



INTRODUCING LONELY PLANET'S

EXPERIENCE

A NEW GUIDEBOOK SERIES
DESIGNED FOR TODAY'S TRAVELLER

LAUNCHING IN MARCH 2022



INTRODUCING LONELY PLANET'S **EXPERIENCE**



Lonely Planet's new **Experience series** is a guide to **unforgettable experiences** and **local surprises**. Led by local experts with fresh perspectives, the series helps travellers uncover the best experiences to **get away from the everyday**.

Product specifications:

- 256 pages
- Dimensions: 180mm (h) x 140mm (w)
- Format: Paperback

Product features:

- Pull-out city map
- Inside back cover pocket
- Gatefold/s with maps and inspiring photography
- QR codes to unlock additional online content

A NEW GUIDEBOOK SERIES DESIGNED FOR TODAY'S TRAVELLER

UNDERSTANDING THE TRAVELLER (RESEARCH)

Lonely Planet conducted consumer research in the US and UK markets to understand:

- what the **core needs** of travellers are
- how they **plan their trips** and use travel content while **on-the-road**
- what **digital tools** they use and **how the guidebook can complement this**

WHAT TRAVELLERS WANT (OUTCOMES)

We identified that travellers want to:

- have **new experiences**
- **be the architect** of their own trip
- be surprised with **fresh takes** on well-known places
- connect with their destination through **local, authentic, memorable experiences**

TODAY'S TRAVELLER VALUES EXPERIENCES OVER SIGHTS



THE NEW EXPERIENCE GUIDEBOOK SERIES

For travellers seeking **new experiences** away from their everyday lives.

They are looking for **fresh and surprising perspectives** from **local experts** that connect them to **unforgettable experiences**. They value the feeling of discovering places on their own, but their time is limited, so they want curated guidance that equips them to string experiences together for an **amazing trip that feels unique to them**.



PRODUCT PROFILE



Local and authentic experiences



Content level



Trip duration 1-2 weeks



TARGET AUDIENCE PROFILE



Current or lapsed guidebook users, plus new audiences



A busy & time poor lifestyle. Wants to make the most of their time when traveling



Uses digital devices for travel planning and on-the-road

TODAY'S TRAVELLER WANTS TO BE THE ARCHITECT OF THEIR OWN TRIP

Best Viewing Experiences

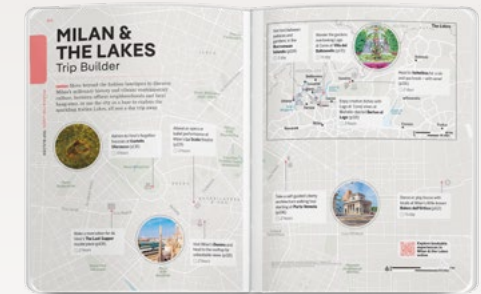
- ▶ Go in search of the Northern Lights along the Arctic Coast Way. (p174)
- ▶ Gaze up at the stars and spot the constellations. (p178)
- ▶ Summit Snæfellsjökull glacier on a midnight-sun hike. (p220)

04 On the eastern end of the **Múlagöng** tunnel by Ólafsfjörður is a rest area facing north with a view of Grimsey Island. Excellent spot for stars, Northern Lights and midnight sun.

↑ **Belfast International Arts Festival**
Held in October, this huge arts festival encompasses everything from visual arts to dance.
▶ belfastinternationalartsfestival.com

NOVEMBER

Wander the gardens overlooking Lago di Como at **Villa del Balbianello** (p115)
🕒 ½ day



IN-DEPTH FOCUS ON EXPERIENCE BY THEMES

EXPERIENCES TO STRING TOGETHER

SEASONAL PLANNING CALENDARS

DESTINATION TRIP BUILDERS

IN-DEPTH FOCUS ON EXPERIENCE BY THEMES...

JAPAN BEST EXPERIENCES



JOURNEY TO ENLIGHTENMENT

Discover the world of Japanese religion and spirituality: join the ranks of ancient pilgrims as you embark on a holy trek through the mountains, or take a crash course in Shinto and Buddhism as you visit shrines and temples across the country. Step through the *torii* (red entrance gate) into the world of the sacred, and journey one step further to finding inner peace.

Japan has over 80,000 shrines. There are slightly fewer temples: over 70,000 countrywide. In Kyoto alone, the number of shrines and temples combined exceeds 2800.

