



# HOW TO LAND A JUMBO JET

A Visual Exploration  
of Travel Facts, Figures  
and Ephemera

**EDITED BY NIGEL HOLMES**



## CONTENTS

|  |    |
|--|----|
| HOW TO LAND A JUMBO JET                    | 8  |
| PLACES TO GO NUDE                          | 10 |
| THE 50 MOST VISITED COUNTRIES IN THE WORLD | 12 |
| CRAWLING SNACKS FROM AROUND THE WORLD      | 14 |
| VALUE OF THE DOLLAR IN BURGERS & BEERS     | 16 |
| IT'S 5 O'CLOCK SOMEWHERE!                  | 18 |
| TOP TRAILS                                 | 20 |
| AIR SPACES: WHERE THE JUMBOS FLY           | 22 |
| IS THE GRASS GREENER ON THE OTHER SIDE?    | 24 |
| BREAKFAST ITALIAN STYLE                    | 26 |
| VISITING VOLCANOES IN THE RING OF FIRE     | 28 |
| THE MANY HARDSHIPS OF LEWIS & CLARK        | 30 |
| PLEASE DON'T PAT THE ANIMALS!              | 32 |
| VACCINATION RECOMMENDATIONS                | 34 |
| WHO DO YOU CALL?                           | 36 |
| HELLO INDIA!                               | 38 |
| HOW PROUD ARE YOU OF YOUR NATIONALITY?     | 40 |
| TRAVEL LUGGAGE WOES                        | 42 |
| TAKING CARE OF THE WORLD                   | 44 |
| HOW TO BLEND IN                            | 46 |

BRING ME BACK A SNOW DOME 48

SCENES OF DARKNESS 50

BACKPACKING: WHAT TO TAKE? 52

MALARIA: RISK, CAUSE, PREVENTION 54

UNESCO & TOURISM 56

THE COST OF CARBON OFFSETS 58

MARATHON 60

FAST FOOD, FAST FACTS 62

ANATOMY OF A WELL-PACKED BAG 64

WET & DRY 66

BANNED 68

A LONELY PLANET 70

MICROTRAVEL IN A MICROWORLD 72

ANTIPODEAN GETAWAYS 74

GREAT RAILWAY JOURNEYS 76

IF YOU COULD TRAVEL TO ANY CITY FOR THE FOOD... 78

CUPS OF TEA A DAY VS LIFE SATISFACTION 80

TIME & TRAVEL 82

HOLLYWOOD RACING 84

LIFE AND DEATH ON THE ROAD 86

WORLDWIDE CRIME RATES 88

PLANET HOLIDAY 90

EXPLORING THE UNKNOWN 92

WORLD'S LARGEST ROADSIDE ATTRACTIONS 94

EATING 7 FRUITS OF THE WORLD IN THE WILD 96

HIGHER GROUND 98

TWO MINUTES OF TOKYO 100

ULURU 102

NETHERLANDS ON WHEELS 104

TALK TO THE HAND 106

TRAVELS IN TIME 108

DIGITALLY CONNECTED 110

SHOPPING THE SOUK 112

PLUGGED IN 114

BRAZIL 116

THE HUMAN PLANET 118



## INTRODUCTION

So what is an information graphic – an infographic – anyway?

It's a term that's much younger than the thing it describes. (A quick search suggests that it came into general usage in the 1970s.)

But information graphics themselves have been around for much longer – around 32,000 years, in fact.

That's when the first known drawings were made, in the Chauvet Cave in France. Although there's some argument about their meaning, it is now generally agreed that the purpose of the paintings was to deliver information and to teach, rather than to be purely art for art's sake. They were the first information graphics.

They were beautiful, too. More than 32,000 years later, strict academic observers of today's information design sometimes forget this attribute, as they argue against anything that might excite the reader in the way of

pictorial elements, or color, or fun. These critics come from a school of thought that excludes everything except the facts, and that often results in clinical graphics which are undeniably proper and neat, but are easily forgotten.

In the world of infographics there is room and reason for many types, and in here you'll find good examples of the different strands of current work in this fast developing field – some are largely pictorial, others are minimal and analytical. Some are colorful, others use a very restricted palette, or no color at all. And as you'd expect from a book that's about different aspects of travel, there are all sorts of exciting graphic adventures waiting for you.

I raise a glass to toast all the designers for their hard work, and I hope you, dear reader, enjoy the result, learn something new, and set off on even happier journeys!

