

VOLUME FOUR . 2004

REFS



TRAVEL :

A SPECIAL REPORT

PASSPORT



States
merica

TRAVELER
IDENTIFICATION

United States
of America



PASSPORT



Opulent cruises. Gracious hotels.
Sophisticated spas. Intimate country retreats.
Sumptuous private villas.

IT'S A CELEBRATION OF LIFE'S PLEASURES

How do you meet the needs and expectations of today's affluent travelers when their urge to get away becomes too strong to resist? You'll find the answers in this latest study of *Departures* readers, a valuable Luxury Advisory Board Travel Survey you can put to work for you now.

In partnership with *The Hospitality Sales and Marketing Association International (HSMAI)*, the world's leading global organization of sales and marketing professionals representing all segments of the hospitality industry, *Departures* brings you the most comprehensive data on affluent travel available anywhere in the \$4.5 trillion global travel and tourism industry.

Get inside the mindset of this exceptionally discerning and style-conscious market. Discover the desires of those who demand the very best that money can buy, from their expected amenities to the inviting little extras that keep them coming back for more.

Whether seeking a big-city adventure or the surprise of an unexplored gem, *Departures* travelers not only raise the bar for attentive service and world-class excellence, they also influence the decisions of those around them.



Survey Methodology: Between March 12 and April 12, 2004, *Departures* conducted an online survey with Beta Research, reaching 2,200 opt-in readers comprising our Luxury Advisory Board. The survey results in this summary came from 447 participants and are projectable to our entire rate base of 610,00 readers.

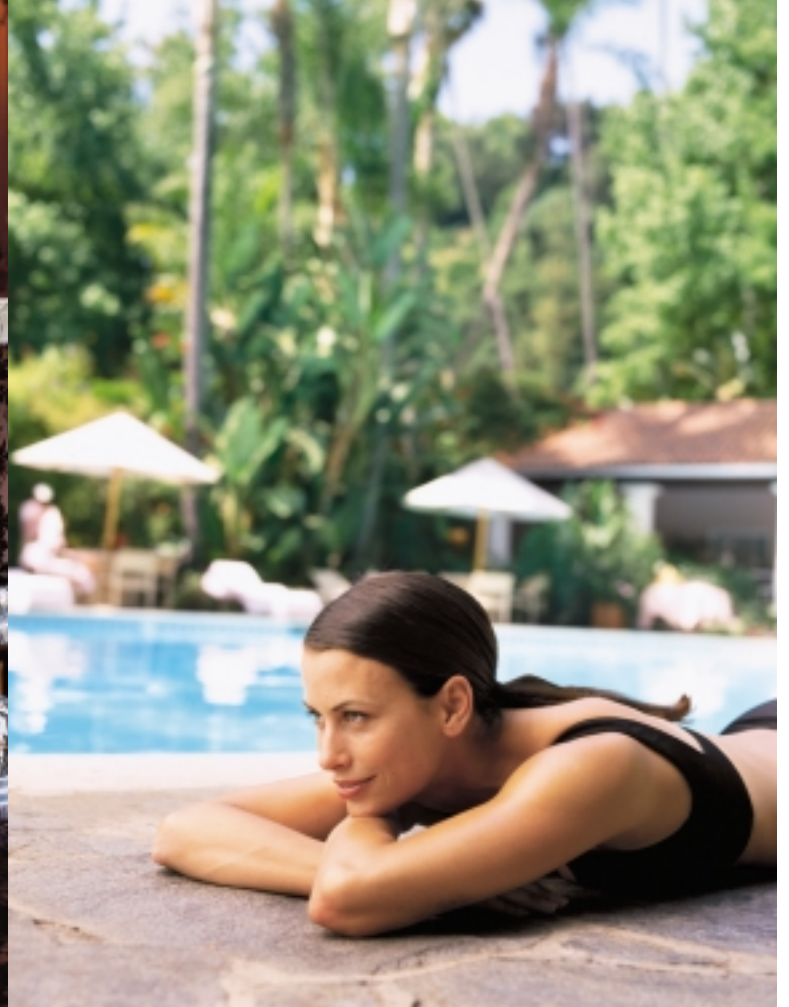
WHO THEY ARE

Departures readers have the money and positions to go where they want, when they want, and in that style we all dream of becoming accustomed to.



