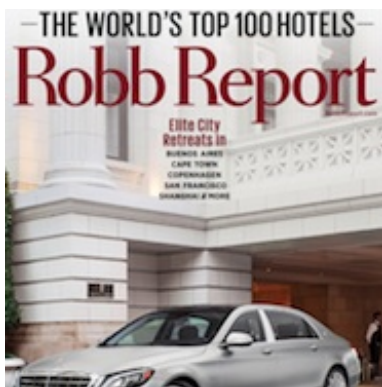


PRINT

## Robb Report indexes top hotels for discerning audience in May issue

May 18, 2015



*Robb Report's May 2015 cover*

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By JEN KING

Mandarin Oriental and NetJets were among the brands offering “elite retreats” from the travel and hospitality industry in the May edition of Robb Report.

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**Luxury Daily**

The May issue recognizes 100 of the world’s top hotel properties in destinations such as Cape Town, South Africa, Copenhagen and San Francisco. Dispensing travel recommendations takes the guess work out of planning a trip for affluent readers of Robb Report who are likely pressed for time and looking for high-end accommodations.

“There are a total of 56 advertisers in the print and portrait views of the tablet edition, of which nine are spread advertisers,” said John C. Anderson, Ph.D., New York-based senior vice president of digital at Robb Report.

“The advertising is dominated by travel (30 percent), watches (29 percent) and jewelry (23 percent),” he said. “In the landscape view of the tablet edition, there are seven advertisers that have enhanced their ads with slideshows, videos or links, four of which are in the travel arena.”

**Robb Report** has a total monthly print circulation of 105,000.

Book a stay

The 136-paged issue of Robb Report for May opened with an inside front cover effort by Chanel. In its “L’Instant Chanel” advertisement, the French brand promoted a J12 Automatic wristwatch in gold and black ceramic.



*Chanel placed in the inside front cover*

Swiss watchmaker Patek Philippe continued the front of the book with a promotion for the Annual Calendar Ref. 5205G watch. With Father’s Day approaching in June, the ad showed a father and son laughing together along with the brand’s motto, “You never actually own a Patek Philippe. You merely take care of it for the next generation.”

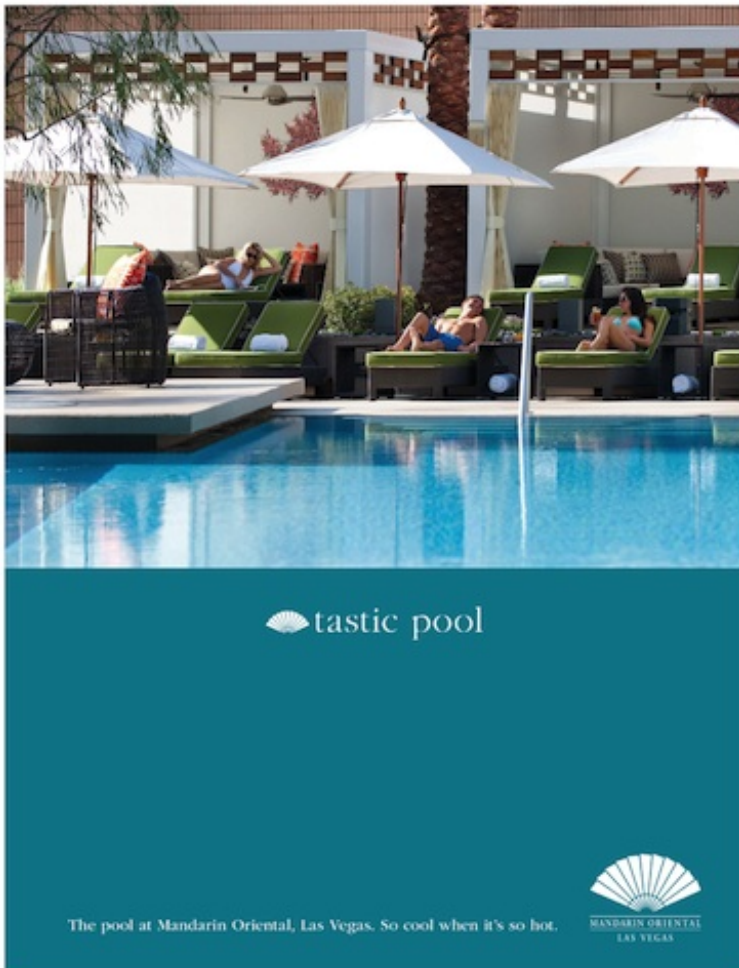
This effort was followed by model Kate Moss for David Yurman and Lugano Diamonds.

