



WE RANKED THE WORLD

WHAT WILL BE NUMBER ONE?



ULTIMATE TRAVELIST

LONELY LIST AUGUST 2015

DELIVERY IN-STORE FROM 5TH AUGUST 2015 ORDER CUT-OFF 17TH JULY 2015



THE 500 BEST PLACES ON THE PLANET... RANKED

EMBARGO: 03:01AM AU EST 18 AUGUST 2015



ULTIMATE TRAVELIST

ABOUT THE BOOK

What is the single most amazing sight in the world? The Taj Mahal? The Grand Canyon? Stonehenge? For the first time, Lonely Planet's travel experts have the answer.

We've ranked the best mega-sights and hidden gems in a definitive wishlist of the 500 best places to visit on earth. Insightful write-ups, inspiring photography and lavish production including gold foil print-treatment on the cover, make this the only bucket list you'll ever need!



ISBN 9781743607473
360pp, full colour, 270mm x 230mm
AUD \$34.99



POINT OF SALE

1. Large 3D book box*
2. A3 Poster*
3. Plinth
4. Dumpbin

1.



2.



* Large 3D book box and A3 Poster will feature gold foil print-treatment

3.



4.



See back cover for POS ordering options.

Please note: artwork is not final and is subject to change.

CAMPAIGN SUPPORT

ADVERTISING

This exciting new title will be supported by significant investment in an outdoor or transport advertising campaign.

GLOBAL MARKETING

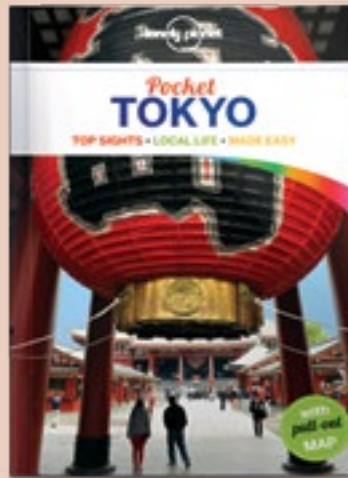
A global marketing campaign for this title will be executed including activity across the Lonely Planet website, social media channels and through paid digital advertising.

MEDIA

A **embargoed global** media campaign will be orchestrated to support the release of Ultimate Travelist. In the tradition of Lonely Planet's headline-making Best in Travel campaigns, Ultimate Travelist will be positioned to the media as **the** definitive ranking of the world's best sights and attractions. Asia-Pacific spokesperson Chris Zeiher will bring the book to life with interviews across television, radio, print and online outlets, while additional coverage will be supplemented by reviews, extracts and photo galleries.



JAPAN GUIDEBOOKS




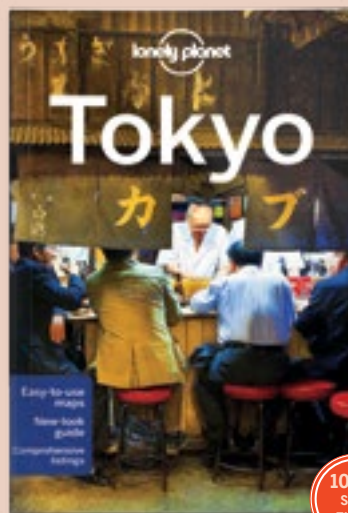
POCKET TOKYO 5

ABOUT THE BOOK

Tokyo is a city forever reaching into the future, with soaring towers and crackling neon; yet it is also steeped in history, seen on the kabuki stage or under the cherry blossoms.

- Coverage of Tsukiji Fish Market, Imperial Palace and Shinjuku
- Insider tips and Local Life features, including Akihabara
- Walking tours of Asakusa Shitamachi and Marunouchi
- Full-colour pull-out map


 **ISBN** 9781743216798 | 192pp, full colour, 19 maps
CURRENT EDITION SALES 6 829
CURRENT EDITION SELL THROUGH 98% (1.5 yrs)
MARKET SHARE 75%
PREVIOUS ISBN 9781742205816
NEW EDITION PRICE AUD \$19.99

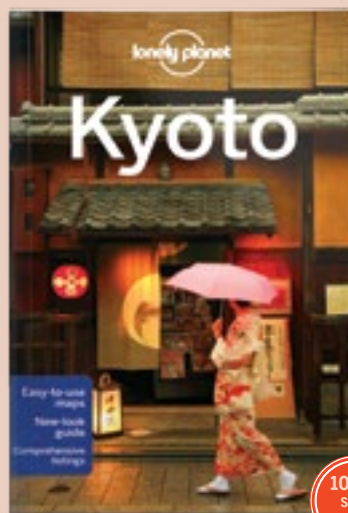


TOKYO 10

ABOUT THE BOOK

- Includes walking tours of Aoyama, East Shinjuku, Yanaka and Asakusa
- Coverage of day trips to Nikkō, Kamakura, Hakone and Mt Fuji
- Features on Tokyo Pop and Onsen
- Full-colour guide with pull-out map