See what makes the *Departures* audience uber-affluent. And why it's such a highly desirable market for all your travel and travel-related advertising.

Male	66%
Female	34%
Median age	49.2
Graduated college+	90%
Postgraduate degree	48%
Married/living with partner	80%
Children under 18 years old	25%
Average household income	\$ 380,500
Average household net worth	\$ 2,412,000
Employed	84%
Self-employed	37%
Total management	83%
Top management	63%
Member of board of directors (own or other company)	46%
Personally involved in making decisions or approving the purchase or lease of travel and travel-related services for businesses or firms	
Any travel services	68%
Hotel	63%
Airline	62%
Car rental	59%
Meeting/convention sites	55%
Incentive travel	48%
Likely to recommend a destination or hotel/resort for business or pleasure	92%
Likely to return to a business destination for a vacation	87%





WHAT THEY SPEND

Talk about the urge to splurge:
nearly \$24 billion a year!*

Whether it's the dollar, the yen, or the euro, *Departures* travelers are spreading their wealth around the world, willing to pay for the best experiences possible.

Are your luxury services making the right impressions on this highly lucrative market?



SPENT DURING THE PAST 12 MONTHS

(Averages include all travel, car rentals, hotels, food, shopping, entertainment, expenses, etc.)

IN THE U.S.

Personal	\$11,070
Business	\$10,970

OUTSIDE THE U.S.

Personal	\$10,230
Business	\$7,240

TOTAL	\$39,500
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*610,000 rate base x \$39,500 = \$24,095,000,000.



HOW OFTEN THEY TRAVEL

Every one needs to get out. But *Departures* readers are getting out far more frequently than most other people.

Departures readers have a defiant determination to enjoy themselves. They're passionate about travel and devoted to its pursuit. And if there's a problem in one country—well, no problem. They'll just go to another country.



Average number of trips in the past 12 months 21

That's over 13 million trips a year, both in and outside the U.S.

Average number of trips in the next 12 months 22

That's another 13 million trips now being planned.

(Could double-digit growth be ahead for the travel industry?)

And remember: 51% of *Departures* readers spent over a month on vacation during the past year.

Great escapes: The Weekend Getaway.

The freedom to travel makes mini-vacations *de rigeur* for *Departures* reader households.

Took a weekend getaway during the past 12 months 85%

Likely to take a weekend getaway in the next 12 months 92%

HOW THEY GO?

IN THE SKY

Average number of commercial airline trips in the past 12 months 20

**70% flew first class.
64% flew business/executive class.**

Average number of private jet/chartered flight trips in the past 12 months 19

**Only 1% currently own private jets.
Of course, that translates into 6,100 of these prized possessions.**

And 15% say they're likely to buy their own jet, or have fractional ownership or a seat on a corporate or private jet. (Go ahead, do the math.)



ON THE SEA

For many travelers, the ship itself can be a destination. Movies on moonlit nights, classes and workshops, 24-hour eateries, a trendy spa, live entertainment—you'll find the best customers for your haute-sea opulence reading *Departures*.

