Lonely Planet featured among Fast Company’s World’s Most Innovative Companies in travel

(Feb 20, 2018) – Lonely Planet, the world’s leading travel authority and independent travel content provider, is featured for the first time on Fast Company’s coveted annual ranking of the world’s Most Innovative Companies (MIC) for 2018.

Lonely Planet, named one of Fast Company’s Top 10 Most Innovative Companies in Travel, was selected for its innovative approach to content evolution in recent years. Since 2013, Lonely Planet has undergone a transformation from a heritage travel guidebook publisher – 45 years old this year – to an agile multimedia travel company.

In 2017, Lonely Planet launched a series of digital innovations including a new video platform on the award-winning lonelyplanet.com and a new mobile app, Trips by Lonely Planet. The popular mobile app Guides by Lonely Planet also recently reached 2 million downloads of the 200 city guides available.

CEO Daniel Houghton took the helm in 2013 and restructured the business to be content first, enabling digital innovation whilst retaining the original print business. The company has grown its print business too, despite critics predicting this would not be possible: Lonely Planet has the highest guidebook market share in its history.

Lonely Planet has also grown its adjacencies, introducing the brand to the children’s publishing space with the ever-increasing list of titles under the Lonely Planet Kids sub brand. Launched in 2011, the Lonely Planet Kids list has grown to over 65 titles. Lonely Planet Food also launched in 2017 to serve the growing demand for a lifestyle of travel at home as well as while on the road.

In addition to this honor from Fast Company, CEO Houghton was listed in the Forbes 30 under 30 list in 2017 for Media and Lonely Planet’s partnership with GoPro around its Best in Travel 2018 campaign recently received recognition from Digiday Publishing Awards.

Fast Company’s Top 10 lists recognize pioneering companies across 36 categories, from artificial intelligence to wellness. Curated from them are Fast Company’s 50 Most Innovative Companies for 2018, including (1.) Apple, (2.) Netflix, (3.) Square, (4.) Tencent, (5.) Amazon, (6.) Patagonia, (7.) CVS, (8.) Washington Post Company, (9.) Spotify, and (10.) NBA.

Fast Company’s Most Innovative Companies issue (March-April 2018) is now available online at www.fastcompany.com/MIC, as well as in app form via iTunes and on newsstands beginning February 27.

Notes to editors
Interviews with CEO Daniel Houghton available
About Lonely Planet:
Lonely Planet is a leading travel media company and the world’s number one travel guidebook brand, providing both inspiring and trustworthy information for every kind of traveler since 1973. Over the past four decades, we’ve printed over 145 million guidebooks and grown a dedicated, passionate global community of travelers. Lonely Planet can be found on lonelyplanet.com, mobile, video and in 14 languages, nine international magazines, armchair and lifestyle books, ebooks and more. Visit us at lonelyplanet.com and join our 14 million followers on Facebook (facebook.com/lonelyplanet), Twitter (@lonelyplanet), Instagram (instagram.com/lonelyplanet) and Snapchat (@lonely.planet).

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