



## BILL TOMICKI

*The founder of the travel newsletter Entree knows a thing or two about where to go and what to do, both at home and away from home.* BY MARY ANN NORBOM PHOTOGRAPH BY GARY MOSS

**RETIREMENT DIDN'T SIT WELL WITH BILL TOMICKI.** He was 39, and having been the youngest vice president in the history of Tiffany & Co. and a vice president at Sotheby's International Realty, he moved to Montecito with his wife, Barbara, and their two young sons in 1981 to relax and enjoy the good life.

But staying in one place wasn't enough. Tomicki loved travel, specifically "quality, luxury travel," so he began a newsletter called *Entree* (entreenews.com) as a labor of love. He says other writers at the time weren't critical enough in their reviews—they were "simply travel writers who fawned over every destination they covered." Tomicki, on the other hand, is someone who "knows the difference between a well-made bed and one that's not well made" and what that says about a hotel. He's also a Nobel Prize-nominee who has hunted with Masai warriors in Kenya, eaten piranhas in the Amazon, and played polo with maharajahs.

A *New York Times* article in 1985 about *Entree* put it and Tomicki on the map, and suddenly, he recalls, his little newsletter had 1,000 subscribers. He now has 22,000 devoted followers. Tomicki is part philosopher, part confidant, and always practical in guiding the well-heeled traveler to the finest hotels, restaurants, and destinations. He can tell you how to avoid the crowded lines at the Sistine Chapel, introduce you to a little-known summer study program at Oxford University, and lead you to the finest new luxury boutique hotel in Vienna.

Of course, we had to ask about his recommendations in the 805. For hotels, he favors the Four Seasons Resort The Biltmore Santa Barbara and San Ysidro Ranch. His restaurants of choice are Lucky's, Olio e Limone Ristorante, and Tre Lune. "I love Santa Barbara," Tomicki says. "I never get tired of coming home to this beautiful place." ♦