripted travel series shot on destination, either hosted or un-hosted. Typically 5-20 minutes in length.

Brand Integration:
Title & end card integration plus brand/product integration

Tiers & Types:
- **Tier I**: Premium Documentary or Soft-Scripted Travel Video On destination, ~5 mins or less
- **Tier II**: Premium Documentary or Scripted Travel Video On destination, up to 20 mins

Distribution:
Full length video to run on Lonelyplanet.com and YouTube; unique cut-downs created for Twitter, Instagram, Facebook
Reach a premium, targeted audience through high impact display media.

**Homepage / Site Takeover**
Boost exposure with 100% SOV on ad units sitewide.

**Superzone Ad**
Interactive rich media units produced by Lonely Planet for your brand, in high-awareness placements across the site.

**Standard Display**
Standard high-performing media placements across site.

**Inspiration Page Sponsorship**
Home to our theme-focused content such as food travel and gear & tech inspiration.

**Native Display**
Traffic-driving media placements across site driving to internally produced content and destination pages or client site.

**Destination Page Sponsorship**
High-traffic portals for information on any place in the world, featuring articles, POIs, top experiences, maps and more.

**Extensive Targeting:**
- Standard: geo, device, browser
- Contextual: destinations, interests, content themes, travel intent
- Audience: Lonely Planet 1st party segments and custom 3rd party segments (behavior, demo, affinity)
Summary
What we do:
Lonely Planet offers a wide range of storytelling capabilities across all platforms, reaching our travel enthusiast audience wherever they are on their travel journey

Formats:
Media, Article, Video, Content Licensing

Offerings Include:
Display Media, Editorial Sponsorship, Co-Branded Content across site & social

Our approach:
Every brand/DMO is unique. We want to work with you to understand your goals and business objectives in order to tailor campaigns specific to your needs
Thank you