Welcome

Malcolm O'Brien

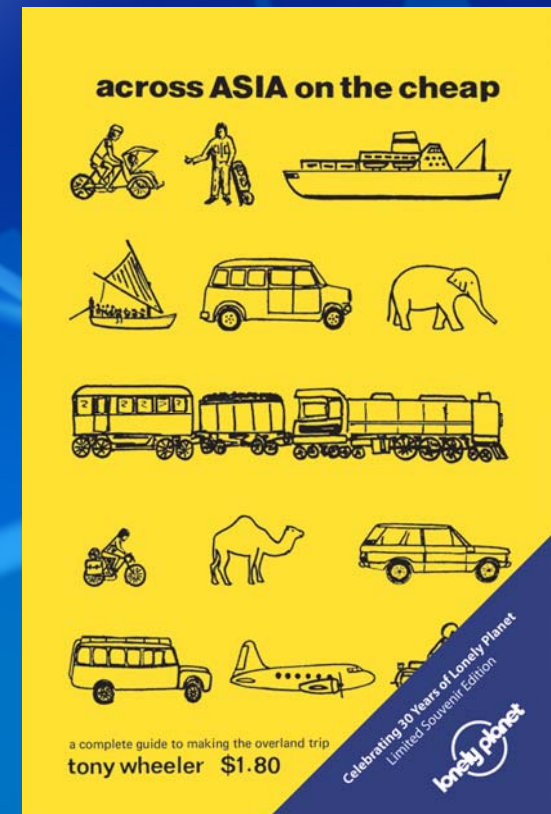Marketing Manager

Lonely Planet, Europe

The Lonely Planet Story

The Lonely Planet Story

- From Regents Park to Australia

- Across Asia on the cheap & South-east Asia on a shoestring

Guidebook Range

- 460 Guides in English, a further 210 in other languages

- Countries, Regions, Cities

- Shoestring continents

- Activities: Cycling, Walking, Diving & Snorkelling, Watching Wildlife

- Gift and Reference: Phrasebooks, Photography,
  World Food, Healthy Travel, Travel Literature,
  City Maps, Calendars and Diaries

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Lonely Planet – Some Unique Strengths

- Dedicated Focus on Travel

- Global Coverage in Guides and Website

- Vibrant Traveller Community

- Regularly cited Travel Authority for the media

Current Perceptions of Lonely Planet

- Traveller perception and feedback is that Lonely Planet guides fulfil or exceed travellers' needs for ethical and environmentally sound travel

Future Commitment of Lonely Planet

- Our own commitment is to increase the extent and quality of information for travellers so they can make informed decisions about their travel behaviour and the impact it has

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Lonely Planet – Sustainable Tourism Credentials

- Our brief to Authors researching guides

- Publishing beyond guidebooks

    - *Gap Year Book* and *Career Break Book*

    - *Aboriginal Australia*

    - *Experimental Travel*

- www.lonelyplanet.com

    - *the website and Thorn Tree forums*

- Our charitable policy

Example Guidelines for Lonely Planet authors

'Each guide has an Environment heading addressing *conservation efforts*, erosion, deforestation, *urban encroachment*, pollution, *environmental policy* and *damage as a result of tourism*, written by expert authors. It may also discuss how impact can be minimised by travellers and how responsible travel can be promoted.'

'Responsible travel issues should be covered throughout the book. If travellers shouldn't eat a particular local speciality because the animal or plant it came from is endangered, we should say this. If *unsympathetic tourism development* is having a catastrophic effect on a *fragile environment*, we may need to *suggest to our readers that they stay away*. We want you to think responsible!'

And the result:

p183 Jordan, Dana Nature Reserve

'The reserve was taken over by the RSCN in 1993 and was *the first of its kind in Jordan* – an attempt to *promote ecotourism*, protect wildlife and improve the lives of local villagers all at once. The reserve directly or indirectly *employs over 40 locals*, and income from tourism has helped develop Dana village and provide *education about environmental issues in local schools*.'

Or closer to home:

p434 – Italy / Tuscany

'In the south, Etruscan sites around Saturnia and Sovana take you away from the mainstream tourist itinerary.'

P19 – Italy / Itineraries / Road Less Travelled

'The popularity of Italy as a tourist destination means you are hard pushed to find anywhere that doesn't swell with a steady influx of visitors. These regions [Marche, Abruzzo & Molise] are by no means untouched by tourism but they do, for now, remain relatively off the beaten track.'

And the variety of options:

Florence

Activities

Sights / Courses / Children / Tours – Bus, Cycling, Walking / Festivals and Events

Accommodation

Camping / Hostels / Hotels – Budget, Mid-Range, Top End

How entries are considered for Lonely Planet Guides

1. Information can be submitted by
   post: Talk2Us, Lonely Planet, 72-82 Rosebery Avenue,
   London EC1R 4RW
   email: go@lonelyplanet.co.uk
   or online: *www.lonelyplanet.com*

2. Commissioning Editor holds material until the relevant
   guidebook is being commissioned

3. Information is handed over to the Author with their
   guidelines and Title Brief document

4. Authors use their own discretion on what to research and
   include

What makes a good entry in a guide book?

p458 Italy, Florence

Hotel 'X'
'Stylishly and sensitively refurbished in 2002, this cosy, welcoming hotel, which **once belonged to the composer Rossini**, makes an excellent mid-range choice and **comes recommended by several readers**'

Why is that good?

- The Rossini factor
  – a story you can tell about your business or product

- Community interaction
  - a reason for the people who use your product to recommend it to others

4 Lessons from the experience of marketing at Lonely Planet

1. Think very carefully about who you want to target (young travellers? wealthy travellers? families?)
   – make sure your message is well targeted

2. Work out what your stories are and start telling them – to your customers, to the media, to anyone who will listen

3. Work out the emotions you want your customers to experience. Think about their expectations and find small, interesting ways to exceed them

4. Build your community of past customers – make them feel part of your business and they will be your best advocates

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2 Suggestions

- Find ways to make your efforts on sustainability interactive, so your customers can join in too – not just putting towels on rails for re-use, but genuine participation.
When more businesses offer the same standards of sustainability, it is the ones that offer an interesting experience that will be able to differentiate themselves

- Focus on emotional benefits of showing respect to environment – make people feel better about choosing a sustainable option – let them know exactly what they've contributed – and do it in terms they understand
(eg Dana in Jordan, 40 locals employed, funding education)

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How can Lonely Planet do more to promote sustainable tourism?

- Ongoing improvements to the author guidelines and Title Briefs

- Promote debate and dialogue through our bi-monthly Author newsletter, to increase their comprehension of sustainable tourism products

- Set our own targets for a higher proportion of sustainable tourism products in our guides – set a timeframe for achieving this

- WHAT ARE YOUR SUGGESTIONS?

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Thanks

- Questions

- Invitation

malcolm.obrien@lonelyplanet.co.uk

www.lonelyplanet.com