



## CORE VERTICALS

Travel intent (location, type of travel, etc)

## SOURCE OF DATA

lonelyplanet.com & budgettravel.com

## DEVICE COVERAGE

Web and Mobile

## REGION AVAILABILITY

Global

Lonely Planet is the world's leading publisher of travel guidebooks, this gives us a tremendous amount of data around travel habits.

## KEY HIGHLIGHTS

1st party data is collected based on consumer's travel behavior, research preferences, and intent.

## MODELED DATA

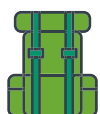
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## CONTACT

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# TOP SEGMENTS



IN-MARKET  
TRAVELLERS

\$3 CPM



RESEARCHING  
TRAVEL  
TO SOUTH  
AMERICA

\$4 CPM



RESEARCHING  
TRAVEL TO  
EUROPE

\$4 CPM



RESEARCHING  
TRAVEL TO  
AFRICA

\$4 CPM



RESEARCHING  
TRAVEL TO  
ASIA

\$4 CPM



OUTDOOR  
ENTHUSIASTS

\$4 CPM



RESEARCHING  
TRAVEL  
TO NORTH  
AMERICA

\$4 CPM



RESEARCH  
TRAVEL TO  
CARIBBEAN

\$4 CPM



CULTURE  
TRAVELLERS

\$4 CPM



RESEARCHING  
TRAVEL TO  
AUSTRALIA/  
PACIFIC

\$4 CPM



FOODIE  
TRAVELLERS

\$4 CPM