



## **ROME2RIO ANNOUNCES NEW PARTNERSHIP WITH LONELY PLANET**

**Two iconic travel brands join forces: Rome2rio announces a new partnership with Lonely Planet, helping millions more independent travellers get from A to B around the world.**

7 November 2018: [Rome2rio](#) today announced a new partnership with leading travel media company [Lonely Planet](#) that will allow travellers to book trains, buses, ferries and airport transfers all over the world, directly from the Lonely Planet site. This functionality will add to Lonely Planet's existing hotel, flight, insurance, car rental and tours and activities integrations.

Travellers have long been inspired and informed by Lonely Planet's honest, impartial and accurate travel information. And now they'll be able to turn their travel dreams into reality by booking a bus to Granada to see the Alhambra, a high-speed train to Munich for Oktoberfest, or the fast ferry from Fukuoka in Japan to South Korea's beachside haven of Busan on lonelyplanet.com, using Rome2rio's multi-modal, door-to-door travel search and booking engine.

"One of the biggest hurdles in travel is getting from point A to point B," said Mike Nelson, Director of Ecommerce at Lonely Planet. "There are lots of tools on the market to help, but what makes Rome2rio special is their ability to collect on-the-ground information for all transportation methods and show each route's complexity and cost clearly to the user in real-time. We're excited to integrate their expertise into the Lonely Planet ecosystem."

The partnership between two iconic, global travel brands, both with roots in Melbourne, Australia, gives Lonely Planet's millions of monthly visitors access to Rome2rio's unique global transport coverage. This includes all ground transportation options between any locations in the world, featuring prices, journey details and operator information from over 5,000 companies in more than 160 countries. It also offers direct booking capabilities (currently throughout Europe, the US and Canada). Through the partnership, Rome2rio continues in its mission to help travellers around the world get from A to B and encourage environmentally-friendly transportation options.

Kirsteene Phelan, acting CEO at Rome2rio, commented: "Rome2rio's vision is to help make finding travel options easier for everyone, which makes us a natural partner for Lonely Planet and their global audience of engaged and passionate travellers. Our key strength is in helping travellers create and book transport itineraries so that each traveller can choose their own path. We look forward to deepening our partnership with Lonely Planet over time and servicing the free independent traveller market together."

## Rome2rio's Affiliate Program

Lonely Planet is the first partner in Rome2rio's new Affiliate Program, which gives instant access to Rome2rio's global travel search and booking technology and all supplier integrations (trains, buses, ferries, airport transfers and flights) across the world. The program invites travel publishers, travel bloggers, traditional retail agents, airlines and social media partners to leverage the exact same technology, partnerships and conversion rates that Rome2rio has created. [Find more information here](#) or contact Andrew Hickey, Business Development Manager, at [andrew@rome2rio.com](mailto:andrew@rome2rio.com).

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### **About Rome2rio**

Rome2rio is a comprehensive global trip planner and booking site that helps customers find all the options for travel between any two points on the globe. Enter any town, address or landmark as your destination and Rome2rio will instantly display flight, train, bus, ferry and driving options, with estimated travel times and fares.

Founded in 2011, Rome2rio is based in Melbourne, Australia. The company won the People's Choice Award at the 2012 Phocuswright Travel Innovation Summit, Traveltech's 2013 Website of the Year, the Data Specialist Award at WITovation 2015, Best Compare Award at WITovation 2016 and Best Metasearch at the 2016 Travolution Awards, with its co-founders named as joint winners of the 2018 Victorian Percy Entrepreneur Award as part of the Digital Innovation Festival in Victoria. With over 100 million unique visitors in the last 12 months, Rome2rio is a recognised leader in the multi-modal space.