Likely to take a commercial cruise in the next 12 months 44%

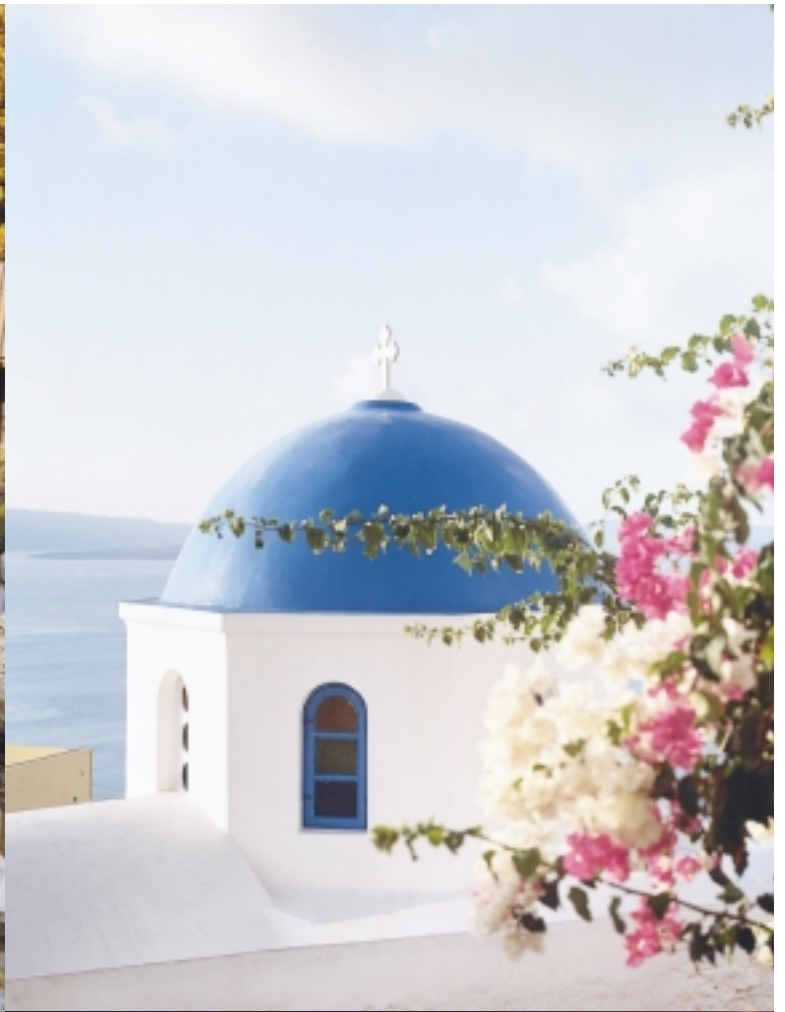
That's 268,400 expected reservations for well-positioned cruise lines.

Some *Departures* readers are lucky enough to afford their own floating resorts.

Currently own or lease a yacht 42,700

Likely to own or lease a yacht in the next 12 months 61,000





WHERE THEY GO

"My wife and I recently made our third trip to Bora Bora..." C.E. *Beverly Hills, CA*

"While planning a trip to France, the Czech Republic, Austria, Hungary, and Italy..." D. and P. Z. *Boca Raton, FL*

"My friends and I have vacationed in Palm Springs and now regard it as an annual pilgrimage..."

Dr. G. D. M. *Mt. Laurel, NJ*

"My husband and I recently went to Botswana and South Africa..." J. B. *Redondo Beach, CA*

"On a trip to San Francisco, we made the most wonderful discovery..." K. M. *Tequesta, FL*

"During the last holiday season, I was searching New York City for something unique in chocolate for my gift list..." L. B. *Fajardo, Puerto Rico*

For the *Departures* traveler, the world is a glorious canvas.

IN THE U.S.

The top 5 states planned for vacations in the next 12 months

1. Florida
2. New York
3. California
4. Nevada
5. New England region

The top 5 cities planned for vacations in the next 12 months

1. New York City
2. Las Vegas
3. Miami
4. San Francisco
5. Los Angeles

OUTSIDE THE U.S.

The top 10 regions most frequently visited in the past 12 months

1. Europe
2. Canada
3. The Caribbean
4. Latin America
5. Asia
6. Australia/The South Pacific
7. The Middle East
8. Africa
9. Eastern Europe
10. Russia

The top 10 regions planned for visits in the next 12 months

1. Europe
2. The Caribbean
3. Latin America
4. Canada
5. Australia/The South Pacific
6. Asia
7. The Middle East
8. Africa
9. Eastern Europe
10. Russia

WANT TO MAINTAIN YOUR RANKING?
OR EVEN BETTER, IMPROVE IT?

ADVERTISE IN *DEPARTURES*.

WHAT THEY WANT

"It's no wonder that Claude Monet was inspired to paint from his perch at London's Savoy Hotel. From our window, we found the river and Waterloo Bridge shimmering in the shadows, just as Monet pictured them." *L.C. Potomac, MD*

"(They've done) a loving job of restoring this old hacienda, and of creating a still-undisclosed retreat well off the tourist track. Feeling more like a home than a hotel, (it) nevertheless delivers the highest standards of service and luxury." *G.H. Berkeley, CA*

"When my wife and I travel, we like to stay in small, understated elegant hotels where the staff gets to know us and takes extra care of special needs." *R.H. Raleigh, NC*

PREFERRED ACCOMODATIONS

5-star luxury hotel or resort	83%
4-star hotel or resort	56%
Independent designer/boutique hotel	44%
Time share (condo/resort)	38%
Bed and breakfast	30%
Rented house or condo	23%
Own weekend home/apartment	19%
Self-catering villa or apartment	13%

Average number of nights spent at hotels (past 12 months)

For business	27
For pleasure	15

Average number of nights spent at resorts (past 12 months)

For business	6
For pleasure	9

That's nearly two months a year away from home. If you want your accommodations considered by a sophisticated audience of eclectic tastes, be sure your message appears in the pages of *Departures*.

