



LUXURY

TRAVEL ADVISOR

2011 READERSHIP SURVEY

INSPIRING AND EDUCATING SELLERS OF AFFLUENT TRAVEL



Luxury Travel Advisor reaches sellers of luxury travel who include members of American Express, Ensemble Travel Group, Signature Travel Network, and Virtuoso.

Written specifically for this niche segment of travel advisors, Luxury Travel Advisor delivers concise and inspiring editorial content focusing on hotels, destinations, cruise insights and industry news.

The power of a Luxury Travel Advisor reader...

Readers include an elite, sophisticated audience of travel professionals who book \$9 billion of affluent travel per year.

Subscriber audience: **12,000***

Survey Methodology

Instrument: The corporate research department drafted and fielded a reader survey questionnaire. All luxury travel advisors were invited to participate in the survey.

The survey yielded **315** responses.

*Source: Publisher's own data

ACTIVE BOOKINGS

96.5% are directly involved in selling travel

Nearly **60%** personally sell at least \$500,000 and up to \$5 million+ in annual revenue

68% expect to see between a 6-20% increase in travel volume booked in 2011

DETAILED FINDINGS

BOOKING HABITS

Leisure Travel	97.7%
Business Travel.....	41.0%
Group Travel.....	60.5%
Meetings/Incentive.....	20.7%

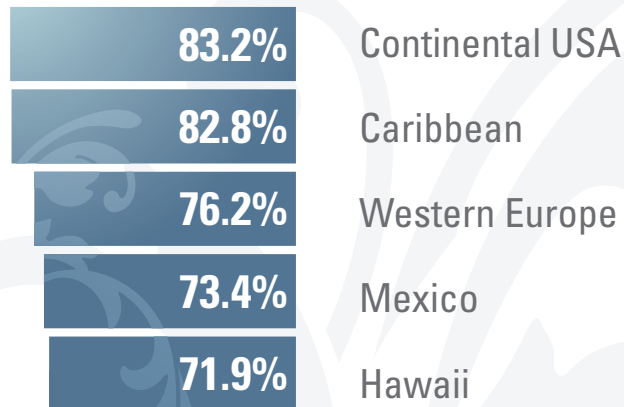
ACTIONS TAKEN BASED ON ADVERTISING SEEN IN LUXURY TRAVEL ADVISOR

Visited a supplier website.....	77.5%
Called supplier 800 number.....	44.1%
Recommended product/destination/ property/service to client	64.0%
Booked destination/property.....	58.1%
Passed information onto a colleague.....	58.9%