JAPAN BEST EXPERIENCES

→ TEMPLE OR SHRINE?
If there's a *torii*, it's a shrine. On the other hand, Buddhist temples house statues of deities, while shrines do not.



ETHICAL FOOD
Buddhist monks eat a vegetarian cuisine called *shojin-ryori*. Some temples serve it to guests too.



→ LUCKY TALISMANS
Write your wishes on an *ema* or buy an *omamori* for protection – you'll find good luck and blessings at Japan's many holy sites.
▶ Learn more about *ema* (p117) and *omamori* (p173)

▶ Take a guided tour covering the culture and history of Koyasan, a mountain monastery on the Kii Peninsula. (p156)

▶ Bask in the grandeur of Shimane Prefecture's Izumo Taisha, one of Japan's most important shrines. (p170)

▶ Visit Meiji-jingu shrine and its gardens, a green oasis in the bustling heart of Tokyo. (p142)

▶ See Kyoto's iconic 'Golden Pavilion' (Kinkaku-ji), or find respite at smaller, serene shrines like Shoden-ji. (p116)

▶ Pay respects to the bronze Daibutsu (Great Buddha) of Todai-ji in Nara. (p122)

JAPAN BEST EXPERIENCES



28 Temples by Day & NIGHT

TEMPLES | CULTURE | HISTORY

Koya-san is a mountain monastery founded in the 9th century and still active today. It is a site of religious pilgrimage, but also a popular tourist destination. The highlight for most visitors is Oku-no-in, a vast cemetery filled with moss-covered stone stupas set among towering cedars.

KII PENINSULA EXPERIENCES



▶ Take a guided tour covering the culture and history of Koyasan, a mountain monastery on the Kii Peninsula. (p156)

How to
When to go: Koya-san's temples stay open year round but much of the town shuts down between December and February. Note that it is typically 7°C colder here than in Osaka or Kyoto.
Getting around You must take the bus from the cable car station into town (10 minutes, walking on the road is prohibited), the same bus travels to major sights and lodgings. The town is only 3km west to east (and 2km north to south), which means it's easy to get around on foot.

Temple Tours
For more insight into Koyasan's culture and history, book one of 'Awesome Tours' excellent tours or courses (awesome tours.jp), led by English-speaking monks. The Oku-no-in night tour is highly recommended, as is the meditation and tea ceremony experience.

Koyasan In Buddhist iconography, Koyasan's setting amongst eight peaks resembles a lotus flower, with the peaks forming the petals. It is divided into two main areas: the **Garan** (Sacred Precinct) in the west and Oku-no-in in the east.

The Garan This is the monastery's teaching centre, which is still used today – you might see saffron-robed novices on the premises. While historically and culturally important, the Garan can be overwhelming to visitors, since almost all of the buildings are modern reconstructions (the originals having burned down numerous times throughout history). The most interesting structure is the **Konpon Daite**, a 48.5m-tall, bright-vermillion pagoda, located at what is considered to be the centre of the lotus-flower formed by Koyasan's eight mountains.

Above left: Oku-no-in. Above right: Koyasan Daite. Left: Garan.

EXPERIENCES TO STRING TOGETHER...

120

19 Strolling Through SAGA



WALKING | NATURE | CULTURE

Wander this lesser-known corner of town, along rural lanes lined with thatch houses, popping into the lush grounds of temples along the way. Skirt the edge of the renowned bamboo forest, before lunching beside Katsura-gawa's quick-moving water.



KYOTO & NARA EXPERIENCES

Sleepy Sagano

This corner of Kyoto city is hardly city at all. There is a definitive rural feel in the thatched-roof teahouses, maple-infused temple grounds and family-run shops specialising in pottery and bamboo. Pleasantly free of crowds, this half-day walk serves as a refresher, before dropping down into buzzing Arashiyama.

Trip Notes

Getting there JR runs a frequent rail service to Saga Arashiyama from Kyoto Station. The most interesting approach is through the Kyoto suburbs on the little Keifuku Randen Arashiyama tram that departs from Omiya Station. Buses to Otagi-mae depart hourly from both Randen-Saga and Saga-Arashiyama Stations.

Top tip In summer, do this course in reverse and cross through a haunted tunnel to enjoy a swim beside Kiyotaki village.



