



PATHFINDERS

Blogs have become an invaluable tool in the planning process for many travellers. Reading real stories from real people - people with a passion for exploring the world - is an endless source of inspiration for wanderlusts. Lonely Planet wants to nurture travel blogging talent and share the best stories with our global audience.

This mission spans beyond the written word to other quality content creators outside of the traditional blogosphere too, such as Instagrammers and Pinner with wanderlust-inducing accounts, skilled videographers on Vimeo, and charismatic travel vloggers on YouTube, Vine and Snapchat. Whether you're new to this scene or a seasoned veteran, there's a place for you with Lonely Planet Pathfinders.

How does it work?

The Lonely Planet Pathfinders programme has three stages. As you progress, you'll have new opportunities to work with Lonely Planet, provide compelling content for your audience, and grow your readership. Sound like a journey you'd like to take? Read on for more details.

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Stage one: become a Lonely Planet community Pathfinder

We value the travel know-how of our community; without your stories, recommendations and experiences, Lonely Planet would not be what it is today. Lonely Planet's Thorn Tree forum is the online source for up-to-the-minute, detailed information from travellers in the know, which is why it forms the foundation of the Lonely Planet Pathfinders programme. We're looking for bloggers and social content creators who want to make a meaningful contribution to our community, inspiring and enabling others to explore the world.

How to become a Lonely Planet community Pathfinder:

- Create a Lonely Planet account at www.lonelyplanet.com
- Add your primary blog and/or relevant social account URLs to your account profile
- Register for the Pathfinders programme using [this form](#).
- Start sharing your travel expertise on Thorn Tree. Don't know where to start? Pay a visit to the [Travel Bloggers branch](#).

What's in it for you:

You'll be part of the best online travel community there is, introducing your content to new, relevant readers and sharing tips and advice with like-minded travellers. Lonely Planet may choose to link out to your blog or social accounts from lonelyplanet.com and share your posts on social media.

Each month we will ask you to submit your latest posts and activity on Thorn Tree in a specific thread. We will feature the best in a Lonely Planet Pathfinders round up on our blog, introducing our fans to your content. We may highlight valuable Thorn Tree threads elsewhere on our site.

What's in it for us:

Our online community will grow even stronger with your contributions, benefiting travellers globally. We hope to produce more diverse, useful content from your submissions and hopefully, open a channel of communication between Lonely Planet and travel content creators all over the world.

Stage two: become a Lonely Planet assignment Pathfinder

We want to work closely with great content creators - which is why we've created Lonely Planet Pathfinders assignments. Selected Pathfinders will earn the chance to create content for Lonely Planet on a freelance basis, undertaking a range of tasks, from writing articles to playing a part in campaigns, doing takeovers and clusters of activity for Lonely Planet on our social channels (or their own), and documenting and sharing their trips.

How to become a Lonely Planet assignment Pathfinder:

- As a Lonely Planet community Pathfinder, your content will have been featured in at least three of our monthly round-ups.

Once the above criteria are fulfilled, we may invite you to apply to become a Lonely Planet assignment Pathfinder. This will include a short authorship skills test, and/or social account(s) assessment.

Note: Bloggers who have yet to meet the above criteria may be invited to become an assignment blogger. This is at the discretion of the Lonely Planet community team.

What's in it for you:

As an assignment Pathfinder, you'll have a great opportunity to influence other travellers, have your work published on our website, undertake paid tasks and build a partnership with Lonely Planet. You may receive travel opportunities or discounts for certain assignments.

What's in it for us:

We will grow our network of contributors, add even more engaging content to our website, and find new ways to speak to, inspire and inform travellers.

Stage 3: become a Lonely Planet expert Pathfinder or Lonely Planet Trailblazer

Lonely Planet assignment Pathfinders who have demonstrated significant expertise for a particular destination or specific travel interests through their blogs, social channels and LP assignments may be invited to apply to become a Lonely Planet expert Pathfinder.

How to become a Lonely Planet expert Pathfinder

In most circumstances we would expect expert Pathfinders to have achieved the following milestones:

- As an assignment Pathfinder, you will have completed at least three assignments for Lonely Planet.
- You remain an active community member, having posted at least 100 posts in Thorn Tree.

Note: Pathfinders who have yet to meet the criteria in stages one (community) and two (assignment) may be invited to become Lonely Planet expert Pathfinders. This is at the discretion of the Lonely Planet community team.

What's in it for you:

Expert Pathfinders will be established as such on lonelyplanet.com and provided with badges for their websites. You'll be commissioned to produce content on your subject for lonelyplanet.com, Lonely Planet's social channels, and possibly print products, in return for payment.