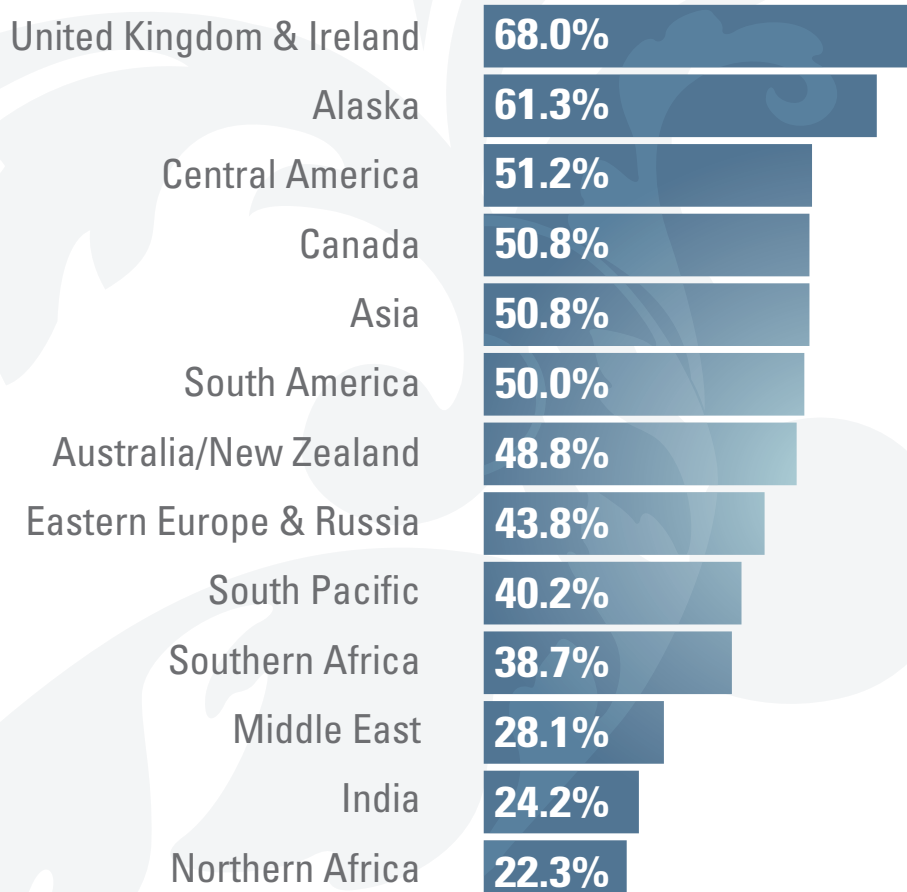
THE AVERAGE RESPONDENT

- Spends a minimum of 30-60 minutes reading Luxury Travel Advisor
- Keeps Luxury Travel Advisor for future reference (6 months to 2 years+)
- Finds Luxury Travel Advisor very useful as a source of information about properties/destinations
- Passes along their copy of Luxury Travel Advisor to 1-3 colleagues for a maximum reach of 36,000 sellers of luxury travel
- Picked Luxury Travel Advisor as the #1 authority on destinations, cruises and hotels for the luxury market
- Spends 40 minutes per week on average with Luxury Travel Advisor products