SEASONAL PLANNING CALENDARS...

18

August marks the high season for Italian holiday-making – touristy spots are packed while everywhere else all but shuts down.


← Spoleto Festival
 A world-renowned arts event, serving up 17 days of international theatre, opera, dance, music and art in June/July.
 ♥ Spoleto
 ▶ festivaldispoleto.it

↳ Paradise Beaches
 Italians summer at the beach and few rival those in Sardinia. Explore the island's best patches of paradise from La Pelosa (Stintino) to the Golfo di Orosei.
 ♥ Sardinia
 ▶ p222


← Estate Romana
 Rome summer calendar of music, dance, literature and film events turns the city into an outdoor stage.
 ♥ Rome
 ▶ estateromana.comune.roma.it



19

↳ Il Palio di Siena
 Daredevils in tights thrill the crowds with this chaotic bareback horse race around Siena's world-famous medieval piazza on 2 July and 16 August.
 ♥ Siena



↑ Rome's Outlying Treasures
 Rome's sights are expectedly crowded in summer – make your escape to the Eternal City's lesser known arts and culture gems.
 ♥ Rome
 ▶ p56



Ferragosto
 One of Italy's biggest holidays, the Feast of the Assumption, is marked on 15 August. Naples goes nuts!

JUNE

Average daytime max: 22°C
Days of rainfall: 4 (Rome)

JULY

Average daytime max: 25°C
Days of rainfall: 2 (Rome)

AUGUST

Average daytime max: 22°C
Days of rainfall: 3 (Rome)

Demand for accommodation peaks during summer. Book tours and overnight adventures in advance at lonelyplanet.com/italy/activities.

Italy in SUMMER

Packing Notes
Hat, sunglasses, sunscreen and insect repellent are a solid investment for the Italian summer.



Check out a full calendar of events

PHOTO: SHUTTERSTOCK © VANTY VEZMER/CZAR/SHUTTERSTOCK © PHOTONIC/SHUTTERSTOCK © WOLFF THURNHOFF/SHUTTERSTOCK © PHOTONIC/SHUTTERSTOCK © JARAS/SHUTTERSTOCK ©

DESTINATION TRIP BUILDERS...

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HIROSHIMA & WESTERN HONSHU

Trip Builder

HIROSHIMA & WESTERN HONSHU BUILD YOUR TRIP

Apart from Hiroshima City, western Honshu doesn't receive many tourists, which is great for those seeking adventure off the beaten path. Sprawling ancient shrine compounds, an original castle, well-preserved Edo-era merchant districts, and unique gardens and museums are easy to explore at your own pace.

Tour the shrine where the Shinto gods meet annually, **Izumo Taisha** (p170)
⌚ 1 day

Experience the Edo era first-hand around **Matsue** (p179)
⌚ 1-2 days

Admire one of Japan's best gardens by day or night at **Koraku-en** (p181)
⌚ ½ day

Discover temples with a view on the **Onomichi Temple Walk** (p181)
⌚ ½-1 day

Reflect on the tragic past of this cosmopolitan city at the **Hiroshima Peace Memorial Museum** (p180)
⌚ 1 day

Eat oysters prepared as you like them on **Miyajima** (p171)
⌚ ½ day

Explore bookable experiences in **Hiroshima & Western Honshu** online

Float down the canals of **Kurashiki** in a gondola (p181)
⌚ ½ day

Cycle between the Inland Sea islands on the **Shimanami Kaido** (p174)
⌚ 1-2 days

The map shows the region of Hiroshima and Western Honshu, including cities like Matsue, Onomichi, Kurashiki, and Hiroshima. It features several circular images: a shrine in Izumo, a canal in Matsue, a garden in Koraku-en, a temple in Onomichi, a museum in Hiroshima, oysters in Miyajima, and a canal in Kurashiki. A scale bar indicates 50 km and 25 miles.

TODAY'S TRAVELLER WANTS INSIGHTS FROM LOCAL WRITERS

Lonely Planet's new **Experience** guidebooks are **written by local travel experts** that share their **insider knowledge of the best experiences** to have when visiting their destination.



