

# ELITE TRAVELER HOTELS | RESORTS | SPAS

## A SPECIAL ANNUAL ISSUE

Elite Traveler readers are among the biggest spenders at hotels and resorts, taking over 41 trips per year worldwide:

- **\$5.3 million Average Household Income**
- **Over \$100,000 spend on average at hotels, resorts and spas**
- **Over \$200,000 spent on events at hotels**
- **92.3% choose their own hotel**
- **58.3% selected a hotel from Elite Traveler**
- **67.8% selected hotel for a meeting from Elite Traveler**

This audience will continue to pay for the best hotels and additional services, in order to make their visit as enjoyable as possible.

**The 2012 Elite Hotels / Resorts / Spas Annual Issue** will be distributed on board private jets, in jet terminals, and in first-class lounges in over 100 countries. In total, this issue will reach over 350,000 elite travelers with a household income of \$1 million +.

**Bonus Distribution:** This issue is also distributed at every Elite Traveler event for a full year (Spring 2012 – Spring 2013).

### Elite Traveler Readers are top potential clients for every luxury property:

- 65% stayed in hotel for leisure in the past year, spending an average of \$117,000
- 73% used a hotel/resort for meeting or event purposes, spending an average of \$224,000
- 59% stayed at a spa in the past year, spending an average of \$107,000

SOURCE: PRINCE & ASSOCIATES



### MULTIMEDIA PACKAGE RATES:

#### Full Page Advertorial Profile designed by our editorial experts, PLUS

- Advertorial included in 2012 Hotels/Resorts/Spas Digital Issue, featured on Elitetraveler.com
- Banner or Skyscraper ad on landing page of 1 web guide of advertiser's choice for 8 months
- Advertorial feature inserted into corresponding web guide
- Inclusion in 3 E-newsletters sent to 16,000 private jet travelers
- Website listings: Elite Connections, Elite Rewards, Luxury Spotlight

RATE: \$22,060

#### 2 Page Advertorial Profile designed by our editorial experts, PLUS

- Advertorial included in 2012 Hotels/Resorts/Spas Digital Issue, featured on Elitetraveler.com
- 3 Banner or Skyscraper ads on landing pages of 3 web guides of advertiser's choice for 8 months
- Advertorial feature inserted into corresponding web guides
- Inclusion in 6 E-newsletters sent to 16,000 private jet travelers
- Dedicated email to 16,000 private jet traveler promoting advertiser's property
- Website listings: Elite Connections, Elite Rewards, Luxury Spotlight

RATE: \$30,880

**PUBLISHING SCHEDULE: Space Deadline: February 1 | Materials Due: February 15 | Publication Date: April**