



## The Lonely Planet

A beat-up old car, a few dollars in the pocket and a sense of adventure.

That's all **Tony and Maureen Wheeler** needed for the trip of a lifetime. They met on a park bench and married a year later. For their honeymoon, they decided to attempt what few people thought possible - crossing Europe and Asia overland, all the way to Australia. It took them several months and all the money they could earn, beg or borrow, but they made it. And at the end of it all, they were flat broke... and couldn't have been happier.

The route that they had taken, Turkey to India, via Iran, Afghanistan and Pakistan, became known as "The Hippy Trail", due to the amount of young travelers who visited the area, encouraged by the guidebooks.

It was too amazing an experience to keep to themselves. Urged on by their friends, they stayed up nights at their kitchen table writing, typing and stapling together their very first travel guide, "**Across Asia on the Cheap**". This was quickly followed by what soon became **the backpackers' bible or the Yellow bible**, "South-East Asia on a Shoestring". Within a week they'd sold 1500 copies and Lonely Planet was born.



The Lonely Planet is known for being the most helpful source of information for those who want to travel off the beaten track

It was one of the first travel guides aimed at backpackers and other low-cost travelers, and even today, it remains the most iconic. They have been helping travelers all over the world for thirty-eight years, with books on everything from European cities to rural South East Asia. It is far more unusual to find a location without a dedicated Lonely Planet guide than with one.

Lonely Planet has gone on to become the world's most successful travel publisher, printing over 100 million books. The guides are printed in nine different languages



### **Why is it called Lonely Planet?**

Many think it's a play on irony - a company devoted to inspiring curiosity about the world and guiding people through it, calling that world 'lonely'.

They're not wrong, but that's not how Lonely Planet got its name.

Lonely Planet founders Tony and Maureen Wheeler were listening to Joe Cocker's song "Space Captain". They misheard the 'lovely planet' line as 'lonely planet', and when time came to name their guidebook company, it stuck.

### **About lonelyplanet.com**

With more than 8000 Destinations pages covering cities and countries, and 200,000 top attractions and author reviews travellers can plan their trip through the website, either by choosing the place they want to visit or which guidebook to buy .The website is also a place where they can seek any advice ,ask questions on the forum dedicated to travelers called **Thorn tree forum**.

You can read articles on the best places to visit, to eat, best adventure places, best honeymoon places, best family travel destinations, where to go for skiing, swimming or hiking, how to plan a road trip, the travel technologies...It is simply a gate of information and cultural knowledge.



### **Lonely Planet TV**

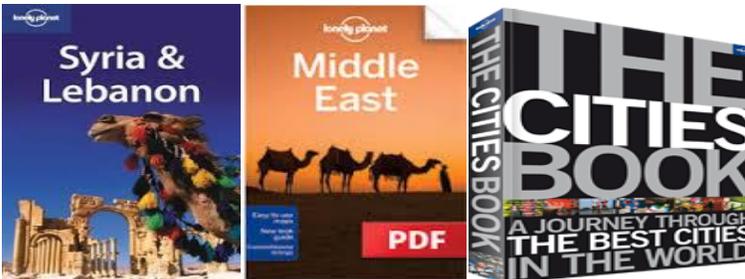
Lonely Planet Television produces and develops travel programming for international broadcasters including the Discovery Networks, National Geographic, Travel Channel and BBC Worldwide Channels. You can check some of these programs on: [youtube.com/lonelyplanet](https://www.youtube.com/lonelyplanet)

### **Lebanon in the Lonely Planet:**

#### **Articles:**

- Tom Hall's travel picks for 2011 (30 December 2010)
- The 10 greatest comeback cities (01 November 2010)
- Where to go in winter by Tom Hall (13 November 2012)
- Meat-free travel: vegetarian hits and misses (29 April 2011)
- Lebanon: travel books to read before you go (29 September 2010)

#### **Guidebooks:**



**Written by:** Pascale Khoueiry  
Reception & Information Hostess, Jeita Office  
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