WINNIE TAN
JAPAN

Central Japan Alps, Nikkō
Winnie specialises in writing about Japan, travel, and Japanese culture



KAY GILLESPIE
SCOTLAND

Southern Highlands & Islands
Kay is a travel blogger and one of Scotland's Top 100 Women in Tourism (2020)



BENEDETTA GEDDO
ITALY

Florence & Tuscany, Turin, Piedmont & Cinque Terre
Benedetta lives in Piedmont and is a regular reporter for Teen Vogue



SUSANNE ARBUCKLE
SCOTLAND

Orkney, Northeast Scotland
Susanne blogs about travel in Scotland and runs a travel itinerary planning website

TODAY'S TRAVELLER IS SEEKING RECOMMENDATIONS FROM LOCAL EXPERTS

Our **locally based travel writers interview subject matter experts** about a variety of topics relevant to the destination, offering the travellers personal recommendations and tips that provide a **richer experience whilst on-the-road**.

GET TO THE HEART OF THE DESTINATION

In-depth articles by locals with specialized knowledge **add depth and context** to the traveller's experience

LOCAL GUIDANCE

Local experts uncover **surprises that travellers may not think of** and **under-the-radar places**



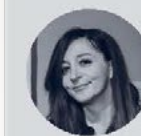
Site Highlights

Director of Archaeological Operations, Luana Toniolo, lists her Pompeii must-sees:

"You should absolutely see the **Teatri**. Then there are the **Case**. In recent years many houses have been opened, such as the **Casa degli Amanti**, the **Casa del Cripto-corto**, the **Casa dei Ceii**.

"There's also the **foro**, and the **Villa dei Misteri**, which is absolutely fundamental – it has the most beautiful paintings from antiquity.

"Also very important is the **Antiquarium**. This opened in January [2021] and is a veritable Pompeii museum with many masterpieces and recent finds on show."



By Luana Toniolo, Director of Archaeological Operations, Pompeii

TODAY'S TRAVELLER IS SEEKING RECOMMENDATIONS FROM LOCAL EXPERTS

MEET MORE SUBJECT MATTER EXPERTS

Discover insider tips from those in the know



ANNE CHAMBERS
IRELAND

Featured in Essay:
**Grace O'Malley,
the Pirate Queen**

Anne is the leading expert worldwide on Grace O'Malley, and author of the definitive biography



Grace O'Malley: The Pirate Queen

THE WOMAN WHO
RULED BY LAND AND
BY SEA

Grace O'Malley, also known as Grammaile, was a powerful female leader who commanded her own army and fleet of galleys. Follow in her footsteps by visiting her castles around the County Mayo coast, and hear stories of how she came to rule in the 16th century.

Left: Clare Island Middle Wall painting. Collection: History. Right: Killardnet Castle.



Grace O'Malley, Ireland's 'pirate queen', was born in 1530 into the seafaring Ui Mháille, (O'Malley), clan, who ruled Clew Bay and the surrounding territory, including Clare Island. For generations, they earned their wealth through fishing and trading to Spain and Scotland as well as some plundering and piracy on the side.

Well educated in her youth, Grace, who is also known by the names Gráinne Ní Mháille or Grammaile, chose a career in seafaring, then a bold and dangerous occupation that was considered taboo for a woman. Her ability as an intrepid seafarer and her success as a businesswoman meant that her crew and army of 200 men acknowledged her as their commander and remained loyal to her throughout her long life. With her own ships and crews, she traded and pirated successfully for over 50 years along the coasts of Ireland and Scotland.

On land, Grace became involved in the politics of the period, initially leading her army by land and sea in rebellion against the English invasion of her territory. Later, she used her political acumen to sail to London in 1593 and negotiate directly with Queen Elizabeth I.

Grace married twice and when her second husband, the powerful chieftain Richard-in-Iron Bourke, died in 1563, Grace seized his Rockfleet castle on the north shore of Clew Bay. From here she continued her seafaring activities well into her old age, until her death in 1603. She is buried in the abbey on Clare Island.

As Anne Chambers, author of Grace's biography, discovered in her search for the woman behind the legend, 'Grace O'Malley challenged and triumphed over the boundaries placed in her path, both by man and by nature,



to become the world's first recorded feminist trailblazer. Commanding by sea makes her unique among other female leaders in history. Today, with focus on such issues as gender equality and female empowerment, as well as ageism, this makes her shine as an inspirational beacon to women everywhere.'

With her own ships and crews, she traded and pirated successfully for over 50 years along the coasts of Ireland and Scotland.

