Daniel Houghton, CEO

Business Strategy, Future of Travel

Daniel Houghton is CEO of Lonely Planet, one of the world’s leading travel media companies. He leads the Lonely Planet global team of over 350 staff across offices in the US, Australia, the UK, India and China. Lonely Planet’s ecosystem includes digital assets on desktop and mobile, video, a dedicated traveller community and 12 international magazine editions. Lonely Planet is the largest travel guidebook publisher in the world with 450 titles, content published in 14 languages, and products in more than 150 countries.

Previously, Daniel worked as a photojournalist and multimedia producer for a wide variety of clients which included The Seattle Times, the US Army, ABC, the Associated Press and McClatchy Newspapers. Houghton also served as a digital media advisor and educator at his alma mater Western Kentucky University and received multiple awards from the Society of Professional Journalists and other journalism associations. Daniel was named as one of Forbes’ 30 Under 30 in 2017.

Destination Experts

Destination specific comment, travel advice, recommendations

Lonely Planet’s network of in-house Destination Editors and on-the-road writers offer expertise covering every corner of the globe. Available for interview, speaking engagements, commission and comment; please contact the press team to arrange this for you.
Tom Hall, Editorial Director

Travel Advice, Content Strategy

Tom Hall is Editorial Director at Lonely Planet. He is a long-time contributor to dozens of Lonely Planet books including our annual Best in Travel publication and Lonely Planet Traveller magazine. He also writes for The Guardian and Independent newspapers in the UK and is a regular voice covering travel on CNN, BBC News, Sky News and many other national and international broadcasters.

Diego Jiménez, Head of Mobile Product & Design

Mobile Design, The Mobile Traveler, Digital Nomads

Diego Jiménez is a Spanish entrepreneur and product designer currently working as Head of Mobile Product & Design at Lonely Planet, and is part of the team responsible for Guides, the latest mobile product of the company. Prior to that, Diego co-founded TouristEye, a recognized tech travel company acquired by Lonely Planet in 2013, which was part of the 500 Startups program in 2012. Diego has built digital products used by millions of people all over the world and has a broad experience in the mobile and travel industries. He’s also a startup advisor/investor and an active digital nomad.
Chris Zeiher is Director, Sales & Marketing and Media Spokesperson for Lonely Planet in the Asia-Pacific region. A passionate traveller, an avid reader and a publishing advocate, Chris is a regular presence on Australian and New Zealand television (eg, Channel 7’s Sunrise, TVNZ1 Breakfast) in addition to a variety of other print, radio and television outlets. Chris has also authored for Lonely Planet, including articles on lonelyplanet.com and entries in five consecutive editions of Lonely Planet’s Best in Travel. In addition, Chris is an expert on GLBT travel (he is a regular correspondent on UK Gaydio) and has worked for Australia’s SBS Television over the last five years, contributing commentary, opinion, and on-the-ground reports for their Eurovision website.

Magazine Editor
Peter Grunert

Peter Grunert is Group Editor of Lonely Planet’s magazines in the UK and US. He was the launch editor of the UK edition in 2008 and has advised on the establishment of a total of 14 editions around the world in the years since. Peter previously spent 12 years as a writer and editor for the BBC’s Top Gear magazine, has worked in the UK, the US and India, and maintains a keen interest in wildlife, photography and cars (the three perfectly combined on a recent bear-spotting trip to the Great Smoky Mountains National Park). Peter has won multiple awards, been a guest speaker for journalism schools at Sheffield University, City – University of London and the London College of Communication, and has contributed comment to BBC News and Radio Four, the Independent and the Guardian.
Alex Howard, a passionate travel writer and photographer, started at Lonely Planet as a destination editor, commissioning, editing and managing content for Canada and the Western US. His work has taken him hiking into lava fields of Hawaii, scuba diving in Bali and experiencing Alaska’s glaciers. He is now managing editor of Lonely Planet’s US magazine, based in Nashville.