



Manhattan, New York City

# LONELY LIST APRIL 2015



**MAKE MY DAY**



**NEW SERIES!**

DELIVERY IN-STORE FROM 2<sup>ND</sup> APRIL 2015 ORDER CUT-OFF 19<sup>TH</sup> MARCH 2015

# MAKE MY DAY

## ABOUT THE SERIES

Create your perfect day!

Fun, on-the-go guides to six of the world's most popular cities.

Make My Day is a new lightweight, portable guidebook series for the traveller who wants to discover the best of a city quickly.

With over 2,000 different itinerary combinations in each interactive, fully customisable guide, planning your city adventure has never been so easy and fun.



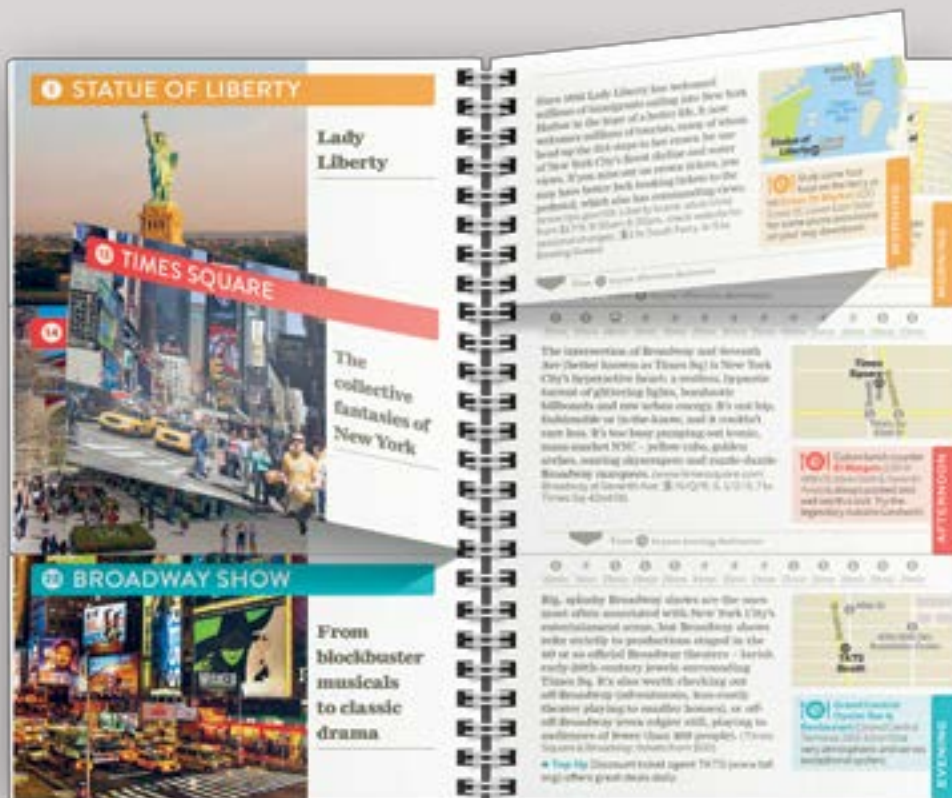
FREE  
MAKE MY DAY  
APP

Free access to Make My Day App content with purchase of all Make My Day books

Watch a demonstration video:

[www.lonelyplanet.com/mmd](http://www.lonelyplanet.com/mmd)

## HOW IT WORKS



### 1. FLIP

Flick through the activity cards for morning, afternoon and evening.

### 2. MATCH

Choose your perfect day's itinerary by mixing and matching the cards.