Patent' meaning powerful by land and sea, and the tomb said to be Grace O'Malley's final resting place.

On Achill Island, another 15th-century O'Malley tower house, **Killadnet Castle** overlooks Achill Sound. **Rockfleet Castle**, Grace O'Malley's last known address, still stands in a quiet inlet of Clew Bay. 'The coastal area associated with Grace O'Malley is undoubtedly one of the most beautiful in Ireland,' says Anne. 'With Clare Island guarding its entrance leading to the historic port of Westport... it's an appropriate setting for a pirate queen.'



Find Out More

Grace O'Malley: The Biography of Ireland's Pirate Queen 1530-1603 (2019)
Author Anne Chambers (graceomalley.com) tells the remarkable true story of this extraordinary leader.

Grammaile Visitor Centre In Loughsweil. A video and exhibition about Grace's life and exploits, as well as about Ireland of the 1500s, the O'Malley clan, Clew Bay and the surrounding area.

Grammaile Loop Walk Like this 6.7km trail around Achill Island for amazing views of Clew Bay and Achill Sound. The trail starts and ends at Patterns Bar and takes around 2 1/2 hours (achilltourism.com).

Westport House The ancestral home of Grace O'Malley's descendants (westporthouse.ie).



EYGLÓ SVALLA ARNARSDÓTTIR
ICELAND

Essay: **Icelandic Horses**

Eygló grew up on an Icelandic horse farm outside of Akureyri



ÚNA-MINH KAVANAGH
IRELAND

Essay: **A Nation Divided
(on the Irish Civil War and
War of Independence)**

Úna-Minh is an Irish language expert, published author, and travel writer from County Kerry



LJUBOMIR STANISIC
PORTUGAL

Featured in **Portuguese
Cuisine Experience**

Ljubomir is the executive chef at the acclaimed 100 Maneiras in Lisbon; he arrived in Portugal as a young child fleeing violence in the former Yugoslavia

TODAY'S TRAVELLER WANTS TO BE INSPIRED BY BEAUTIFUL VISUALS

Through interviews with travellers we identified that they want an **easy-to-use guidebook** that **shows rather than tells** them about visually exciting experiences. The **Experience** series has been designed with **visuals that enrich the traveller's understanding** of the featured place, culture or activity.



TODAY'S TRAVELLER WANTS TO BE INSPIRED BY BEAUTIFUL VISUALS

VISUAL GUIDES

Inspiring and playful double-page spread image galleries provide a **visual exploration of experiences and themes** unique to the destination

Tastes of JAPAN

01 Sushi
Vinegared rice topped with raw fish and sometimes wrapped in *nori* (seaweed), served with soy sauce and wasabi.

02 Ramen
Wheat noodles in a rich broth from a meat or fish-based stock. Toppings include sliced braised pork, vegetables and eggs.

03 Udon
Thick white noodles made from wheat flour, usually served in a light broth with a variety of toppings.

04 Soba
Thin noodles made from buckwheat, either eaten cold with a dipping sauce, wasabi and scallions, or in a hot broth.

05 Yakidori
Literally meaning 'grilled meat', slices of beef or pork cooked on a charcoal grill, eaten with rice and dipping sauces.

06 Japanese curry
Generally sweet and mild rather than eye-wateringly spicy. Also called *kare-raisu* (curry rice), it is eaten with a spoon.

07 Nabe
A broad term for meat/seafood and vegetables cooked in a hotpot; variations include *shabu-shabu* and *sukiyaki*.

08 Yakitori
Bite-size pieces of chicken on a skewer, cooked over charcoal and seasoned with salt or a *tare* (sauce).

09 Kushikatsu
Small pieces of meat, seafood and vegetables skewered, then battered in panko bread crumbs and deep-fried, then dipped in a dark sauce.

10 Tonkatsu
Pork cutlet coated in breadcrumbs and deep-fried, served with rice, shredded cabbage and a tangy tonkatsu sauce.

11 Tempura
Thinly sliced meat, seafood or vegetables covered in a light and crispy batter, sometimes eaten with a dipping sauce.

12 Okonomiyaki
A savoury pancake made of a wheat-flour batter mixed with cabbage, meat or seafood, and cooked on a *teppan* (iron hotplate).

