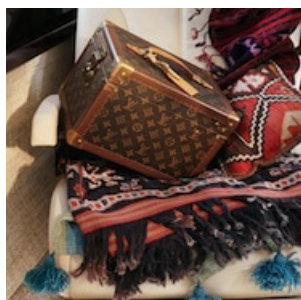


PRINT

Bloomberg Pursuits traverses globe for May's inaugural travel issue

May 5, 2016



Louis Vuitton trunk seen in Bloomberg Pursuits' Spend editorial for May 2016

By JEN KING

Bloomberg Pursuits is enticing its readership to log off from the Bloomberg Terminal with an issue dedicated to travel.

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The May issue of Bloomberg's lifestyle publication Bloomberg Pursuits is completely focused on travel, a first for the title. As memorable experiences begin to trump the importance of materials, affluents are becoming more interested in learning about the must-gos rather than the must-haves, giving publications leverage to dispense knowledge and insights on where to go next.

"Travel is a category our readers are passionate about," said Emma Rosenblum, editor of **Bloomberg Pursuits**. "We cover it daily on Pursuits' digital site and it's a big part of each print issue, so it made sense to expand that coverage in a special way.

"It was also an opportunity to double-down on the amazing photography in the magazine and to dedicate extra pages to lush and arresting imagery from around the world," she said.

"Our features include photography by Richard Barnes, who traveled to remote Fogo Island; Kevin Kunstadt, who found buffalo in Montana; and Adrian Gaut, who captured the beauty of Zanzibar. It's a stunning package, and I hope readers are inspired by where we're taking them."

Turn it off

Revamped in 2015, Bloomberg Pursuits is sent to subscribers of the Bloomberg Professional service, a terminal for financial professionals, which makes the publication ideal for high-end and luxury advertising partners to reach affluent readers ([see story](#)).

Affluents' gravitation toward experiential luxury has been well documented. For Bloomberg Pursuits its first travel issue comes at a time when readers are looking for curated and hard-to-come-by experiences, allowing its content to be on trend and relevant to its affluent readership.

As Ms. Rosenblum jokingly says in her May editorial's letter to introduce the issue, this will be "the first and last time a Bloomberg employee will ever write these words: Log off your Terminal" even if it's only for a weekend getaway.

Affluents, especially those living in the United States, have an awful habit of not using vacation days to the full

potential, with many going unused. Time is considered the last true luxury commodity, and Bloomberg Pursuits is encouraging travel as an opportunity to step back from a hectic and demanding work schedule.



Bloomberg Pursuits' Travel issue for May 2016, cover

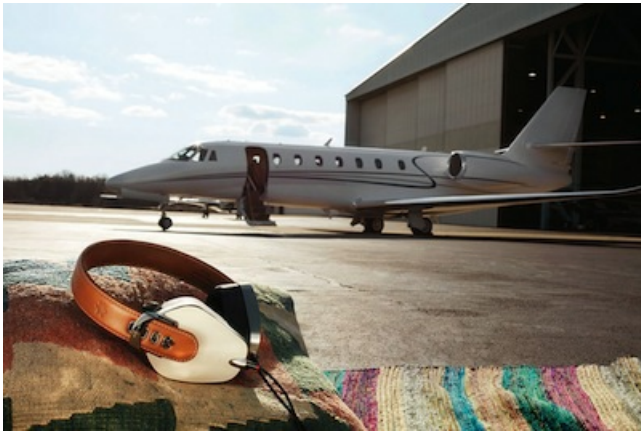
The resulting content in the May issue seeks to capture the sense of adventure travel brings and touches on destinations around the world to spur the interest of its varied audience. From refreshing getaways to invigorating adventures Bloomberg Pursuits' May edition offers all the tips needed.

Highlights of the issue include a Michelin-starred meal enjoyed in the French countryside, a romantic Caribbean holiday and an elk mating party in Montana, proving that the content does have something for all tastes. Additional content travels the globe with stops in London, Jamaica, Newfoundland, Monaco, Tasmania and Zanzibar among other destinations.

For the Spend section, Bloomberg Pursuits included accessories such as Pryma headphones, espadrilles by Valentino and a Louis Vuitton mini steamer trunk. To sync the Spend items to the travel theme, the spread was photographed in a Cessna Citation X midsize jet.

"Firstly, our approach focuses on the very top end," Ms. Rosenblum said. "We really do bring our readers the best of the best, and that's what they expect from us."

"We also have the resources of Bloomberg News and Media, which means we have reporters all over the globe recommending the most amazing places, hotels and experiences in their respective countries," she said. "We bring credibility there's a rigor to our reporting, and thus a trust from our readers, that you won't find anywhere else in luxury media."



Pryma headphones and a Cessna Citation X jet seen in Bloomberg Pursuits' Spend editorial for May 2016

As for advertisers, the May issue attracted a bevy of travel and hospitality brands to its advertising space. New to the May issue is Elbow Beach Bermuda, Halekulani, Intercontinental Hotels & Resorts, Knickerbocker Hotel, Le Blanc Spa Resort, Peninsula Hotels, Terranea Resort and Visit Greece.

Additional ads were placed by Bell & Ross, Bellagio, Embraer, Gulfstream, Herms, Patek Philippe, Rimowa, Small Luxury Hotels and Ulysse Nardin.

Live a little

The 2016 U.S. Luxury Travel Report, conducted by Resonance, revealed that 69 percent of one-percenters say that participating in a "once-in-a-lifetime" activity is something they would like to do regularly on vacations, significantly higher than any other group ([see story](#)).

"Bloomberg Pursuits readers are so busy in their work lives their most valuable commodity is time," Ms. Rosenblum said.

"So when we chose what trips to cover, we winnowed it down to the most unique, memory-making endeavors," she said. "Luxury travel is now all about exclusive access and authenticity, and so that's what we looked for in a destination.

"Places that offer unexpected pleasures, such as Les Prs d'Eugnie, a spa resort in southwest France that's home to a three-Michelin-star restaurant, or Goldeneye resort in Jamaica, where you can enjoy the sun and live out your James Bond fantasies," she said.

"Terminal subscribers have the means to travel well but don't necessarily have the time to do their own research about it. That's where we come into tell them where to go and the best ways to do it."

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