Lonely Planet’s Guides app turns one, hits 100 cities mark and reaches one million downloads

To mark its one year milestone, Lonely Planet's flagship app, Guides, recently introduced its 100th city. The free travel app has had one million downloads since it launched last year.

Initially released with 37 cities on January 28, 2016, Guides by Lonely Planet is a simple, easy-to-use tool that gets travelers to the heart of a destination.

Both inspirational and informative, Guides includes offline maps, “near-me” functionality, simple bookmarking and powerful filtering tools making it perfect for planning a trip and on-the-ground exploring. In a Medium post, head of Lonely Planet's mobile product and design Diego Jiménez said, “We built the travel tool we, as fellow travelers, would like to use.”

Over the past year, the app has evolved in response to consumer needs to create an even better user experience. New features include neighborhood and transport sections, faster maps and phrasebooks in 19 languages. Users can now vote on cities they would like available in the app next.

Jiménez said, “We opened new communication channels to make it easy for [users] to express their needs and share feedback. We also wanted to give our community the power to decide which cities are added to the app every month.”

Lonely Planet's digital product team also partnered with Samsung to create a companion Guides app and travel-themed watch faces for the new Samsung Gear S3.

Guides was an Editor’s Choice on Apple’s App Store, and has been seen in The Washington Post, The Los Angeles Times, The Guardian, Forbes, Mashable, Lifehacker and The Next Web.

Notes to Media:
- **Landing page**: [www.lonelyplanet.com/guides](http://www.lonelyplanet.com/guides)
- **Images**: Available for media by request
- **Video**: A look into the app on [Youtube here](https://www.youtube.com)
- **Interviews**: Lonely Planet digital product team available for interviews
- **Info**: Launched January 28, 2016; available on App Store and Google Play for iOS and Android; development partners include Mapbox & CARTO

**Cities** (new since launch in bold): Amsterdam, **Antigua, Antwerp, Athens, Auckland**, Bangkok, Barcelona, Beijing, **Belfast**, Berlin, Boston, **Bruges, Brussels**, Budapest, Buenos Aires, **Busan**, Cape Town, **Cardiff, Chiang Mai**, Chicago, **Delhi, Dhaka**, Dubai, Dublin, **Dubrovnik, Edinburgh**,
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Phrasebook Languages: Arabic, Cantonese, Chinese, Czech, French, German, Greek, Italian, Japanese, Korean, Latin American Spanish, Polish, Portuguese, Russian, Spanish, Swahili, Thai, Turkish, Vietnamese

About Lonely Planet:
Travel media company and the world’s leading guidebook publisher, Lonely Planet, has been providing inspiring and trustworthy information for every kind of traveler since 1973. Over the past four decades, Lonely Planet has cultivated a dedicated traveler community and printed 145 million guidebooks. Lonely Planet offers its trusted travel content online at lonelyplanet.com and via mobile, in 14 languages, 12 international magazines, ebooks and more. Visit us at lonelyplanet.com, and join us on Facebook (facebook.com/lonelyplanet), Twitter (@lonelyplanet and #lp), Instagram (instagram.com/lonelyplanet) and Snapchat (@lonelyplanet).