

St. Louis Post-Dispatch

25 Percentage of the "super rich" (those whose household net worth tops \$10 million) who will travel by private jet to shop for holiday gifts \$34,600

Sunday, Dec. 17 2006

25

Percentage of the "super rich" (those whose household net worth tops \$10 million) who will travel by private jet to shop for holiday gifts.

\$34,600

Estimated amount they will spend on holiday entertaining

\$22,300

On spirits

\$42,800

On events at hotels

\$91,000

On fine jewelry

Source: Elite Traveler Magazine/Prince & Associates "2006 Holiday Spending Survey"