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Premium IV recommended by Conde Nast Traveler as the concierge company of St Barts

John Day, President of Premium IV is proud to announce that Concierge.com the online home of Conde Nast Traveler, featuring hundreds of destinations around the world has recognized and recommends Premium IV as the concierge company for St Barts. www.concierge.com/destination/stbarths/logistics

/24-7PressRelease/ - ST BARTS, February 11, 2008 - Premium IV of St Barts was created to provide the visitor to St Barts with all their VIP activity reservations, wedding, corporate or special event planning and VIP airport assistance thru St Maarten and St Barts. Under one umbrella Premium IV has contracted over 120 professional partners dedicated in providing only the best products and services that St Barts has to offer.

Concierge.com the online destination for inspired travel incorporates original, interactive features on every aspect of travel and is the online home of Cond Nast Traveler. The site includes almost 200 original, in-depth, insider guides to top destinations around the world; a "destination finder" that lets readers narrow down the perfect place for any trip, as well as almost 10,000 photographs of hotels, destinations, landmarks, and more. In addition, a suite of interactive tools, including a range of travel deals targeted to specific destinations and a powerful search function to aid navigation, helps readers make smart travel plans.

Sir Harold Matthew Evans is a British-born journalist and writer who, in 1986, became the founding editor of Conde Nast Traveler, the magazine dedicated to truth in travel. In 2005 Conde Nast Traveler had an average paid circulation of 783,762. Its total readership was estimated at 3,235,000.

Conde Nast Traveler's founding principle of "Truth in Travel" dictates that its writers travel anonymously and pay their own way, thus assuring their credibility and independence from the travel industry. The writers experience travel the way everyone else does, both the good and bad, and record their impressions honestly and fairly. Although the magazine is mainly targeted at recreation travel, it also targets business travelers. In addition to writing about various exotic locales to help readers decide on their destinations, Traveler also offers informative features that explore regional culture, transportation, and cuisine, highlighting amusing diversions unique to each place. The focus is almost always on destinations that are quite opulent.

It is a high-quality travel and lifestyles magazine aimed at upscale experienced travelers. The magazine calls itself "An insider's guide to the outside world". The covers of Conde Nast Traveler lure readers with gorgeous photographs of exotic locales, sunny beaches, and European cities and byways. Inside, readers find stunning photography, maps, tips and well-written articles on exotic first-class vacation destinations. Conde Nast Traveler aims to keep readers abreast on the latest news, bargain travel deals, and the most interesting tourist destinations available. In addition to serving up plenty of practical advice, the magazine also scours the globe to present locales that are lesser-known yet possess something unique to offer. St Barthelemy (St Barts)is such a place. Located in the middle of the turquoise ocean, situated near the northern end of the Lesser Antilles group in the French West Indies. At a distance of 200 km from the island of Guadeloupe and 25 km from Saint-Martin. It is a mountainous island of 25 sq km, whose only flat area is occupied by the airport's runway. As the climate is rather dry, agriculture has never been developed, thus throughout history few slaves had ever been employed. For the most part, St. Bartians are descendants of Breton and Norman fisherfolk. Many are of French and Swedish ancestry, the latter evident in their fair skin, blond hair, and blue eyes. The inland is dry and mountainous, the highest peak is at 300 m above sea level. Stonewalls separating the parcels of land reflect the origins of the inhabitants.

Rent a small off road vehicle, lift off the top and discover the island - on the narrow, winding roads you hardly ever exceed 50 km/h. Folklore claims that the entire road system on the island is paved-over goat paths. The landscape is characterized by green rolling hills (highest top: 938 ft, Morne du Vitet), and 22 white sandy beaches, all public, most sheltered by a coral reef and some only accessible by foot. These beautiful beaches lend themselves to water sports, from windsurfing, scuba and snorkeling to jet skiing, sailing and deep-sea fishing.

The island's other claim to fame is its fine dining, considered among the best in the Caribbean. Lunch or dinner at one of the island's top restaurants can be a major splurge. Not long ago, St. Barts was a clandestine hideaway of Rockefellers, Rothschilds, and their lucky confidants: the celebrated, the wealthy, the globally glamorous. When Mariah Carey wants to

throw a birthday bash or Leonardo di Caprio decides to host a New Year's Eve party on his chartered yacht, St. Bart's is the island of choice. The favorite of celebrity jet-setters, now, though this snug, delectably French island hosts a more democratic crowd, it retains an elite yet casual aura and continues to lure travelers who seek a vacation as classy as it is restful and scenic.

You come to St. Barts for the relaxation, the French cuisine, the white-sand beaches, and the ultimate in comfort.

John Day

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