What's in it for us:

As with assignment Pathfinders, we will grow our network of contributors, add even more engaging content to our website, and find new ways to speak to, inspire and inform travellers.

Become a Lonely Planet trailblazer

Do you know how to nurture communities? Have you built a loyal audience that trusts your opinions and regularly engages with your content? You could be a Lonely Planet trailblazer. As a trailblazer you will work with Lonely Planet to deliver valuable content and contests to your audiences and represent the brand on a global scale.

How to become a Lonely Planet trailblazer:

Content creators will be invited to become trailblazers by Lonely Planet. We will be looking at the following criteria in order to choose trailblazers:

- You have worked to become a leader in the travel blogging industry, or a reputable and widely-known source for travel content on your social channel(s), providing valuable content to a growing and significant fanbase.
- You have demonstrated significant writing or content creation skills and travel expertise through Pathfinders assignments and your own platforms.
- You have had an established travel blog, or travel-focused social account, for at least one year, and have a thorough understanding of your fanbase.

Note: Pathfinders who have yet to meet criteria in sections one (community) and two (assignment) may be invited to become Lonely Planet trailblazers. This is at the discretion of the Lonely Planet community team.

What's in it for you:

A long-term partnership with one of the biggest travel brands in the world!

What's in it for us:

Long-term partnerships with the most successful travel bloggers and content creators in the world!

FAQs

Is Lonely Planet going to reproduce my content?

Lonely Planet will only publish bespoke, unique content from bloggers. We may publish very short excerpts of your blog, or social posts, with your permission and will always attribute you appropriately and link back to the source.

Will I get paid for being a Lonely Planet Pathfinder?

Rewards will differ depending on the level of the programme and size of the task and could include payment or products. Exposure on Lonely Planet's social channels and travel are other benefits. We will always be very clear on remuneration before assignments have been accepted by Pathfinders.

What if my travel blog or social account is written in a language other than English?

Unfortunately we do not have the capacity to host foreign language content on lonelyplanet.com at this point in time. If you are proficient in another language though, note this in your application – if and when we do scale up the programme, there may be further opportunities with Lonely Planet's foreign partners.

What if travel isn't the main focus of my blog or social account?

Lonely Planet will consider featuring content from non travel-focused platforms where that content is of interest (and use to) travellers. This will be assessed on a case by case basis.

Will bloggers be able to progress to writing guidebooks?

This isn't a main focus of Pathfinders but there could be potential for talented bloggers to become guidebook authors. They would have to go through the same recruitment process as all of our authors.

Can my company website join Lonely Planet Pathfinders?

Lonely Planet understands that many travel companies write their own travel blogs, and that some travel bloggers offer commercial services on their sites. We are looking for individuals to join the Pathfinders programme, rather than businesses - sites that appear to be between the two will be assessed on an individual basis.

Some of my content is sponsored by external parties and/or I sometimes receive support for my travels and experiences. Will this affect my Pathfinders journey?

Lonely Planet understands that some content creators accept media support, and that's OK. However, we will not promote overtly commercial content, or content that promotes travel activities beyond the reach of the average traveller.

Can contributors be removed from the programme?

Lonely Planet Pathfinders may be removed from the programme at Lonely Planet's discretion. Those who are inactive on Thorn Tree for more than three months, and those who publish inappropriate (illegal or offensive) or consistently low quality content may be removed from the programme at Lonely Planet's discretion.

Can contributors go down a level?

Yes, if minimum commitments and quality requirements are not met.

Does this mean that Lonely Planet is moving away from the way it traditionally sources content, through on-the-ground authors?

No, the aim of Pathfinders is to broaden our travel content, it won't be replacing author content. LP authors and photographers with travel blogs or consistently active social accounts are welcome to join Lonely Planet Pathfinders.

Will contributors need to sign an agreement and will this be an exclusive partnership?

If we commission content from Lonely Planet Pathfinders (assignments level and above) for publication on lonelyplanet.com, the content must be written exclusively for Lonely Planet and not reproduced elsewhere. We will liaise with expert and trailblazer Pathfinders on an individual basis regarding partnership agreements but we will not be asking them to work with us on an exclusive basis.

What if I have more than one travel blog or travel-focused social account?

You are welcome to register more than one travel blog or social account in the Pathfinders programme but in later stages may be required to focus on one channel in particular in regards to work for Lonely Planet.

Still have questions? E-mail us at pathfinders@lonelyplanet.com

