

LUXURY

TRAVEL ADVISOR

PUBLISHER'S SWORN STATEMENT
CIRCULATION PROFORMA
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Luxury Travel Advisor reaches over 12,000 sellers of luxury travel who include members of Virtuoso, American Express, Ensemble, and Signature Travel Network. Edited for the specific needs of sellers of affluent travel, ***Luxury Travel Advisor*** delivers concise and inspiring editorial content focusing on hotels, destinations, cruise insights, and industry news. ***Luxury Travel Advisor*** subscribers include an elite, sophisticated audience of travel professionals who book \$9 billion of affluent travel per year.

Circulation does not include distribution to prospective advertiser/agencies and subscribers, trade show, exchange, and file copies. Contents based on the February 2011 issue.

2011 ISSUES

January 2011
February 2011
March 2011
April 2011
May 2011
June 2011
July 2011
August 2011
September 2011
October 2011
November 2011
December 2011

BUSINESS/TITLE – FEBRUARY 2011 ISSUE					
Type of Business	Total	Percent of Total	Travel Agent	Owner/ President	Mgr/VP/Dir/Other
Travel Agency	12,158	100.0%	2,992	2,741	6,425
Total	12,158	100.0%	2,992	2,741	6,425
Percent of Total	12,158	100.0%	24.6%	22.5%	52.9%

CONSORTIA MEMBERSHIP – FEBRUARY 2011 ISSUE	
CONSORTIA	PERCENT
American Express	31.4%
Carlson Wagonlit	25.5%
Ensemble Travel	18.6%
Signature	15.3%
Travelsavers	29.8%
Vacation.com	35.2%
Virtuoso	30.6%
Total Respondents	8,797

TYPES OF TRAVEL BOOKED – FEBRUARY 2011 ISSUE	
TYPE OF TRAVEL	PERCENT
Cruises	71.4%
Spa	56.0%
Tours	59.0%
Golf	46.2%
Business Travel	37.4%
All-Inclusives	55.3%
Honeymoon/Romance	56.0%
Family Travel	59.2%
Vacation Rentals	45.4%
Ski Vacations	32.0%
Adventure/Ecotourism	50.2%
Meetings/Conferences/Incentives	38.9%
Total Respondents	9,600

PERSONAL BOOKINGS – FEBRUARY 2011 ISSUE	
BOOKINGS	COUNT
\$1.5 Million or More	1,781
\$1 - \$1.5 Million	984
\$500,000 - \$999,999	2,197
Less Than \$500,000	4,337
Total Respondents	9,299

DESTINATIONS SOLD – FEBRUARY 2011 ISSUE	
DESTINATION	PERCENT
North America	
Hawaii	45.7%
Las Vegas	57.0%
Florida	42.5%
Alaska	35.0%
New York	38.7%
Western US	30.2%
Southeastern US	35.4%
Southwestern US	19.7%
Northeastern US	31.3%
Midwestern US	21.3%
Canada	31.1%
Mexico	53.3%
South America	
Caribbean	55.5%
Central America	28.5%
Europe	
Western Europe	53.1%
United Kingdom	39.9%
Southern Europe	45.1%
Central Europe	42.4%
Eastern Europe	25.6%
Northern Europe	29.2%
Asia/Australia/Africa	
Middle East	16.4%
Australia	23.5%
Africa	34.9%
Pacific Isles	19.0%
China	30.9%
Japan	32.5%
Southeast Asia	20.5%
India	27.5%
Total Respondents	9,729

GEOGRAPHIC BREAKOUT – FEBRUARY 2011 ISSUE

STATE	COUNT	PERCENT	STATE	COUNT	PERCENT
Maine	26		Arkansas	41	
New Hampshire	51		Louisiana	38	
Vermont	14		Oklahoma	56	
Massachusetts	220		Texas	615	
Rhode Island	45		W SOUTH CENTRAL	750	6.2%
Connecticut	192		Montana	15	
NEW ENGLAND	548	4.5%	Idaho	30	
New York	1,342		Wyoming	7	
New Jersey	497		Colorado	243	
Pennsylvania	408		New Mexico	66	
MID ATLANTIC	2,247	18.5%	Arizona	369	
Ohio	269		Utah	92	
Indiana	100		Nevada	376	
Illinois	518		MOUNTAIN	1,198	9.9%
Michigan	264		Alaska	14	
Wisconsin	155		Washington	237	
E NORTH CENTRAL	1,306	10.7%	Oregon	111	
Minnesota	163		California	2,670	
Iowa	45		Hawaii	93	
Missouri	110		PACIFIC	3,125	25.7%
North Dakota	9		US TERRITORIES	11	.1%
South Dakota	5		TOTAL US	12,139	99.9%
Nebraska	51		Canada	8	
Kansas	57		Mexico		
W NORTH CENTRAL	440	3.6%	NORTH AMERICA	12,147	99.9%
Delaware	23		Caribbean		
Maryland	239		Central America		
Washington DC	62		South America		
Virginia	235		Asia Pacific	1	
West Virginia	10		Middle East	1	
North Carolina	180		Asia	1	
South Carolina	84		Africa	1	
Georgia	299		Europe	7	
Florida	1,093		TOTAL INTL	11	.1%
SOUTH ATLANTIC	2,225	18.3%	TOTAL CIRCULATION	12,158	100.0%
Kentucky	51				
Tennessee	113				
Alabama	99				
Mississippi	26				
E SOUTH CENTRAL	289	2.4%			

ADDITIONAL DIGITAL EDITION RECIPIENTS	9,759
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Publisher's Affidavit

We hereby make oath and say that all data set forth in this statement is true.

John McMahon, Group Publisher

Antoinette Sanchez-Perkins, Sr. Audience Development Manager