Robb Reports table of contents featured an ad for Ermenegildo Zegna’s sunglasses on the opposite page.



*Zegna opposite the table of contents*

On the page displaying Robb Report's digital exclusives for the month, Mandarin Oriental promoted its Las Vegas property, specifically its pool.

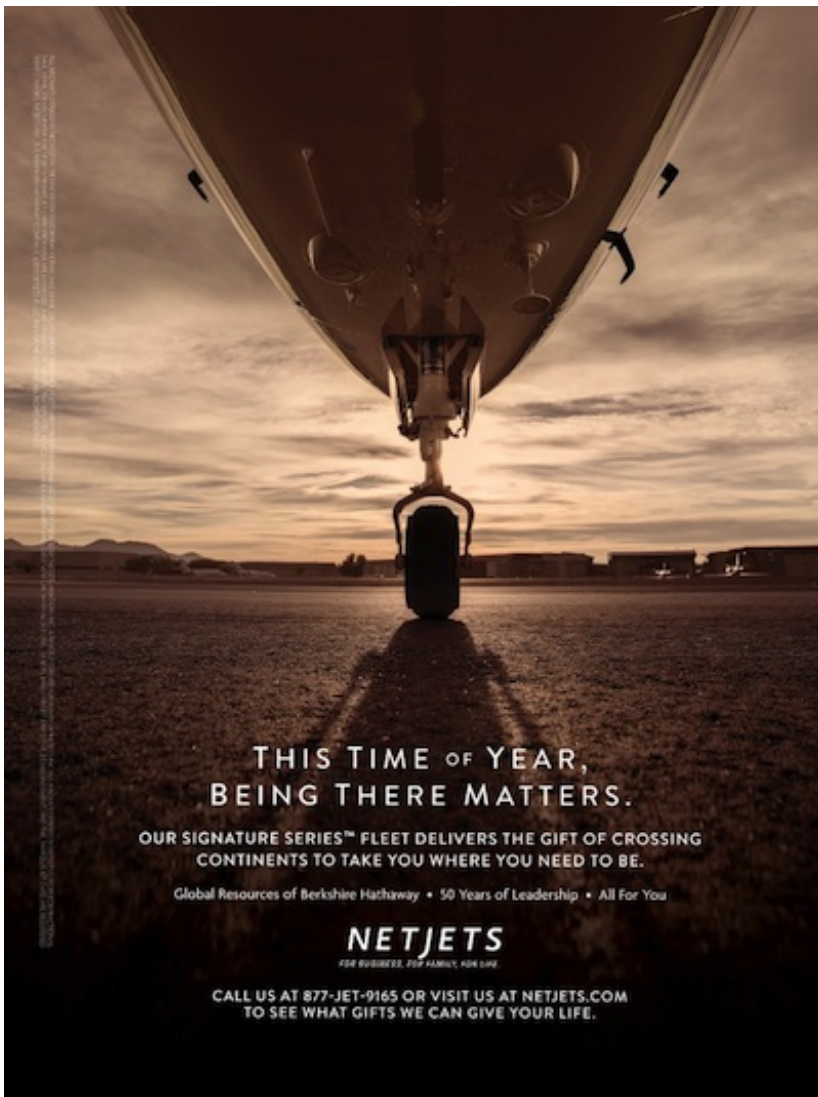


### *Mandarin Oriental, Las Vegas ad*

Within the content well, brands from the jewelry and travel and hospitality sectors were seen the most. For example, watchmaker Richard Mille placed three different single-paged efforts displaying its timepieces and advertising its boutiques.

Other jewelry and watch efforts were placed by Jaquet Droz, Ulysse Nardin, Franck Muller, Spark sold by Neiman Marcus, Bell & Ross and Backes & Strauss.