 **ISBN** 9781742208831 | 296pp, full colour, 40 maps
CURRENT EDITION SALES 5 822
CURRENT EDITION SELL THROUGH 100% (2.5 yrs)
MARKET SHARE 55%
PREVIOUS ISBN 9781742200408
NEW EDITION PRICE AUD \$29.99




KYOTO 6

ABOUT THE BOOK

Kyoto is old Japan writ large: quiet temples, sublime gardens, colourful shrines and geisha scurrying to secret liaisons

- Covers everything from shopping and entertainment to tea ceremonies and temples
- Includes suggested itineraries and themed walking tours
- Day trip information for Nara and Osaka
- Now in full colour, with pull-out map

 **ISBN** 9781742209951 | 224pp, full colour, 23 maps
CURRENT EDITION SALES 1 682
CURRENT EDITION SELL THROUGH 100% (3 yrs)
MARKET SHARE 67%
PREVIOUS ISBN 9781741794014
NEW EDITION PRICE AUD \$29.99





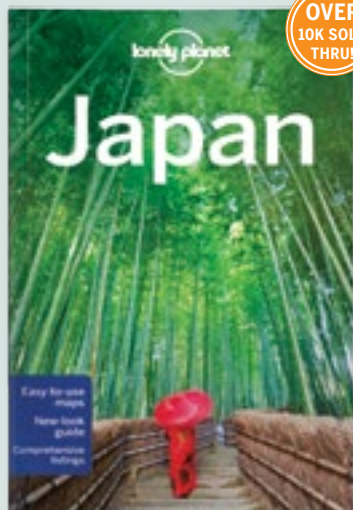
ALSO NEW IN AUGUST

TRAVEL TIP

Many of Tokyo's more expensive restaurants are comparatively reasonable at lunch; you'll get better value if you splurge at midday.

If you're really on a budget, after 5pm, grocery stores, bakeries and even department store food halls slash prices on bentō (boxed meals), baked goods and sushi.

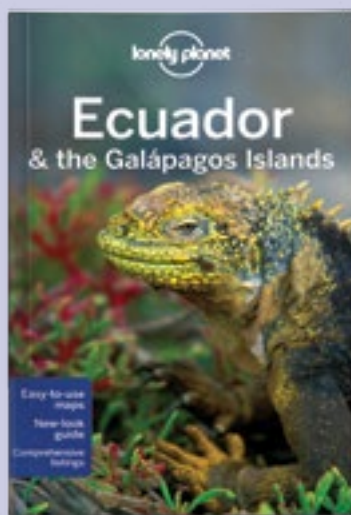
**JAPAN 13
GUIDEBOOK IS
OUR #1 BEST
SELLER!**



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10K SOLD
THRU!

ALSO AVAILABLE


ISBN 9781742204147
880pp, 176 maps
CURRENT EDITION SALES 13 883
CURRENT EDITION SELL THROUGH 100% (1.5 yrs)
MARKET SHARE 78%
CURRENT EDITION AUD \$44.99



ECUADOR & THE GALÁPAGOS ISLANDS 10

ABOUT THE BOOK

- Special wildlife feature
- In-depth information on the indigenous peoples of Ecuador
- Comprehensive planning information, including suggested itineraries

 ISBN 9781742207858 | 416pp, full colour, 75 maps
CURRENT EDITION SALES 1 285
CURRENT EDITION SELL THROUGH 98% (2.5 yrs)
MARKET SHARE 90%
PREVIOUS ISBN 9781741798098
NEW EDITION PRICE AUD \$34.99



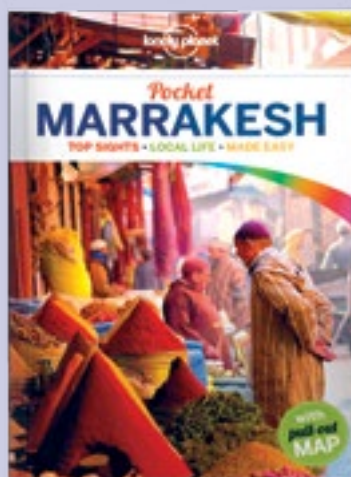
COLOMBIA 7

ABOUT THE BOOK

- New 'Off the beaten Track' map to encourage further exploration of the country
- Bogotá city maps in full colour
- Outdoor activities chapter, including the best spots for diving, paragliding, rockclimbing and birdwatching
- Focus on safe travel

 ISBN 9781742207841 | 352pp, 71 maps
CURRENT EDITION SALES 992
CURRENT EDITION SELL THROUGH 88% (2.5 yrs)
MARKET SHARE 100%
PREVIOUS ISBN 9781741797985
NEW EDITION PRICE AUD \$34.99


