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**Press Release: Tuesday 23 June 2020
For Immediate Release**

Lonely Planet announces plans to provide curated recommendations through Apple Maps

Lonely Planet brings expert travel tips to the millions of Apple Maps users through a series of curated collections

London/San Francisco, 23 June 2020: Responding to the demand of modern travelers, world-leading travel publisher and globe-spanning digital travel media company, Lonely Planet, today announced plans to provide curated content through a new Apple Maps feature announced at Apple's annual Worldwide Developer Conference. Explorers, wanderlusts and locals will have expert travel tips available at the tap of their screens through a new series of curated collections from the acclaimed travel authority, available later this year through software updates for iPhone, iPad, and Mac.

Though travel plans remain uncertain, the Lonely Planet collections feature a slew of activities that can be enjoyed solo and outdoors while national lockdowns slowly lift. Insider tips on iconic architecture, spectacular day hikes and scenic running routes will inspire a lifetime of adventure on foot while the world awaits a full travel recovery.

Kicking off with San Francisco travel lovers will be able to get to the heart of The City by the Bay with expertly-crafted recommendations from Lonely Planet's world-renowned travel connoisseurs. Poised for the transition from cautious exploration to fully-fledged globe-trotting, travelers can discover the city's impactful public art and vibrant street murals, where to find small slices of urban paradise in the city's idyllic parks through to the best spots for street-side fare at prize food trucks.

Lonely Planet curated collections in Apple Maps will give users the inside track on several dynamic metropolises, such as New York's cult-status coffee shops and roasters, tips on satisfying your sweet tooth in LA's finest ice cream shops, and priceless experiences that can be enjoyed in London for free.

Lonely Planet CEO Luis Cabrera said, *"Lonely Planet has always focused on the needs of travelers and we constantly seek ways to improve and ease their experiences. We reach hundreds of millions of travelers each year through our printed guides, online and through our own mobile products and we are thrilled to offer one more way for people to discover the world around them."*



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Notes to Editor

- Lonely Planet curated collections for San Francisco, New York, Los Angeles and London will be available on Apple Maps later this year.
- Lonely Planet recently announced a set of restructure measures in response to the COVID-19 outbreak. We continue to publish guidebooks and phrasebooks but have otherwise reduced our publishing operations including stopping the Lonely Planet magazine. Our commitment to our community via these products, our Guides app and our award-winning website remains undimmed.

About Lonely Planet:

Lonely Planet is a world-leading travel publisher: a globe-spanning digital travel media company and the world's number one travel guidebook brand. We've been providing both inspiring and trustworthy information for every kind of traveler since 1973. We reach hundreds of millions of travelers each year online and via our mobile products and help them unlock amazing experiences. Over the past forty years we've printed over 145 million guidebooks covering 221 countries as well as countless other titles showcasing the wonders of the world for travelers of all types.

Lonely Planet can be found on lonelyplanet.com, mobile, video and in 14 languages, armchair and lifestyle books, ebooks and more. At Lonely Planet we seek to make a difference in people's life by spreading the power of travel. We firmly believe that travel has a significant positive impact on people's lives and outlooks and is a force of positive change. Visit us at lonelyplanet.com and join our community of followers on Facebook (facebook.com/lonelyplanet), Twitter (@lonelyplanet), Instagram (instagram.com/lonelyplanet) and Snapchat (@lonely.planet).