



## LONELY PLANET'S BEST IN TRAVEL DESTINATIONS FOR 2023 REVEALED

*Resurgent Sydney and adventurous Western Australia both Included in the 2023 Hotlist*

Global travel authority Lonely Planet has today unveiled its top destinations to visit next year with the release of *Lonely Planet's Best in Travel 2023*.

For the first time, this annual must-have guide is reimagined, centering local perspectives and recommendations at the heart of each listed destination, and is sorted by the type of trip best had there: ***eat, journey, connect, learn and unwind***.

Consisting of a range of interesting destinations, this robust roster of 30 must-visit locations is brought to life through itineraries, features, videos, and more, all suggested by in-the-know experts who call these places home.

Included in the coveted **journey list**, **Western Australia's** wide-open spaces, city adventures, amazing reefs, beaches, gorges, lakes and monoliths provide the wondrous backdrop to a plethora of road trips, including this 7-day foodie adventure from Perth to the Margaret River Region, Pemberton, Manjimup and Bunbury in the state's South West.

"The antidote to years of suffocating-feeling pandemic life is a visit to one of the planet's most serene and sparsely populated places. WA covers more land than England, Spain, France, Italy, and Germany combined, yet is home to less than 1% of their collective population. Space, serenity and scenery: this is the holy trinity of WA" Comments Lonely Planet writer Ronan O'Connell who created the itinerary.

In the **connect category**, travelers looking to connect with distinctive local scenes are directed to **Sydney**, back on the map and highlighted with Sydney WorldPride that will bring the city even more alive from February 17-March 5, 2023.

Sydney writer Sarah Reid welcomes the world back to this state capital where she highlights discoveries that connect with Sydney's cultural fabric, the northern beaches and out of town destinations.

An LGBTQIA+ advocate Chris Zeiher, Lonely Planet’s Snr Director, Trade Sales & Marketing, also adds: “Pack your glitter and dancing shoes and ensure your inhibitions don’t miss the flight as Sydney will be the place to see and be seen in 2023! What way to announce to the world that Australia’s back open for business with the hosting of the world’s most joyous party. From celebrating local rainbow heroes to connecting with traditional owners via art and music to fronting up to grand events like the Mardi Gras parade or a Kylie Minogue concert. You’ll want to stay forever.”

As always, Lonely Planet’s Best in Travel 2023 delivers new takes on popular destinations such as Manchester, home to one of the UK’s most dynamic arts scenes, and the laid-back surf culture of El Salvador. It also unearths some lesser-known gems like the food scene in Montevideo, Uruguay, indigenous community-operated attractions in Alaska and South America’s eco-tourism rising star Guyana.

How were the 30 Best in Travel destinations selected? Each year, Lonely Planet’s Best in Travel 2023 lists start with nominations from Lonely Planet’s vast community of staff, writers, bloggers, publishing partners and more. The nominations are then whittled down by its panel of travel experts to just 30 destinations. Each is chosen for its topicality, unique experiences, ‘wow’ factor and its ongoing commitment to sustainability, community, and diversity.

According to Chris Zeiher, the release of Lonely Planet’s annual “hot list” of destinations and travel experiences comes at an exciting time to be planning travel. “2023 is shaping up to be the year to get out and explore. With much of the world firmly on the road to recovery, travelers are looking for different locations and experiences.”

“The list celebrates the world in all its wonderful enticing variety,” Zeiher continues. “Each of the itineraries in Lonely Planet’s Best in Travel 2023 shows how to leave the crowds behind and truly get to the heart of a destination.”

Whether travelers want to eat, journey, connect, learn or just unwind, *Lonely Planet’s Best in Travel 2023* list makes the world feel at once more inspirational and more approachable to everyone. The result? A comprehensive set of itineraries, stories and videos that will empower audiences to explore a world of unique experiences and start exploring further.



**Lonely Planet’s Best in Travel 2023 - Complete List**

<b><u>EAT</u></b>	<b><u>JOURNEY</u></b>	<b><u>UNWIND</u></b>	<b><u>CONNECT</u></b>	<b><u>LEARN</u></b>
Umbria, Italy	Istanbul to Sofia	Halkidiki, Greece	Alaska	Manchester, UK
Kuala Lumpur, Malaysia	Nova Scotia, Canada	Jamaica	Albania	New Mexico, USA
Fukuoka, Japan	Bhutan	Dominica	Accra, Ghana	Dresden, Germany

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Lima, Peru	Zambia	Raja Ampat, Indonesia	Sydney, Australia	El Salvador
South Africa	Western Australia	Malta	Guyana	Southern Scotland
Montevideo, Uruguay	Parque Nacional Naturales, Colombia	Jordan	Boise, USA	Marseille, France

**Notes to Media:**

- **Strictly Embargoed Until:**
- **Wednesday 16 November 2022, 12.00 (AEDT) - Australia**
- **Link:** <https://www.lonelyplanet.com/best-in-travel>
- **Quotes available:** Sydney- Sarah Reid and WA- Ronan O’Connell
- **Images:** Images available on request
- **Interviews:** Melbourne based Chris Zeiher, Senior Director of Global Trade Sales & Marketing Lonely Planet, available for interviews
- **Hashtag:** #BestinTravel

**ABOUT LONELY PLANET**

A trusted voice in travel guidance, Lonely Planet is part of the Red Ventures portfolio. Providing both inspiring and trustworthy information for every kind of traveler since 1973, Lonely Planet reaches hundreds of millions of travelers each year helping them unlock amazing experiences. Lonely Planet can be found on lonelyplanet.com, Instagram, TikTok, Facebook and Twitter, through video and in 14 languages, armchair and lifestyle books, e-books and more. Over the past 49 years Lonely Planet has printed over 145 million guidebooks covering 221 countries as well as countless other titles showcasing the wonders of the world for travelers of all types.

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