

As seen on <http://smartluxury.com>

## Private Jet Lifestyle Website, EliteTraveler.com, Turns Spotlight on 'Leaders in Luxury'

(PRWEB) October 6, 2008 -- Elite Traveler, the magazine of choice for upscale international travelers and private jetsetters, is telling the fascinating stories of high-flying entrepreneurs in a new series of in-depth features, "Leaders in Luxury ([http://www.elitetraveler.com/leaders\\_list.html](http://www.elitetraveler.com/leaders_list.html))." The print edition of Elite Traveler, distributed on board private jets and in high-end travel venues, caters to the first class client as he or she jets around the world, while EliteTraveler.com's online component offers daily updates about news and information relevant to the ultra-wealthy, as well as a digital version of the magazine's content, to Internet readers.

Elite Traveler magazine is also available to first class flyers of top commercial airlines worldwide, or those staying in five-star hotels and resorts or traveling with first class limo services. Jetsetters will find the upscale international travel (<http://www.elitetraveler.com/recommendations.html>) magazine print version and the online site to be useful resources for finding detailed information about exclusive hotel accommodations and other luxury services when they travel worldwide.

"The readers of Elite Traveler, the private jet lifestyle magazine, and EliteTraveler.com, the private jet lifestyle online, are ultra-successful entrepreneurs, business owners, government leaders, royalty, top multinational executives, and their families," points out Doug Gollan, President and Editor-in-Chief of Elite Traveler. "The subjects we interview for 'Leaders in Luxury' are like them, and therefore the purpose of each piece is to allow them to share stories about the challenges they are facing, their successes, and how they have achieved it."

"Leaders in Luxury" consists of a library of interviews with entrepreneurs specializing in luxury lifestyle and travel service industries. Several of the participants are owners or designers of top jewelry and Swiss watch companies, while others have embarked on affluent business ventures, providing luxury goods online, or branding their own jewelry. The interviews detail the stories of their success, relate the passion they have for their craft, or explain the niche they've carved out to meet a luxury travel demand. Current interviews posted on the site include Richard Santulli, Chairman and CEO of NetJets, Olivier Krug, the Director of Krug Champagne.

From the ever popular categories of fine jewelry and Swiss watches, several interviews are posted, including: Lowell and Sheldon Kwiat, Co-presidents of Kwiat Diamonds; Roberto Coin, Founder, Roberto Coin Jewelry; Jean-Claude Biver, CEO of Hublot Watches, Steven Holtzman, Founder of luxury watch brand Maitres du Temps, and many more.

Gollan further details the mission of Elite Traveler: "Every issue and every web page brings to life the latest in travel, fine jewelry, luxury watches, fashion, and private jet lifestyle for its wealthy readers. Our goal is to reach the first class client on their private jet with the print magazine, and 24/7 with the website to provide the latest information about the private jet lifestyle, wherever in the world they happen to be."

To read in detail about the inspiring personalities and success stories of the "Leaders in Luxury," or to

learn more about boutique travel services, high end real estate, and high-end products, visit EliteTraveler.com (<http://www.elitetraveler.com/index.html>).

About Elite Traveler magazine and EliteTraveler.com:

As both a print magazine and an online travel magazine, Elite Traveler reaches the first class client base of elite, affluent men and women, whether they're traveling around the world by private jet or online in the comfort of the luxury destinations they frequent. Elite Traveler brings luxury brands to the high spending market, those households with a median income of \$2.28 million, for which luxury is a necessity. The magazine is available in hardcopy format on private jets, yachts, and other high-end venues. Current and past issues can be found online at EliteTraveler.com .