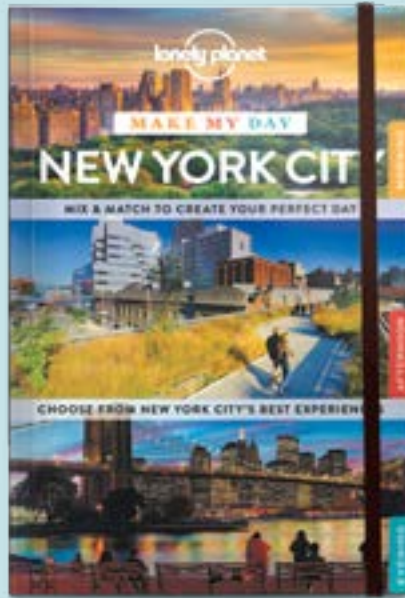
### 3. GO

Everything you need for your city adventure is now at your fingertips.



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**ISBN** 9781743602690  
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197mm x 128mm  
hardcover  
**AUD** \$24.99



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# POINT OF SALE

## MAKE MY DAY COUNTER UNIT



## MAKE MY DAY COUNTER UNIT OFFER

Acrylic, 280mm (w) x 325mm (d) x 620mm (h)

- 1 X MAKE MY DAY COUNTER UNIT

CONTAINS:

- 4 X MAKE MY DAY LONDON
- 4 X MAKE MY DAY NEW YORK CITY
- 4 X MAKE MY DAY PARIS
- 4 X MAKE MY DAY TOKYO
- 4 X MAKE MY DAY BARCELONA
- 4 X MAKE MY DAY SAN FRANCISCO

## MAKE MY DAY SHELF TALKER OFFER

Acrylic, 520mm (w) x 22mm (h)

- 1 X MAKE MY DAY SHELF TALKER

CONTAINS:

- 4 X MAKE MY DAY LONDON
- 4 X MAKE MY DAY NEW YORK CITY
- 4 X MAKE MY DAY PARIS
- 2 X MAKE MY DAY TOKYO
- 2 X MAKE MY DAY BARCELONA
- 2 X MAKE MY DAY SAN FRANCISCO

\* Please see back cover to order

\*\* Please note: all artwork is not final & materials are subject to change

## MAKE MY DAY SHELF TALKER



MAKE MY DAY

MIX & MATCH TO MAKE YOUR PERFECT DAY!



# COMING SOON

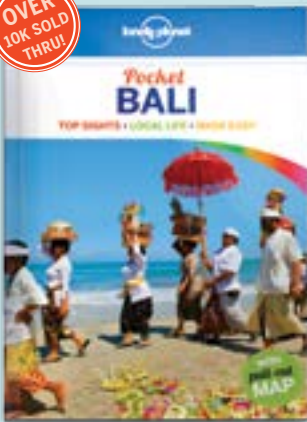
The second instalment of the Make My Day series will be released in September 2015 and will include:

- MAKE MY DAY AMSTERDAM
- MAKE MY DAY BERLIN
- MAKE MY DAY HONG KONG
- MAKE MY DAY ROME
- MAKE MY DAY SYDNEY
- MAKE MY DAY WASHINGTON D.C.

\* Please note: all artwork is not final & subject to change



## GUIDEBOOKS

OVER  
10K SOLD  
THRU!

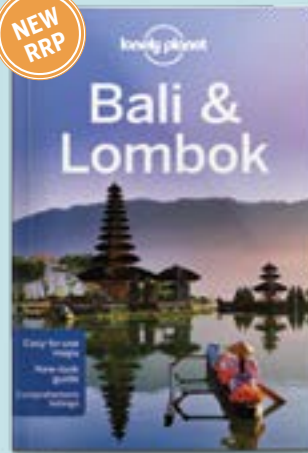
## POCKET BALI 4

### ABOUT THE BOOK

Bali's rich culture plays out at all levels of life, from the exquisite flower-petal offerings placed everywhere to the traditional music and dance. Add in great beaches, world-class surfing, superb dining, stunning sunsets, beautiful walks and fabulous shopping, and Bali is simply unbeatable.