Nigel Holmes



# CONTRIBUTORS



## ADRIAN KRONOWETTER

Crafting illustrative and informative designs, Land of Visions is the moniker for Montreal-based illustrator Adrian Kronowetter.  
[www.landofvisions.ca](http://www.landofvisions.ca)



## AMY MAYNARD

Amy Maynard is a young advertising and communications graduate and emerging freelance illustrator based in Brisbane, Australia.  
[www.amymaynard.com](http://www.amymaynard.com)



## AMY MARTIN

Amy Martin is an interaction designer living and working in San Francisco, California.  
[www.amymartin.com](http://www.amymartin.com)

### Worldwide Crime Rates

#### Assault

1. Australia
2. United Kingdom
3. Switzerland
4. Germany
5. Singapore

Worldwide Crime Rates: Assault. The map shows the highest rates in Australia, the United Kingdom, Switzerland, Germany, and Singapore.

#### Robbery

1. Australia
2. United Kingdom
3. Switzerland
4. Germany
5. Singapore

Worldwide Crime Rates: Robbery. The map shows the highest rates in Australia, the United Kingdom, Switzerland, Germany, and Singapore.

## ANSELM BRADFORD

Anselm Bradford lectures in visual communication, interactive and web media as part of the Digital Media faculty at AUT University (Auckland, New Zealand).  
[www.anselmbradford.com](http://www.anselmbradford.com)

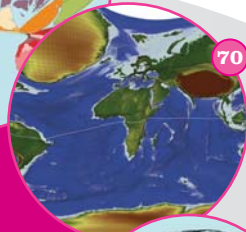


## CAREN WEINER CAMPBELL

A magazine journalist turned data visualization consultant, Caren Weiner Campbell now runs her own information design firm, Synoptical Charts LLC, in Chapel Hill, North Carolina.  
[www.synopticalcharts.com](http://www.synopticalcharts.com)

## BENJAMIN HENNIG

Benjamin Hennig is a passionate academic geographer. He was educated at the Universities of Cologne (Germany) and Sheffield (UK). Parts of his research are on display at [www.viewsoftheworld.net](http://www.viewsoftheworld.net).



## CHARLOTTE AUDREY OWEN-MEEHAN

Charlotte Audrey Owen-Meehan, is a freelance art director/illustrator, who also works in the field of motion graphics. She is currently based in Birmingham, UK.  
[www.charlotteaudreyowenmeehan.com](http://www.charlotteaudreyowenmeehan.com)



# CONTRIBUTORS CONTINUED



## CURTIS WHALEY

Tablet Infographics is the studio of Curtis Whaley and is located in Madison, Wisconsin. [www.tabletinfographics.com](http://www.tabletinfographics.com)

## CLARA HUI TINA KO

Clara Hui is an educational researcher. She loves writing, especially stories for children. She is also a sports addict who dreams of running all the marathons on her page! [clarahui0908@gmail.com](mailto:clarahui0908@gmail.com)

Tina Ko is a freelance illustrator based in Hong Kong. She has published two books and draws for newspapers and businesses for years. She loves travelling a lot! [tintinaa@gmail.com](mailto:tintinaa@gmail.com)

## DAMIEN LERI

Damien Leri applies information technology to challenges in population health. His company is Big Yellow Star. [www.bigyellowstar.com](http://www.bigyellowstar.com)

## DAVID MOONEY

David Mooney is a graduate of Carleton University's Interactive Multimedia and Design program. David enjoys changing conceptual thoughts into tangible images through design, and he thanks Erin for all her help. [www.thrownshoe.ca](http://www.thrownshoe.ca)



## HANNAH BEATRICE

Hannah Beatrice is an illustrator and photographer based in Manchester, UK, with her roots lying in the Shetland Islands and her feet itching for travel further afield.  
[www.hannahbeatrice.co.uk](http://www.hannahbeatrice.co.uk)



## IAN CHONG

Ian Chong is a designer from Australia who thinks the world can benefit from great information design. He loves travelling and couldn't believe a brief like this would come, ever!  
[www.ianchong.com](http://www.ianchong.com)



## Digitally Connected

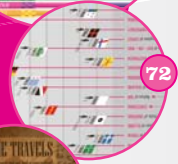
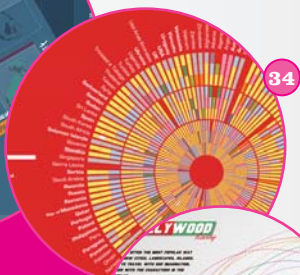
Over the last 25 years, the number of websites created has increased exponentially. Thousands are able to interact and participate as much of these have moved on the work at the number of free tools, with the increase of mobile devices, enabling also how they can be accessed on a wide range of devices.

110

## SCENES OF DARKNESS

Darkness is the absence of light. It is a state of being where there is no light. It is a state of being where there is no light. It is a state of being where there is no light.

