Beat: Travel

LONELY PLANET Moves US & LATAM WAREHOUSING, DISTRIBUTION & SALES Functions

To HACHETTE BOOK GROUP

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USPA NEWS - Lonely Planet, the world's largest travel guidebook publisher, is announcing a new partnership with Hachette Book Group (HBG) to outsource its US & LATAM warehousing, distribution, sales and customer service beginning March 2020.

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The current Oakland warehouse operations will be moved to HBG's facility in Lebanon, Indiana; about 350 miles north of Lonely Planet's Headquarters in Nashville, Tennessee. HBG will handle the entirety of the publisher's imprints: Lonely Planet, Lonely Planet Kids and Lonely Planet Food.

This partnership also means that HBG will be distributing nearly half of all US travel guides, with the inclusion of the Lonely Planet Guides to its own stable of imprints. Todd McGarity, HBG's Vice President, Business Development, commented: "We have long admired the Lonely Planet brand and publishing program, and are thrilled they have chosen Hachette Book Group to help bring their products to the US and Latin American markets. HBG sales team's knowledge of the travel category will ensure Lonely Planet continues to get their unique travel guides, children's titles and gift books into the hands of travelers of all ages."

The move to HBG creates flexibility for Lonely Planet as it plans for future growth. "The move mirrors the same successful third-party distribution approach we have in the UK, Australia and NZ, and will allow us to focus on our core business. We feel that HBG will best serve not only our current but also our future business requirements," added Sathananthan.

Source : Lonely Planet

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