- Coverage of Seminyak, Kuta & Legian, Jimbaran, Nusa Dua, Ubud and more
- Local insider tips and neighbourhood walking tour
- All of Bali's top experiences, plus 'best of' lists
- Itineraries to make the most of your trip

**ISBN** 9781742208961  
160pp, full colour, 12 maps  
**PREVIOUS ED SALES** 12 588  
**PREVIOUS ED SELL THRU**  
89% (1.5 yrs)  
**MARKET SHARE** 93%  
**PREVIOUS ISBN** 9781742202112  
**NEW EDITION PRICE**  
AUD \$19.99

NEW  
RRP

## BALI & LOMBOK 15

### ABOUT THE BOOK

Bali has beaches, surfing, diving and more, but it's the essence of Bali - the Balinese and their culture - that makes it so much more than just a fun-in-the-sun retreat.

- Full-colour features on Balinese food, the arts, local life and Bali's best beaches
- Includes comprehensive planning info, including road-distance charts and easy-to-use maps
- Tailored walking tours and itineraries
- Inspirational images, highlights, the best of local knowledge and recommendations from our expert authors

**ISBN** 9781743213896  
400pp, 52 maps  
**PREVIOUS ED SALES** 7 739  
**PREVIOUS ED SELL THRU**  
94% (1 yr)  
**MARKET SHARE** 73%  
**PREVIOUS ISBN** 9781742203034  
**NEW EDITION PRICE**  
AUD \$32.99



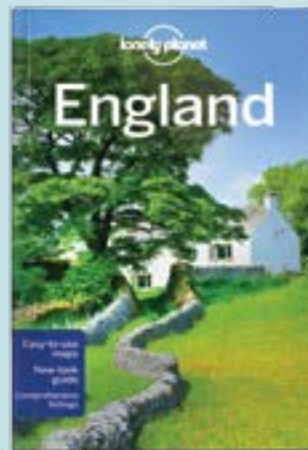
## GREAT BRITAIN 11

### ABOUT THE BOOK

'Edinburgh Castle, Buckingham Palace, Stonehenge, Manchester United, the Beatles - Britain does icons like no other place on earth, and travel here is a fascinating mix of famous names and hidden gems.' Neil Wilson

- Full-colour guide with pull-out map of London
- Planning features on exploring the great outdoors and travelling with children
- In-depth coverage of food, history, the arts and sports
- New Eat and Drink Like a Local feature

**ISBN** 9781743214725  
1 056pp, full colour, 163 maps  
**PREVIOUS ED SALES** 4 313  
**PREVIOUS ED SELL THRU**  
96% (1 yr)  
**MARKET SHARE** 80%  
**PREVIOUS ISBN** 9781742204116  
**NEW EDITION PRICE**  
AUD \$39.99



## ENGLAND 8

### ABOUT THE BOOK

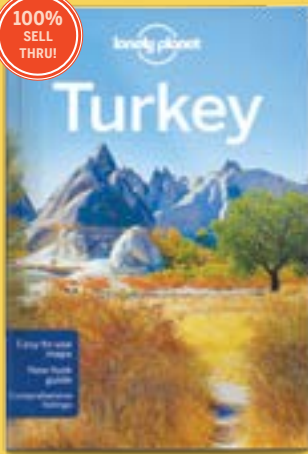
From the Roman remains of Hadrian's Wall to London's incomparable theatre scene, England is full of astounding variety. Whether you're drawn by its buzzing cities, world-famous museums, iconic countryside or classic seaside resorts, there really is something for everyone.

- Now in full colour
- Includes suggested itineraries and walking tours
- Annotated floorplans of the country's top sights including the Tower of London, Hampton Court Palace, V&A Museum and the Thames
- Inspirational photos and easy-to-use maps, including a pull-out map of London

**ISBN** 9781743214671  
720pp, full colour, 91 maps  
**PREVIOUS ED SALES** 2 602  
**PREVIOUS ED SELL THRU**  
85% (1 yr)  
**MARKET SHARE** 83%  
**PREVIOUS ISBN** 9781742200507  
**NEW EDITION PRICE**  
AUD \$39.99



100%  
SELL  
THRU!



