



# **St. Barts 2021 Media Mission**

## **NYC | October 26, 2021**

*Media Briefs and Itinerary*





# SCHEDULE

**Tuesday, October 26, 2021**

12:30 p.m.**	Travel Pulse	Brian Major	Lou Hammond Group 900 3 <sup>rd</sup> Avenue Zoom: <a href="https://bit.ly/3lZXPxM">https://bit.ly/3lZXPxM</a>
2:00 p.m.	Freelance (Robb Report, AFAR)	Devorah Lev-Tov	Café Grumpy - Chelsea West 20th Street
3:30 p.m.	Travel + Leisure	Alison Fox	Amy's Bread, 311 Henry St, Brooklyn, NY 11201
4:30 p.m.	Conde Nast Traveler	Lale Arikoglu	Blue Bottle Coffee 150 Greenwich Street

\*\*Please arrive at Lou Hammond Group's office at noon to complete building check-in procedures. You will need a photo ID and a printed and/or digital copy of your vaccination card.





## Brian Major

*TravelPulse, Managing Editor for Digital Publications & Guides/Caribbean.*

- **Writing Samples:**

- [New Hotels Planned for Turks and Caicos](#)
- [American Airlines To Resume Martinique Flights](#)

- **Conversation points:**

- Brian covers the latest news and updates from the Caribbean for TravelPulse and serves as the managing editor for its digital publications.
- Island Topics:
  - Return of the St. Barts Gourmet Festival, November 10-14, 2021
    - Complimented by the Caribbean Rum Awards - St Bart Rum Festival 2021
  - Hotel News: Hotel Christopher new restaurant (RIVYERA), Le Barthélemy new restaurant (Amis St. Bart), Tropical Hotel renovations/reopening and the upcoming Rosewood Le Guanahani St. Barth reopening
  - Restaurant News: La Petite Plage renovations/reopening and L'Atelier Robuchon (in June of 2021)
  - St. Barts as a safe, luxury getaway this holiday/winter season
    - Overall status of the island, latest health and safety guidelines and travel requirements

- **Contact and Social Media:**

- Twitter: [@bmajortraveling](#)
- LinkedIn: [Brian Major](#)
- Email: [BMajor@ntmlc.com](mailto:BMajor@ntmlc.com)

- **Outlet Profile:**

- **TravelPulse** (UMV: 603,192) – Since 2002, TravelPulse.com has been delivering industry news, dynamic video content and important supplier and destination information that have allowed hundreds of thousands of travel agents to succeed. Now, with dedicated consumer content, TravelPulse is once again revolutionizing the way that travel content is consumed.





# Devorah Lev-Tov

*Freelance (Robb Report, AFAR, Trip Savvy)*

- **Writing Samples:**

- [Inside an Old Brooklyn Laundromat, This Parisian Import Has Created a Stage for New York's Next Great Chefs](#) (Robb Report)
- [NYC's New Observation Deck Is Delightfully Disorienting](#) (AFAR)
- [Richard Branson Has a New Private Island and You're Invited](#) (Trip Savvy)

- **Conversation points:**

- Brooklyn-based and a regular contributor to Robb Report. Devorah predominantly focuses on luxury travel. She also likes interesting personalities, culinary and unexpected angles.
- Island Topics:
  - Return of the St. Barts Gourmet Festival, November 10-14, 2021
    - Complimented by the Caribbean Rum Awards - St Bart Rum Festival 2021
  - Hotel News: Hotel Christopher new restaurant (RIVYERA), Le Barthélemy new restaurant (Amis St. Bart), Tropical Hotel renovations/reopening and the upcoming Rosewood Le Guanahani St. Barth reopening
  - Restaurant News: La Petite Plage renovations/reopening and L'Atelier Robuchon (in June of 2021)
  - St. Barts as a safe, luxury getaway this holiday/winter season
    - Overall status of the island, latest health and safety guidelines and travel requirements

- **Contact and Social Media:**

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- LinkedIn: [Devorah Lev-Tov](#)
- Email: [devorahlevtov@gmail.com](mailto:devorahlevtov@gmail.com)

- **Outlet Profile:**

- **Robb Report** (CIRC: 347,000/UMV: 5,354,080) – Designed as an upscale lifestyle publication covering the luxury market. Covers issues such as autos, yachting, private aviation, real estate, fashion, jewelry, travel and epicurean life. Provides a detailed guide to the products, events, issues and passions that capture the attention of today's affluent consumer.
- **AFAR** (CIRC: 286,362/UMV: 2,010,142) – A travel publication focused on Experiential Travel based in the United States, AFAR provides readers with travel intel, inspiration, guides and more.





# Alison Fox

*Travel + Leisure, Contributor*

- **Writing Samples:**

- [Hawaii Is Officially Welcoming Tourists Back on Nov. 1](#)
- [Thailand Is Planning to Charge a Tourist Fee in 2022](#)

- **Conversation points:**

- NOTE: Will be visiting St. Barts in December
- Brooklyn-based experienced journalist with a history covering travel, lifestyle, food, breaking news and general assignments.
- Island Topics:
  - Return of the St. Barts Gourmet Festival, November 10-14, 2021
    - Complimented by the Caribbean Rum Awards - St Bart Rum Festival 2021
  - Hotel News: Hotel Christopher new restaurant (RIVYERA), Le Barthélemy new restaurant (Amis St. Bart), Tropical Hotel renovations/reopening and the upcoming Rosewood Le Guanahani St. Barth reopening
  - Restaurant News: La Petite Plage renovations/reopening and L'Atelier Robuchon (in June of 2021)
  - St. Barts as a safe, luxury getaway this holiday/winter season
    - Overall status of the island, latest health and safety guidelines and travel requirements

- **Contact and Social Media:**

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- Facebook: [Alison Fox](#)
- Twitter: [@alisonfox](#)
- LinkedIn: [Alison Fox](#)
- Email: [alisonfox31@gmail.com](mailto:alisonfox31@gmail.com)

- **Outlet Profile:**

- **Travel + Leisure** (UMV: 12,895,065) is designed for the sophisticated, well-traveled individual who has a strong interest in leisure activities. Topics include hotels, spas and resorts, dining, shopping, travel and entertainment.





# Lale Arikoglu

*Conde Nast Traveler, Senior Lifestyle Editor*

- **Writing Samples:**

- [Answering Your Fall Travel Questions](#)
- [A local's guide to Bermuda](#)

- **Conversation points:**

- NOTE: Will be visiting the island this December
- NYC-based, Lale is also the cohost of Conde Nast Traveler's 'Women Who Travel' podcast.
- Island Topics:
  - Return of the St. Barts Gourmet Festival, November 10-14, 2021
    - Complimented by the Caribbean Rum Awards - St Bart Rum Festival 2021
  - Hotel News: Hotel Christopher new restaurant (RIVYERA), Le Barthélemy new restaurant (Amis St. Bart), Tropical Hotel renovations/reopening and the upcoming Rosewood Le Guanahani St. Barth reopening
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- **Contact and Social Media:**

- Instagram: [@lalehannah](#)
- Facebook: [Lale Arikoglu](#)
- Twitter: [@lalearikoglu](#)
- Email: [lale\\_arikoglu@condenast.com](mailto:lale_arikoglu@condenast.com)

- **Outlet Profile:**

- **Conde Nast Traveler** (UMV: 8,400,774) is designed for the experienced frequent traveler with an array of diverse travel experiences. The publication focuses on art, fashion, architecture, culture, cuisine and shopping at a variety of destinations throughout the world.