01 SHUTTERSTOCK © 02 SHUTTERSTOCK © 03 SHUTTERSTOCK © 04 SHUTTERSTOCK © 05 SHUTTERSTOCK © 06 SHUTTERSTOCK © 07 SHUTTERSTOCK © 08 SHUTTERSTOCK © 09 SHUTTERSTOCK © 10 SHUTTERSTOCK © 11 SHUTTERSTOCK © 12 SHUTTERSTOCK ©

TODAY'S TRAVELLER WANTS TO BE INSPIRED BY BEAUTIFUL VISUALS

ILLUSTRATIVE MAPS & BEAUTIFUL PHOTOGRAPHY

Show travellers **what to expect** and help them **plot their own journey**

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26 HEAVENLY Showstopper

STARGAZING | NORTHERN LIGHTS | MIDNIGHT SUN

The sky above North Iceland puts on a show in all seasons. Here, on the edge of the Arctic Circle, the sun never sets in summer and hardly rises in winter. Dark, clear skies are sprinkled with millions of stars and, sometimes, the Northern Lights come out to dance.

Monument to the Dwarves
The Arctic Henge in Raufarhöfn is a monument made of four 6m-tall gates and one 10m column. The gates – called Austri, Norðri, Sudri and Vestri after the dwarves in Norse mythology that hold up the sky – function as sundials. Still under construction, the Arctic Henge will eventually be a monument to all 72 dwarves named in Eddic poem Völuspá.

Trip Notes
Getting around Car is the best way to travel through North Iceland.
When to go Late August to early May for stargazing and Northern Lights. Mid-June to mid-July for midnight sun. Meteor showers in August and November.
Top tip Search online for info on Northern Lights and midnight sun: forecasts (auroraforecast.is), best locations (arcticcoastway.is), tours (northiceland.is).



01 On the western Skagi Peninsula off Rd 745 is the cove **Kálfsfhamarsvík** with spectacular columnar basalt formations and a lighthouse. Wonderful place to enjoy the midnight sun or the Northern Lights.



02 On the eastern end of the **Múlagöng** tunnel by Ólafsfjörður is a rest area facing north with a view of Grimsey island. Excellent spot for stars, Northern Lights and midnight sun.



03 A sculpture of ferryman Jón Ósmann stands on the beach **Furðustrandir** near Sauðárkrúkur. The ferryman is happy to pose against glowing sunsets and sparkling skies.



04 Take Rd 711 to **Borgarvirki**, a 177m-high volcanic plug used as a fortress during the Saga Age. It has a viewing dial inside and offers a splendid view of Húnaflói bay. It's a great place for enjoying the midnight sun.



05 Hike up 417m **Húsavíkurfjall**. The mountain overlooks Húsavík and Skjálfandi bay, as well as Flatey and Lundey, and is great for viewing celestial shows.



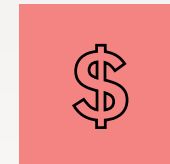
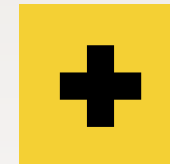
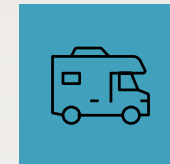
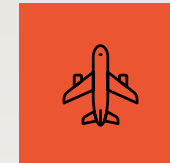
NORTH ICELAND EXPERIENCES

BILL KENNEDY/SHUTTERSTOCK & ALLA KHANNA/SHUTTERSTOCK

TODAY'S TRAVELLER WANTS TO BE INSPIRED BY BEAUTIFUL VISUALS

PRACTICALITIES

The use of **infographics and icons** aligns with current design trends and adds interest and excitement to practical information