50



## FACTORIO.US

Factorio.us is a creative collective based in Milan and founded by three Italian designers: Andrea, Michele and Ruggero.  
[www.factorio.us](http://www.factorio.us)



## JENIFER BULCOCK

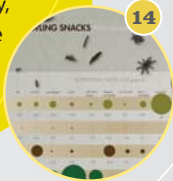
Jenifer Bulcock is an Australian graphic designer based in Vancouver, Canada. She is currently working as a freelance designer for several international clients.  
[www.jeniferbulcock.com](http://www.jeniferbulcock.com)

# CONTRIBUTORS

## CONTINUED

### JENN DA COSTA

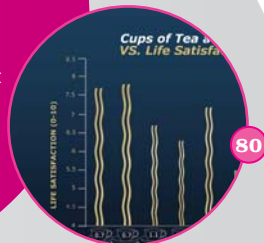
Jenn Da Costa is currently finishing her communication design degree at Swinburne University of Technology, Melbourne, Australia. She also works freelance.



### JESSICA PETER HEATHER PETER

Jessica Peter writes, travels, and researches. . . not necessarily in that order. You can find her blogging at [www.jessicapeter.net](http://www.jessicapeter.net)

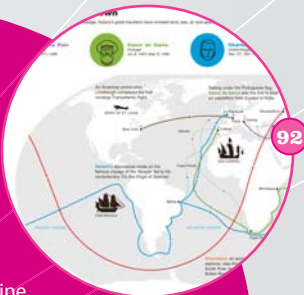
Heather Peter is a freelance graphic designer, and full-time marketing coordinator. Her portfolio is at [www.heatherpeterportfolio.blogspot.com](http://www.heatherpeterportfolio.blogspot.com)



### KAITLIN YARNALL ÁLVARO VALIÑO

Kaitlin Yarnall is a trained cartographer and currently the deputy art director of the magazine *National Geographic*. She lives in Washington, DC.

Álvaro Valiño is an experienced designer, illustrator, and infographic artist. He is currently the graphics director for the Madrid-based newspaper, *Público*.  
[www.alvarovalino.com](http://www.alvarovalino.com)



### KATYA CAMERON

Katya Cameron is new to information design and has just completed a final project at university focusing on it. She is currently gathering work experience in communication design in Melbourne before she picks up and moves to Amsterdam.

## LISA GOFF

Lisa Goff is an Australian-born graphic designer and illustrator based in London. Lisa finds inspiration in magazines, books, travelling, wandering and everyday life.  
[www.vangoffdesign.com](http://www.vangoffdesign.com)



46



## MEGHANA KHANDEKAR

Meghana Khandekar is an artist and designer. Avid travel has influenced her to work on issues such as climate change, HIV/AIDS, community mapping and social organization.  
[www.mkhandekar.com](http://www.mkhandekar.com)



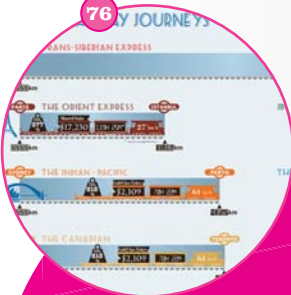
82

## LLOYD NEEL

Lloyd Neel is a recent graduate in graphic design and is currently working in the industry. He is located in a design firm just outside of London.  
[www.lloydneel.co.uk](http://www.lloydneel.co.uk)



76

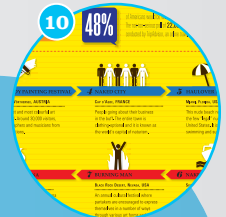


## MARK PEARSON

Mark Pearson's first love was putting ink on paper, then came DTP. His new passion is for delivering interesting information and insight graphically, with impact.  
[@mindfoundry](https://twitter.com/mindfoundry)

10

40%

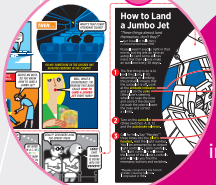


## MICHELLE KOH

Michelle Koh is a graduate communication designer from Melbourne's Swinburne University of Technology. She is currently residing in her home country, Singapore.

# CONTRIBUTORS CONTINUED

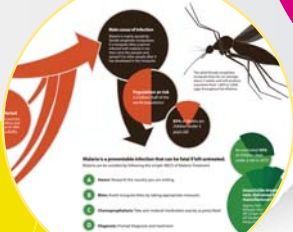
8



## NIGEL HOLMES

Nigel Holmes is a seasoned information designer and principal of Explanation Graphics, a design firm located just outside of New York City.  
[www.nigelholmes.com](http://www.nigelholmes.com)

54



20

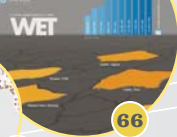


102

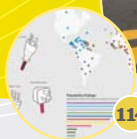


## PETER DUNCAN

Peter Duncan is a freelance graphic designer currently based in Oxford, UK.  
[www.collectedpixels.co.uk](http://www.collectedpixels.co.uk)



66



114

## PREETHI CHETHAN

Preethi Chethan is a designer from New York City and wants to use design to make the world better (oh, and loves information design).  
[www.preethichethan.com](http://www.preethichethan.com)

