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## Robb Report explores the year ahead in January's travel-themed issue

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Robb Report's January 2016 cover

By JEN KING

Four Seasons Hotels & Resorts and The Luxury Collection were among the high-end hospitality brands to inspire readers of Robb Report's January edition to book trips to "urban exploits" and "undiscovered islands."

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The January issue of Robb Report, totaling 184 pages, concentrated on the publication's travel pillar, offering readers 21 luxury travel suggestions for 2016. As a trusted source in all things luxury, from timepieces to travel, Robb Report's discerning audience is more likely to trust the recommendations included in the issue, as they are up to their exacting standards and play off of experiential hospitality and old standards.

"We asked more than 50 editors, writers and other experts for their picks of the most exciting destinations for luxury travelers in 2016," said Bruce Wallin, editorial director and travel editor at **Robb Report**. "Our selections were based partly on the buzz of new high-end hotels and restaurants but even more so on the unique experiences wine tasting in the Cape Winelands, gallery hopping in Los Angeles, yachting in Montenegro, mountaineering in the Dolomites available to travelers in the area."

### Epic escapes

The January issue of Robb Report kicked off with an inside front cover effort by Swatch-owned watchmaker Breguet. In its effort, the watchmaker showcased the Traditional Chronographe Independant 7007.



*Breguet as seen in the inside front cover of January's Robb Report*

Within the front of the book, men's fashion brand Stefano Ricci featured its latest campaign that shows a man in a sharp suit on a mountain peak. In his hand is a predatory bird next to copy that reads, "Honour, Power, Pride."

The front of the book also showed Robb Report readers a two page spread by furrier Dennis Basso. The ads show women in evening gowns draped in fur coats set in gritty and industrial setting.

Others seen included Lugano diamonds, Audemars Piguet timepieces and yachts by Camper & Nicholson's International.

Opposite the table of contents, Four Seasons promoted its Lana'i property in Hawaii. The content listing's ad selection, of an island, tropical setting, was juxtaposed by a ski feature found within the magazine's well, offering Robb Report's readers a subconscious choice between the two vacation types.



*Four Seasons Resort Lana'i, HI ad placed opposite the table of contents*

Within the content well, high-end advertisers continued to showcase their wares to capture the attention of Robb Report's affluent readers.

Watchmakers populated the issue's pages with brands such as Carl F. Bucherer, F.P. Journe, Franck Muller and Backes & Strauss appearing. Richard Mille worked to keep its watches top of mind by appearing in two separate single page ads.

Travel was also well explored by Robb Report's advertising partners given the issue's topic. In addition to Four Seasons, and a number of independently-run properties around the world, The Luxury Collection promoted its Palace Hotel in San Francisco and additional hotels in Koh Samui, Thailand and Costa Smeralda, Sardinia, Italy.

Additionally, TCS World Travel shared its on-going partnership with the publication, "Around the World with Robb Report."

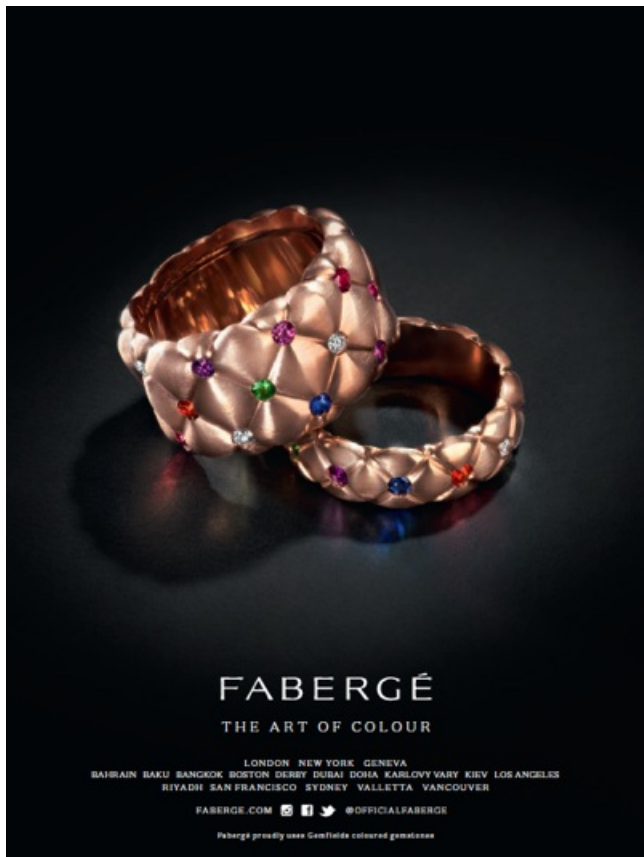


*TCS World Travel ad for Around the World with Robb Report*

Robb Report partnered with TCS World Travel to offer its readers an unprecedented voyage around the world via private jet to enjoy rare and exclusive activities and experiences in extraordinary destinations.

The 23-day trip will begin on Oct. 13 and extend through Nov. 4 with an itinerary researched and planned by Robb Report's editorial staff and carried out by TCS World Travel, which has nearly 25-years of experience in the personalized travel industry ([see story](#)).

Additional ads seen in the issue appeared from the Residences by Armani/Casa in Miami, NetJets, Kiton, Faberge, Jetsuite and an outside back cover effort by Ulysse Nardin.



*Faberge jewelry campaign*

Travel bug

Starting 2016 off with travel inspiration aligns with what Robb Report has done in years past.

For example, Auberge, Four Seasons and The Ritz-Carlton were among the hoteliers promoting properties in warmer climates through advertisements in the February 2015 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](#)).

This year's listorial brought readers 21 "luxury hot spots" ranging from vineyards in Cape Winelands, South Africa to safaris in Namibia and the beaches of Zanzibar to stops at traditional favorites including Los Angeles, Paris and Charleston, SC.

Each destination fits into one of four categories: Emerging destinations, Comeback stories, Old favorites with a new twist and Peak of luxury, as described by Robb Report's Mr. Wallin.

For instance, Bogota, Colombia is considered an emerging destination as the location is not yet well-known to travelers but has seen a rise in high-end hotels and developments.

A location such as Los Cabos, Mexico is described as comeback story after the region was devastated during Hurricane Odile in September 2014. Robb Report is also putting a new spin on Los Angeles, looking at the city's "new energy," while destinations such as the Dolomites in Italy are seen as locales at the peak of luxury.

"Our annual Travel Issue is one of Robb Report's hallmark issues each year, as our readers cannot wait to page through our editorial team's curated, expert selections surrounding the ultimate luxury travel destinations," said David Arnold, senior vice president and publisher of Robb Report. "Our team scours the globe each year to uncover the places to be before everyone else gets there.

"And 2016's list of the top 21 destinations are truly sights to be seen, and experienced," he said. "Our advertising partners are excited to be aligned with this coveted list and spotlight the entire spectrum of luxury travel for our discerning and affluent global readership, from epic culinary experiences, to stylish travel essentials, and the most refined ways to travel to these luxurious locales."

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