## TURKEY 14

### ABOUT THE BOOK

- No.1 Regional Destination in Lonely Planet's Best in Travel 2015 - Gallipoli
- Product to be stickered with No.1 Regional Destination in Lonely Planet's Best in Travel 2015
- Centenary of ANZAC landing - marks a year of commemoration
- Special illustrated features on Aya Sofya, Topkapı Palace and Ephesus
- Comprehensive planning information including suggested itineraries and top experiences
- Pull-out map of İstanbul



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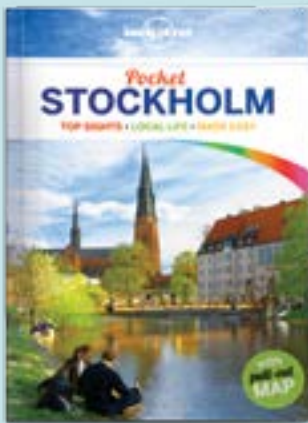
## CROATIA 8

### ABOUT THE BOOK

- New full-colour sections featuring Dubrovnik's Old Town and Croatia's Coast
- In-depth coverage of Croatian food, architecture and the arts
- Includes walking tours of Zagreb and Diocletian's Palace
- Comprehensive planning information with itineraries, top experiences and calendar of events



ISBN 9781743214022 | 352pp, 42 maps  
**CURRENT EDITION SALES** 2 122 | **CURRENT EDITION SELL THRU** 91% (1 yr)  
**MARKET SHARE** 55% | **PREVIOUS ISBN** 9781742203027  
**NEW EDITION PRICE** AUD \$34.99



## POCKET STOCKHOLM 3

### ABOUT THE BOOK

- Redesigned chapters to better suit travellers' needs
- Extensive coverage of Kungliga Slottet and Skansen, including floorplans
- Local insider tips and Stieg Larsson walking tour
- Full-colour guide with pull-out map



ISBN 9781741799583 | 160pp, full colour, 19 maps  
**CURRENT EDITION SALES** 1 401 | **CURRENT EDITION SELL THRU** N/A  
**MARKET SHARE** 50% | **PREVIOUS ISBN** 9781741792867  
**NEW EDITION PRICE** AUD \$19.99



## POCKET COPENHAGEN 3

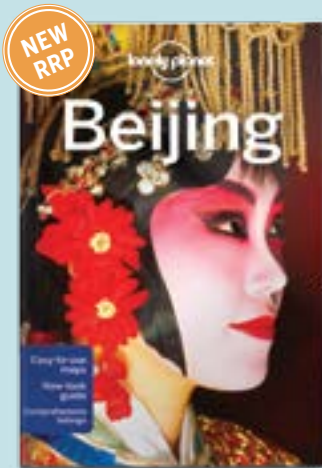
### ABOUT THE BOOK

- New features on Tivoli Gardens and the Nationalmuseet, including floorplan
- Walking tours and neighbourhood maps
- Insider tips from locals on Copenhagen's top sights
- Full-colour guide with pull-out map



ISBN 9781742200347 | 160pp, full colour, 21 maps  
**CURRENT EDITION SALES** 1 503 | **CURRENT EDITION SELL THRU** 100% (3 yrs)  
**MARKET SHARE** 32% | **PREVIOUS ISBN** 9781741792881  
**NEW EDITION PRICE** AUD \$19.99




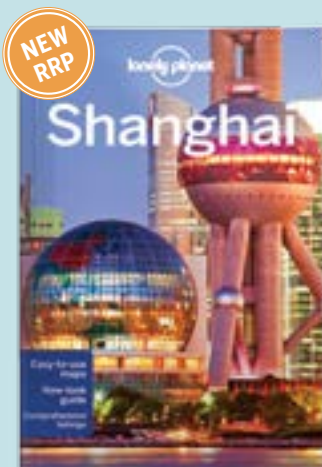


## BEIJING 10

### ABOUT THE BOOK

- All you need to know about visiting the Great Wall from Beijing
- Walking tours to explore the Forbidden City and historic Hútongs
- Planning features and itineraries to help you plan the perfect trip
- Full-colour guide with pull-out map