100%
MARKET
SHARE



POCKET MARRAKESH 3

ABOUT THE BOOK

- Local insider tips and neighbourhood walking tours
- Handy language guide
- Full-colour guide with pull-out map

 ISBN 9781742204376 | 160pp, full colour, 13 maps
CURRENT EDITION SALES 564
CURRENT EDITION SELL THROUGH 84% (3 yrs)
MARKET SHARE 29%
PREVIOUS ISBN 9781741793161
NEW EDITION PRICE AUD \$19.99



GIFT & INSPIRATION



FROM THE SOURCE - ITALY 1

ABOUT THE BOOK

From the Source is a new cookbook series that introduces food lovers to the world's most authentic local dishes by transporting them into the kitchens of the cooks who have perfected them. Learn how to cook iconic Italian dishes from Puglia, Piedmont, Tuscany and beyond. In this first edition of From the Source, this nation of food lovers shares its world famous culinary know-how.

- Features sumptuous, original photography
- Up to 70 classic recipes
- Introduction to each recipe by cooks from street-food vendors to Michelin-starred chef patrons

ISBN 9781743607619 | 280pp, 240mm x 185mm, full colour, hardcover
AUD \$34.99



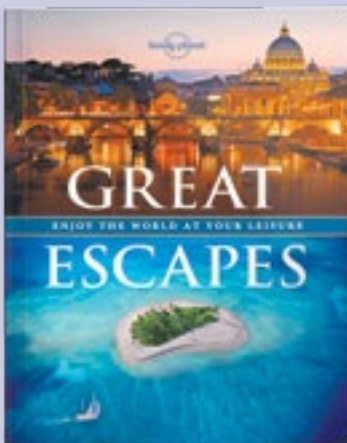
FROM THE SOURCE - THAILAND 1

ABOUT THE BOOK

Discover Thailand's tastiest dishes, from coconut-infused curries to spicy salads, with the country's best chefs and local food experts. From the Source represents the world of Thai food at its most exciting.

- Features sumptuous, original photography
- Up to 70 classic recipes
- Introduction to each recipe by cooks from street-food vendors to Michelin-starred chef patrons

ISBN 9781743607633 | 280pp, 240mm x 185mm, full colour, hardcover
AUD \$34.99



GREAT ESCAPES [PAPERBACK] 1

ABOUT THE BOOK

From 'Plane hopping the Kimberley' to 'Romancing the Riviera', and 'Spa Bliss in Bali', Great Escapes is the ultimate handbook for those that want to experience the world at their leisure. This paperback release of the best-selling book covers a vast array of escapes including romance, luxury, party and indulgence.

- Includes 75 gorgeous getaways from around the world with a unique Lonely Planet twist
- Each 'escape' features a double-page spread with inspirational photography and a written excerpt
- Other chapters also include Family, Food & Drink, Cities and Chill-Out

ISBN 9781743607510 | 320pp, 305mm x 230mm. full colour, paperback
CURRENT EDITION SALES 5 237
CURRENT EDITION SELL THROUGH 100% (1.5 yrs)
MARKET SHARE N/A | **PREVIOUS ISBN** 9781743217078
PB EDITION AUD \$29.99



GET YOUR ORDER IN NOW! ORDER CUT-OFF FRI 17TH JULY

AUG 2015

TITLE	ISBN	MAT #	AUD \$	QTY
LONELY PLANET'S ULTIMATE TRAVELIST	9781743607473	4924	34.99	
FROM THE SOURCE - ITALY 1	9781743607619	4957	34.99	
FROM THE SOURCE - THAILAND 1	9781743607633	4959	34.99	
GREAT ESCAPES [PAPERBACK] 1	9781743607510	4930	29.99	
POCKET TOKYO 5	9781743216798	4477	19.99	
TOKYO 10	9781742208831	4204	29.99	
KYOTO 6	9781742209951	4240	29.99	
ECUADOR & THE GALAPAGOS ISLANDS 10	9781742207858	4153	34.99	
COLOMBIA 7	9781742207841	4152	34.99	
POCKET MARRAKESH 3	9781742204376	3993	19.99	

ULTIMATE TRAVELIST POS

TITLE	ISBN	MAT #	AUD \$	QTY
ULTIMATE TRAVELIST POS PACK CONTAINS: 2 X ULTIMATE TRAVELIST LARGE 3D BOOK BOXES 4 X ULTIMATE TRAVELIST A3 POSTERS	9781760340919	811168	FREE	
ULTIMATE TRAVELIST DUMPBIN OFFER CONTAINS: 1 X ULTIMATE TRAVELIST DUMPBIN 21 X ULTIMATE TRAVELIST BOOKS	9781760340957	811169	734.79	
ULTIMATE TRAVELIST PLINTH TOP UP PACK CONTAINS: 1 X PLINTH HEADER 20 X ULTIMATE TRAVELIST BOOKS 1 X GRATIS ULTIMATE TRAVELIST BOOK	9781760340902	811167	699.80	

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