

## TRAVEL PULSE



An Elite Traveler survey finds that the super rich are unfazed by the current economic downturn. Over two-thirds (70 percent) of those with a net worth of at least \$30 million project their spending through the end of 2008 to be on par with or greater than last year, according to the most recent Elite Traveler/Prince & Associates research conducted Sept. 22 to 24, 2008. The survey polled approximately 500 families with a net worth of at least \$1 million. Whether the super rich can keep the economy, or at least the luxury brands, going remains to be seen, but 96.4 percent of these super rich consumers plan to spend an average of \$108,100 just on jewelry and watches before the end of 2008.

Seventy-six percent of families with a net worth of \$1 million to \$10 million said they will spend less between now and the end of the year, as did a similar number of families worth \$10 million to \$30 million. Less than 1 percent of the "Middle Class Millionaires" or Aspirational Segments as they are commonly referred to said they would spend more. Only those worth more than \$30 million plan to spend the same or more as last year. For more information, visit [www.elitetraveler.com/business/research.html](http://www.elitetraveler.com/business/research.html).