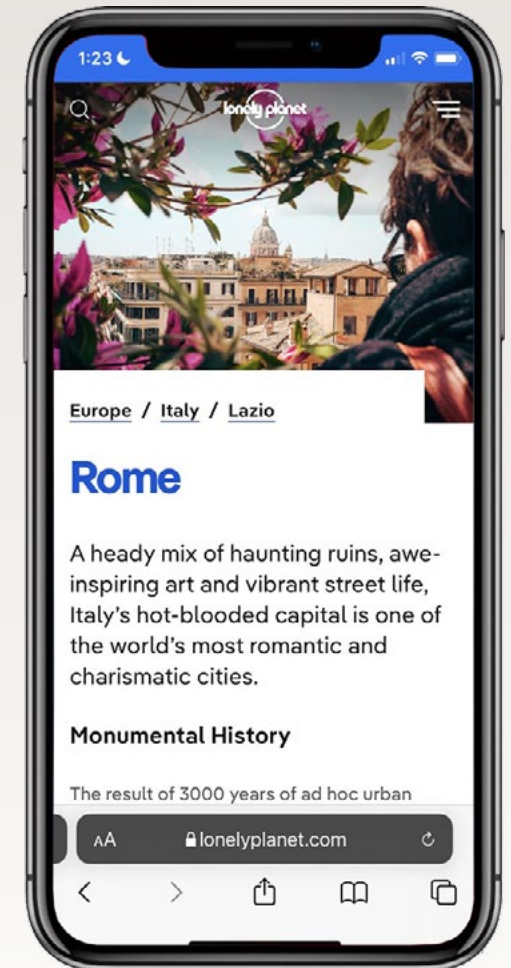
TODAY'S TRAVELLER WANTS A GUIDEBOOK THAT COMPLEMENTS THEIR **DIGITAL DEVICE**

Consumer research reveals that travellers are increasingly using their **digital devices on-the-road**.

The **Experience** guidebook series is designed to **aid and complement digital trip planning** and **on-the-road mobile usage**

QR CODE INTEGRATION UNLOCKS MORE CHOICES

Handy **QR codes** featured throughout the **Experience** guidebooks direct travellers to additional content across **lonelyplanet.com**



WHERE DOES THE **EXPERIENCE** SERIES FIT INTO LONELY PLANET'S COUNTRY GUIDEBOOK SUITE?



EXPERIENCE COUNTRY guides



Local and authentic experiences

●●●○○ Content level



Trip duration 1-2 weeks

- For travellers seeking **new experiences** away from their everyday lives
- **Fresh and surprising perspectives** from **local experts** that connect travellers to **unforgettable experiences**
- Designed for travellers that value the feeling of discovering places on their own, but their time is limited, so our curated guidance equips them to string experiences together for an **amazing trip that feels unique to them**
- Ideal for **pre-planning** and usage while **on-the-road**, the **Experience** guides complement the digital tools used by today's traveller

← COMPREHENSIVE CONTENT →

← SPECIAL INTEREST →

→ THE NEW EXPERIENCE SERIES WILL REPLACE BEST OF

COUNTRY & REGIONAL guides



In-depth

●●●●○ Content level

Trip duration:
2+ weeks

For travellers seeking the most comprehensive level of destination information. From pre-planning to on-the-road, these guides equip those travelling for an extended period to go beyond well known sights and regions to explore the country at a deeper level.

BEST OF COUNTRY guides



Highlights

●●●○○ Content level

Trip duration:
1-2 weeks

For travellers that want to experience a country's highlights and are looking for guidance about how to make the most of their time. Featuring inspiring visuals, carefully curated itineraries and focusing on the top sights and authentic experiences.

BEST TRIPS guides



Road trips

●●●○○ Content level

Road trip durations:
3 days - 3 weeks

For travellers that want to explore their destination via the freedom of the open road. From the newest routes to classic drives, these guide are packed with itineraries and planning advice about fun detours, where to stretch your legs and how to link your trip.

BEST DAY WALKS guides



Walking & hiking

●●●○○ Content level

Hike durations:
A few hours to a full day

For travellers that want to stretch their legs away from the city while exploring stunning scenery and local life. Each title contains 60 short, achievable walks classified by skill level accompanied by essential information and illustrative maps.



LAUNCHING
IN MARCH
2022

NEW IN 2022: LONELY PLANET'S
EXPERIENCE
GUIDEBOOK SERIES

GET AWAY FROM THE EVERYDAY



COMING IN JUNE 2022

*Experience Barcelona 1 | Experience London 1 | Experience New York City 1 | Experience Paris 1
Experience Rome 1 | Experience Tokyo 1*

COMING IN SEPTEMBER 2022

*Experience East Coast Australia 1 | Experience Great Britain 1 | Experience Hawaii 1
Experience New Zealand 1 | Experience Thailand 1 | Experience Vietnam 1*

COMING IN NOVEMBER & DECEMBER 2022

*Experience Europe 1 | Experience France 1 | Experience Germany 1 | Experience India 1
Experience Peru 1 | Experience Scandinavia 1*