 **ISBN** 9781743213902 | 304pp, full colour, 30 maps  
**CURRENT EDITION SALES** 1110 | **CURRENT EDITION SELL THRU** 67% (1 yr)  
**MARKET SHARE** 63% | **PREVIOUS ISBN** 9781741798463  
**NEW EDITION PRICE** AUD \$29.99



## SHANGHAI 7

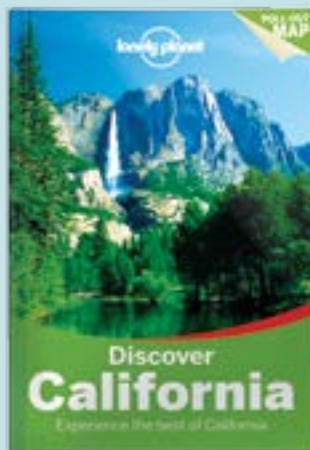
### ABOUT THE BOOK

- Planning features include calendar of events, top itineraries, and a guide to getting around and visiting for the first time
- Colour feature on Shanghai architecture
- Includes day trips to historic canal towns
- Full-colour guide with pull-out map

 **ISBN** 9781743215715 | 320pp, full colour, 29 maps  
**CURRENT EDITION SALES** 1243 | **CURRENT EDITION SELL THRU** 78% (1 yr)  
**MARKET SHARE** 74% | **PREVIOUS ISBN** 9781741799019  
**NEW EDITION PRICE** AUD \$29.99

### TRAVEL TIP

Travellers can visit Shanghai for 72 hours without requiring a Chinese visa



## DISCOVER CALIFORNIA 3

### ABOUT THE BOOK

Everyone heads to the Golden State to find fame and fortune – but you can do better. Come for the landscape, stay for sensational food, and glimpse the future in the making on America's creative coast. Trends are kickstarted here by a motley crowd of surfers, artists and dreamers.

- Covers all California's highlights, from LA to San Francisco and Yosemite. Also details Napa and Sonoma wineries
- Comprehensive planning information, including a calendar of events
- Includes insiders' tips on attractions and experiences
- All you need to know about Californian cuisine, outdoor activities and the arts

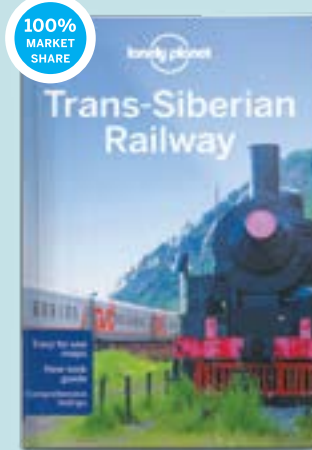
**ISBN** 9781742206240  
 416pp, full colour, 49 maps  
**PREVIOUS ED SALES** 1474  
**PREVIOUS ED SELL THRU** 100% (2 yrs)  
**MARKET SHARE** 65%  
**PREVIOUS ISBN** 9781742205618  
**NEW EDITION PRICE** AUD \$34.99



## ALASKA 11

Bears larger than bison, national parks the size of nations, and glaciers bigger than other US states. The word 'epic' barely does Alaska justice.

**ISBN** 9781742206028  
 440pp, full colour, 63 maps  
**PREVIOUS ED SALES** 1564  
**PREVIOUS ED SELL THRU** 91% (2 yrs)  
**MARKET SHARE** 75%  
**PREVIOUS ISBN** 9781741796964  
**NEW EDITION PRICE** AUD \$32.99



## TRANS-SIBERIAN RAILWAY 5

From the Gobi Desert to the Great Wall – the Trans-Siberian routes unite landscapes and experiences into the journey of a lifetime.

**ISBN** 9781742207407  
 432pp, 62 maps  
**PREVIOUS ED SALES** 956  
**PREVIOUS ED SELL THRU** 93% (2 yrs)  
**MARKET SHARE** 100%  
**PREVIOUS ISBN** 9781741795653  
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