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Biz Buzz: A not-so-equal slice of paradise

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So, you think you got a good deal on a beach rental down the Shore for this summer. You only have to share it with 11 others, and the drunken high school kids next door usually quiet down by about 4 a.m.

Could it have worked out any better? Well, if you're in the "ultra affluent" category (net worth of \$10 million or more), the answer in all regards is "yes." (Of course, if you happen to be in such a richy rich category, you probably pay people to read articles like this and have them distill the content into short, one-sentence summaries such as, "Sir, you look smashing in that seersucker suit.")

This year, summer fun for the super rich will involve spending somewhere north of \$622,000 on average, according to a survey conducted by the private jet lifestyle magazine *Elite Traveler* and research firm Prince & Associates. That's almost 56 percent more than the moneyed masses spent in the summer of 2005.

Some plan to drop several hundred grand to rent a yacht, while others expect to spend more than \$100,000 for villa rentals.

The really rich also anticipate buying an average of \$94,000 worth of luxury watches and jewelry, and spending \$48,000 for luxury hotels.

Something to think about next time one of those high schoolers gets sick on your rental's front steps.

-- Greg Saitz