



to every destination on the planet, as well as an award-winning website, a suite of mobile and digital travel products, and a dedicated traveller community. Lonely Planet's mission is to enable curious travellers to experience the world and to truly get to the heart of the places where they travel. TripAdvisor Travellers' Choice Awards 2012 and 2013 winner in Favorite Travel Guide category 'Lonely Planet guides are, quite simply, like no other.' - New York Times 'Lonely Planet. It's on everyone's bookshelves; it's in every traveller's hands. It's on mobile phones. It's on the Internet. It's everywhere, and it's telling entire generations of people how to travel the world.' - Fairfax Media (Australia) \*#1 in the world market share - source: Nielsen Bookscan. Australia, UK and USA. March 2012-January 2013