38



68



## RUBEN BERGAMBAGT

Ruben Bergambagt is an architect with a special interest in visualising urban complexity. He is currently practising in London and is a co-founder and owner of StudioNOA Architecture in Amsterdam.  
[www.studiooa.eu](http://www.studiooa.eu)

100



94



## SAMANTHA KASPROWICZ

Samantha Kasprowicz is a graphic designer and photographer who roams Sydney on her bike looking for new art, music and inspiration (and the elusive perfect cup of coffee).  
[www.spikeandmambi.com](http://www.spikeandmambi.com)

**PIERO  
ZAGAMI  
CARMEN  
VELA**

Piero Zagami and Carmen Vela are two graphic designers from Italy and Spain. They both live and work in London.  
[www.pierozagami.com](http://www.pierozagami.com)  
[www.carmenvela.com](http://www.carmenvela.com)



106

**Talk to  
the hand**



**TIMOTHY  
CHAN  
LYDIA  
LIM**

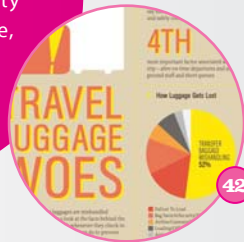
Lydia Lim is a senior art director at DDB Singapore, an advertising agency. Her work and background can be found at [www.behance.net/leeds](http://www.behance.net/leeds).

Timothy Chan is a senior copywriter at DDB Singapore, an advertising agency. His work and background can be found at [www.behance.net/tim112](http://www.behance.net/tim112).



**SANDY  
TAN**

Sandy Tan is a freshly graduated communication designer from Swinburne University of Technology, Melbourne, Australia. She is currently residing in her home country, Singapore.



116

**Brazil**



**TIAGO  
VELOSO  
FLÁVIA  
MARINHO**

Tiago is a Portuguese world-citizen, currently living in Brazil. He works as a content curator for small to medium sized companies. He also curates his own infographics site, Visual Loop.  
[www.visualloop.tumblr.com](http://www.visualloop.tumblr.com)

Flávia Marinho is a graphic artist and infographics designer based in Sao Paulo, Brazil.

12



**YEHONATAN  
KENAN**

Yehonatan Kenan is a graphic designer, a graduate of Bezalel Academy of Arts and Design, lives and works in Jerusalem and loves infographics.  
[yonikenan@gmail.com](mailto:yonikenan@gmail.com)



## HOW TO LAND A JUMBO JET

October 2011

## ACKNOWLEDGEMENTS

**Publisher** Piers Pickard

**Associate Publisher** Ben Handicott

**Designers** James Hardy, Nic Lehman

**Layout** Kerrienne Southway, Mazzy Princep

**Editors** Asha Ioculari, Nigel Chin, Andrea Dobbin

**Print Production** Yvonne Kirk

Thanks also to Andrew Kean, Andy Kirk, David McCandless, Karl Gude

For the observant: US or UK spelling has been used in each infographic, depending on the background of the designer.

## PUBLISHED BY

Lonely Planet Publications Pty Ltd  
ABN 36 005 607 983  
90 Maribyrnong St, Footscray,  
Victoria, 3011, Australia  
[www.lonelyplanet.com](http://www.lonelyplanet.com)

10 9 8 7 6 5 4 3 2 1

Printed in China.

ISBN 978 1 74220 228 0

© Lonely Planet 2011

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form by any means, electronic, mechanical, photocopying, recording or otherwise except brief extracts for the purpose of review, without the written permission of the publisher.

Lonely Planet and the Lonely Planet logo are trademarks of Lonely Planet and are registered in the US Patent and Trademark Office and in other countries.

Although the authors and Lonely Planet have taken all reasonable care in preparing this book, we make no warranty about the accuracy or completeness of its content and, to the maximum extent permitted, disclaim all liability from its use.

## LONELY PLANET OFFICES

### Australia

Locked Bag 1, Footscray, Victoria 3011  
Phone 03 8379 8000 Fax 03 8379 8111  
Email [talk2us@lonelyplanet.com.au](mailto:talk2us@lonelyplanet.com.au)

### USA

150 Linden St, Oakland, CA 94607  
Phone 510 250 6400 Toll free 800 275 8555  
Fax 510 893 8572  
Email [info@lonelyplanet.com](mailto:info@lonelyplanet.com)

### UK

2nd Floor, 186 City Rd, London EC1V 2NT  
Phone 020 7106 2100 Fax 020 7106 2101  
Email [go@lonelyplanet.co.uk](mailto:go@lonelyplanet.co.uk)



Paper in this book is certified against the Forest Stewardship Council™ standards. FSC promotes environmentally responsible, socially beneficial and economically viable management of the world's forests.

