

# DALLAS MORNING NEWS

## Super-rich supersize holiday spending

**Sunday, December 17, 2006**

The super-rich are expected to spend 25 percent more this year on holiday spending than they did in 2005, according to a survey by *Elite Traveler* magazine.

The "private jet lifestyle" magazine surveyed more than 1,000 households whose net worth exceeds \$10 million. The elite consumers said they expect to boost spending on villa rentals, fine jewelry, spa services and entertaining.

*Elite Traveler* defines the super-rich as people with net worths of at least \$10 million. This year's survey also compared spending between the super-rich and the "mass affluent," which means those a little less fortunate, with a net worth between \$1 million and \$9.9 million. Some notable differences were for yacht charters (8 percent of the super-rich plan to spend on it, 0 percent of the mass affluent do) and hotels and resorts (41 percent of the super-rich, 10 percent of the mass affluent).

According to *Elite Traveler*, the super-rich aren't just thinking of themselves. They also plan to donate \$94,200 to charity this holiday season, up from \$62,100 in 2005.

*Suzanne Marta*

### JET-SET SHOPPING LIST

Here's a look at how the jet set's holiday spending is expected to measure up to last year:

Entertaining, \$34,600 (up 16%)

Liquor, \$22,300 (up 57%)

Villa rentals, \$69,000 (up 13%)

Hotels and resorts, \$61,200 (up 12%)

Yacht charters, \$410,600 (up 12%)

Spas (away from home), \$27,800 (up 14.4%)

Spas (in-home), \$21,700 (up 35%)

Fashion, \$36,400 (up 25%)

Jewelry, \$91,000 (Up 22%)

SOURCE: *Elite Traveler*

