**LONELY PLANET PARTNERS WITH MACMILLAN FOR NEXT CHAPTER OF U.S. GROWTH**

*Macmillan will become Lonely Planet's exclusive U.S. sales and distribution partner starting March 1, 2027, as the travel publisher builds on its ambitions in the market*

NEW YORK, NY, AUG 17, 2026– Lonely Planet announced today a new distribution agreement with Macmillan Publishers in the United States, setting the stage for the next chapter in the global travel publisher's growth.

The partnership brings together Lonely Planet's globally renowned travel publishing program and Macmillan's deep marketplace expertise and relationships across the U.S. book trade. The move is designed to further strengthen Lonely Planet's position as the #1 travel guide publisher in the U.S., while expanding the reach of its publishing program across booksellers, retailers, and other key channels nationwide.

From March 1st of next year Macmillan will take exclusive responsibility for U.S. sales and distribution across Lonely Planet's extensive publishing portfolio, which includes their travel guides, travel inspiration and gift books, as well as their line of children's nonfiction titles.

"Lonely Planet's market share continues to grow year over year, both in the US and globally. We continue to publish travel guides to destinations across the world, we're investing further in our travel-inspiration gift book line, and striving to spark curiosity about the world among young readers with our dedicated children's nonfiction list," said Piers Pickard, Publisher at Lonely Planet. "With Macmillan's proven expertise and longstanding reputation, we see an exciting opportunity to accelerate the growth of our publishing program and further strengthen Lonely Planet's position as the leading travel guide publisher in the U.S."

"Lonely Planet is one of the world's most recognizable and trusted names in travel, with a remarkable publishing heritage and a clear vision for its future. We see tremendous potential for the brand and its publishing in the U.S. and are thrilled to welcome Lonely Planet to Macmillan," said Tim Greco, EVP, Sales, Macmillan Publishers.

"We look forward to bringing the strength of our sales and distribution network to Lonely Planet's exceptional list and working together to reach an even broader audience of potential travelers and readers."

The new agreement is part of a market-by-market approach to Lonely Planet's global distribution. In the UK, Lonely Planet will continue its longstanding and trusted distribution relationship with Hachette UK, as well as maintaining distribution with Penguin Random House Distribution in Australia.

Lonely Planet and Macmillan will work together to support a smooth transition for booksellers, retailers, and all trade partners in the U.S., with further information on ordering and returns to be communicated ahead of the shift.

**About Lonely Planet**

Lonely Planet is the trusted travel companion that helps people see the world. Powered by curiosity, driven by empathy, we remind travellers the best journeys aren't just taken, they're lived.

For more than fifty years Lonely Planet has been at the forefront of the rapidly-changing world of travel. Today Lonely Planet is the world's leading travel publisher, with over 800 titles in print, iconic guidebooks spanning the entire globe as well as best-selling gift and illustrated titles to inspire and empower travellers, as well as inform.

Lonely Planet has always been more than just a publisher, even if through our books we already impact the lives of millions of travellers every day. To help today's travellers most, we are revolutionising our digital presence to evolve Lonely Planet into a community of like-minded travellers.

Lonely Planet is available on lonelyplanet.com, mobile, video and social media, as well as in multiple languages, guidebooks, gift books, ebooks and more.

Subscribe to weekly travel inspiration from Lonely Planet at lonelyplanet.com/newsletter and follow them on Facebook (facebook.com/lonelyplanet), Instagram (instagram.com/lonelyplanet), TikTok (@lonelyplanet), and YouTube (https://www.youtube.com/lonelyplanet).

**About Macmillan**

Macmillan Publishers is the U.S. trade company that is part of the Holtzbrinck Publishing Group, a large family-owned group of media companies headquartered in Stuttgart, Germany. Holtzbrinck Publishing Group's publishing companies include prominent imprints around the world that publish a broad range of award-winning books for children and adults in all categories and formats.

U.S. publishers include Celadon Books, Farrar, Straus and Giroux, Flatiron Books, Henry Holt & Company, Macmillan Audio, Macmillan Children's Publishing Group, The St. Martin's Publishing

Group, and Tor Publishing Group. In the UK, Australia, India, and South Africa, companies in the Holtzbrinck Publishing Group publish under the Pan Macmillan name. The German publishing company, Holtzbrinck Deutsche Buchverlage, includes among its imprints S. Fischer, Kiepenheuer & Witsch, Rowohlt, and Droemer Knaur.

us.macmillan.com

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