In the travel sector, hoteliers such as Shangri-La, Ritz-Carlton and Taj placed campaigns in the pages of Robb Report. To get readers “there,” NetJets and Cadillac featured efforts as well.



*NetJets effort*

On the outside back cover Dior shared its fine jewelry collection with readers.



*Dior on the outside back cover*

Featured content in the issue included an overview of German automaker Mercedes-Maybach's new S600. The model establishes the merger as a "new luxury marque," as Maybach makes its return to the market from its World War II-era dormancy.

Also, the May issue featured Robb Report's biennial selection of the "most exclusive and exceptional accommodations in cities worldwide."

Those seen on the list included Mandarin Oriental Las Vegas and Baccarat Hotel & Residences New York and Four Seasons Hotel Toronto for trips spent in the United States and Canada and Hotel Grande Bretagne, a Luxury Collection Hotel in Athens, Waldorf Astoria Berlin and London's Connaught for trips to Europe.

In Asia and the Pacific, editors selected The Landmark Mandarin Oriental in Hong Kong, The Ritz-Carlton Kyoto, Japan and The Taj Mahal Palace in Mumbai. For travels to the Caribbean and Latin America the publication highlighted properties such as the St. Regis Mexico City and the Ritz-Carlton, Santiago, Chile. In Africa and the Middle East, the magazine recommends Armani Hotel Dubai, the Royal Mansour in Morocco and Four Seasons Resort Dubai at Jumeirah Beach.

"Each May Robb Report alternates between coverage of the Top 100 Hotels and the Top 100 Resorts from around the world," Mr. Anderson said. "This is one of Robb Report's few

issues that does not focus solely on what's new to the luxury market. The coverage of the Top 100 Hotels features the best of the best of both new and long-standing properties.

"Of course, even though urban hotels are the primary feature, as demonstrated on the cover, automotives are also central to the May issue, with coverage of the new Mercedes-Maybach as well as some magnificent machines – the new extraordinarily speedy McLaren 675LT (0 to 62mph in 2.9 seconds) and a faster Lotus Evora 400 (0 to 60mph in 4.1 seconds) as well as the Invader, a new reverse Trike from Tanon Motors," he said. "Beyond the featured Top 100 Hotels, this issue also has grand openings in Paris, Bali, The Maldives, Maui, HI, St. Lucia and a truffle farm in Western Australia."

An inside look

In February, Robb Report took a similar approach to spurring readers' travels by compiling a listorial of the best suites found at hotels around the world.

Auberge, Four Seasons and The Ritz-Carlton were among the hoteliers promoting properties in warmer climates through advertisements in the February travel issue of Robb Report.

Robb Report's travel issue brought readers to different destinations in Europe such as Montenegro, Vienna and Monte Carlo, where the publication highlighted the finest suites these cities offer. Similar to a trusted travel agent, a publication's travel recommendations are welcomed by readers as they plan excursions to destinations around the world ([see story](#)).

Hotel concierges, just like publications, are trusted, and mining their expertise and knowledge can be useful for travelers.

For example, Starwood Hotels & Resort's Luxury Collection culled the local knowledge of its concierges around the world for a new coffee table book.

"Certified Indigenous," published by Assouline, offers travel tips, culinary guides and stories told from the resident's perspective. Following efforts for its other chains, such as Sheraton and the newly launched Tribute Portfolio, Starwood is dedicating its marketing team's resources to build awareness and understanding of the Luxury Collection ([see story](#)).

To make Robb Report's list of featured hotels, the properties must meet a certain criteria to match the sentiment of the publication's affluent and discerning readers.

"Robb Report readers are not just vacationers, they are travelers," Mr. Anderson said. "A recent survey of our audience showed that the number one criterion that they use in choosing a destination is the quality of the accommodations.

"Whether for personal or business travel, our audience is looking for a great place to stay with luxurious amenities," he said. "The Top 100 Hotels issue focuses on properties in urban areas around the world that have the most exclusive and exceptional accommodations.

“With contributions by 34 travel writers, these properties have been selected because of their quality, uniqueness and the amenities that they offer to their guests, including fine dining and spas.”

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/BsJkHR5bgqk>

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