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## Travel magazine tallies spending by the ultra rich

### Its readers report an average yearly income of \$1.72 million.

By JOHN GITTELSOHN  
THE ORANGE COUNTY REGISTER

Elite Traveler lays claim to the "most affluent audience of any media," listing its subscribers' median annual income as \$1.72 million.

Launched in September 2001, as private jet travel mushroomed in the wake of terrorist attacks, the New York-based magazine is distributed at 4,000 private jet ports, aboard rental yachts, in luxury spas and in locker rooms for professional athletes.

Copies are in the waiting rooms of **Atlantic Aviation** and **Signature Flight Support** at John Wayne Airport, where the well-heeled board their Gulfstreams, Learns and Falcons.

What do these people do with their money? A new survey for the magazine of 661 private-jet owners reported the following average spending per person in 2005:

- \$1,746,000 on fine art
- \$549,000 on events and lodging at hotels, chalets and other resorts
- \$542,000 on home improvement
- \$404,000 on yacht rentals
- \$248,000 on jewelry
- \$236,000 on cruises, safaris and other "experiential travel"
- \$226,000 on cars
- \$147,000 on watches
- \$117,000 on fashions and accessories
- \$107,000 on spas

"The thing that surprised me was the depth of their pockets," said Doug Gollan, Elite Traveler's editor in chief. "These folks don't make financial decisions when making a luxury purchase. For them, it's like me going to Starbucks."

**Price:**\$147 for a year's subscription of six issues.

**Information:** [www.elite-traveler.com](http://www.elite-traveler.com) or 800-490-5672.