

BBC Worldwide to represent lonelyplanet.com

BBC Worldwide will use its global online advertising expertise to sell Lonely Planet's online inventory around the world. The site, lonelyplanet.com, was re-launched last year and recently won Best Travel Site of the Year in The Webby People's Voice Awards. The website features guidebook content, images, videos and maps covering over 8000 destinations, as well as the ability to book, hotels, flights and a range of other services. The new arrangement, announced Tuesday, 11 August 2009, covers all territories aside from North America and Australia, and follows the recent announcement that BBC Worldwide will manage the travel brand's UK online sales.

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