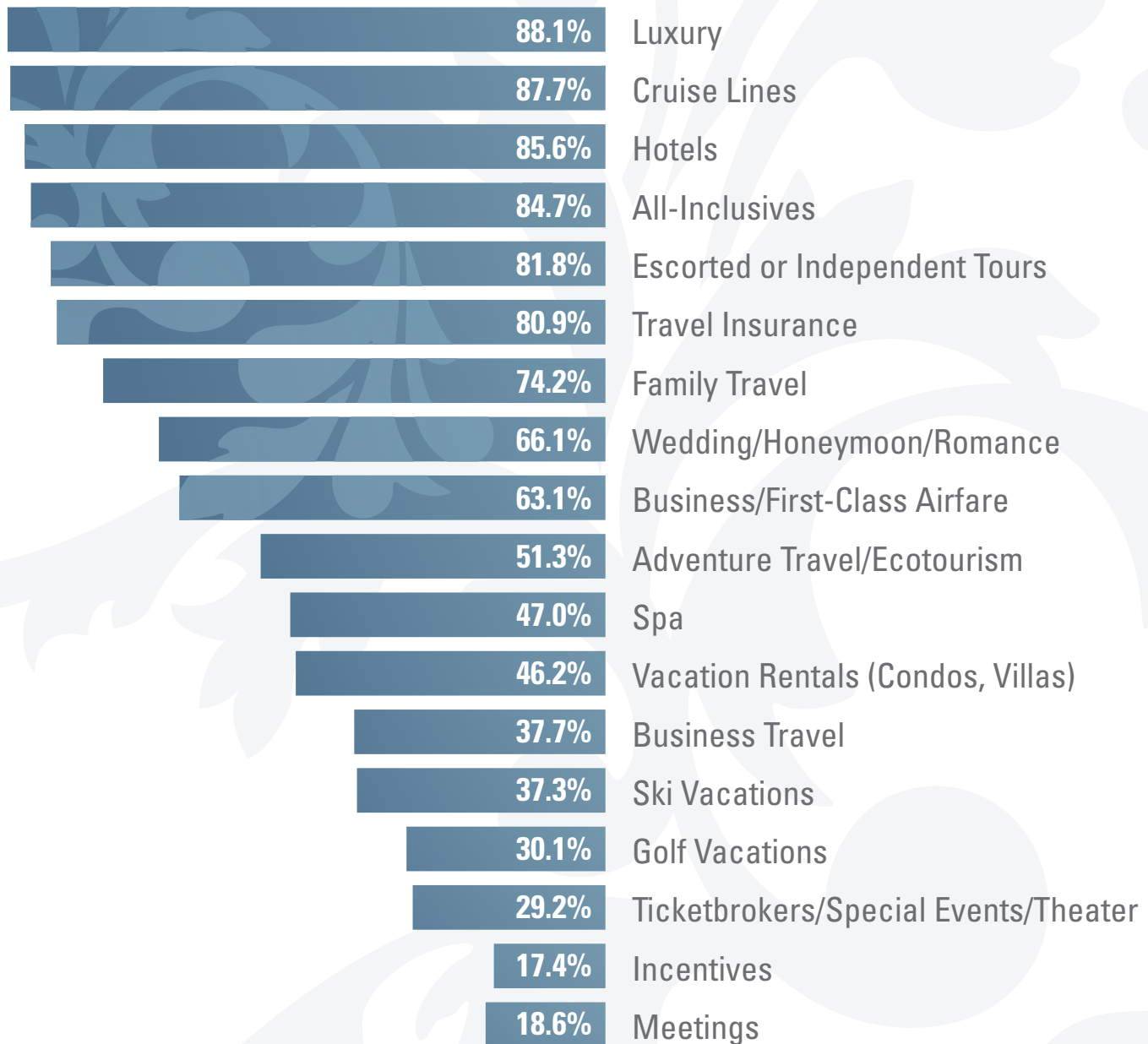
TOP FIVE DESTINATIONS BOOKED OVER THE LAST 12 MONTHS



OTHER DESTINATIONS BOOKED OVER THE LAST 12 MONTHS



TYPES OF TRAVEL BOOKED



THE LEADER IN LUXURY....

READER FEEDBACK ON HOW LUXURY TRAVEL ADVISOR HELPS THEM ON A DAILY BASIS

“I find the information given to me by Luxury Travel Advisor is a great tool to discover the extensive options we have to offer our luxury clients.”

“Luxury Travel Advisor highlights new and up-and-coming destinations and properties which help me to advise my clients on the locations they should consider visiting.”

“I find the information provided in Luxury Travel Advisor to be extremely educational. It helps me stay on top of my game, and helps me bring luxury products and information to my client base.”

“Luxury Travel Advisor helps me think ‘outside the box’.”

“Luxury Travel Advisor is one of my best sources for updated information on luxury hotels and cruises.”

“I look to Luxury Travel Advisor to keep me updated on the individuals, properties and destinations that are leading the travel trends. Time management is the highest priority in my office, and Luxury Travel Advisor gives me top-notch and relevant industry information when I need it.”

“Luxury Travel Advisor is a must read. I can’t afford not to know what is in the magazine. It is informative about new destinations and products but also a main source of information about suppliers and other luxury travel advisors.”

“As an agent, I would like to think I have seen and done it all. But the reality is... it is impossible to see it all. Even with a destination I have been to several times, changes are forever taking place. Luxury Travel Advisor fills in the gaps between my ‘return’ visits.”

“We have very high end clients and we need to stay up on destinations, hotels and products to stay competitive in the market. After reading the magazine, I make notes and flag properties that I can use for my clients. In many cases I have made copies of articles and mailed them to my clients, which has resulted in bookings.”

“It’s wonderful when they do an article on a property that my client has an interest in because it sometimes is the final motivation into purchasing.”

“Luxury Travel Advisor is the authority on the world of luxury travel. It’s the publication I most look forward to receiving each and every month and it’s the first place I look when I have a client looking for that high-end unique property or destination.”