GETTING FIT. FEELING GOOD. EATING WELL.

The healing touch of scrubs and massage. Physical regimens for the body beautiful. Herbal potions to relax and reflect.

It's the transcendent experience of the spa, a must for our active readers.

In the U.S. alone, there are 9,632 spas.*
Is yours on the A-lists of *Departures* travelers?

Spa visits in the last 12 months

In the U.S.	72%
Outside the U.S.	40%

Spa visits planned in the next 12 months

In the U.S.	76%
Outside the U.S.	46%

*Source: International Spa Association, 2002 Survey

The perfect lobby. The great bedroom.
The proper check-in desk. Memorable room service.
An ideal location.

Whether it's the lavish or the laid-back, *Departures*
travelers seek the memory of an experience.
It's what makes the difference between a hotel they stay
in for a night and one they can't wait to return to.





GET INSIDE THE MIND OF THE LUXURY MARKET

Is your marketing campaign positioned for maximum impact?

Here are the qualities most desired by *Departures* readers in five travel categories.



AIRLINES

1. Comfort
2. Frequent flyer program
3. Past experience
4. Pleasant staff
5. On-time performance
6. Non-stop routing
7. Safety record
8. Availability in major U.S. cities
9. Easy bookings
10. Frequent flights

HOTELS AND RESORTS

1. Atmosphere
2. Knowledgeable staff
3. Pleasant staff
4. Past experience
5. Reputation
6. Room availability
7. Amenities
8. Room choices
9. Size of rooms
10. Security and safety

CRUISE LINES

1. Reputation
2. Ports of call
3. Restaurants
4. Number of guests
5. Price
6. Number of days at sea
7. On-ship facilities
8. Number of days in port(s)
9. Past experience
10. Number of suites with balconies

SPAS

1. Knowledgeable staff
2. Massage
3. Accepts last-minute reservations
4. Price
5. Cardiovascular equipment
6. Fine dining

WHAT THEY BUY FOR TRAVELING

There are certain things *Departures* readers just can't be without. Here are the top 10 must-have items, in order of importance, that made their vacation shopping lists during the past 12 months.



SOME ARE EXPECTED, SOME MAY SURPRISE YOU.

1. Apparel
2. Fragrances/cosmetics
3. Walking shoes
4. Cellular phone
5. Fine jewelry
6. Digital camera
7. Special carry-on luggage
8. Sporting equipment
9. Laptop computer
10. Palm printer/electronic organizer

Whoever said money
can't buy happiness didn't
know where to shop.

Shouldn't your brand name
be on their lists?





Surround your advertising with the stimulating and luxurious editorial environment of *Departures*, the magazine that celebrates life's pleasures.

HOW THEY MAKE TRAVEL DECISIONS

Right after personal recommendations, *Departures* readers trust the power of print when looking for travel information.

Personal/travel agent recommendations	85%
Articles in magazines or newspapers	83%
Advertisements in magazines or newspapers	56%
Advertisements on the Internet	35%
Advertisements on TV or radio	15%

WHAT DEPARTURES MEANS TO ITS READERS.

"I tear *Departures* to shreds! I rip out sections with travel ideas and then file them away to be retrieved later. Thanks for making our vacations easier to plan and more exciting to experience." T.D. *Louisville, CO*

DEPARTURES INSPIRES TRAVEL DECISIONS.

Influenced by articles in <i>Departures</i>	92%
Influenced by advertisements in <i>Departures</i>	82%



IT'S WHERE STORIES ARE SAVORED AND SAVED.

"When the new issue arrived, I quickly turned to the article on boot-camp spas. The adventurer in me was stoked. I think I have found my next destination." D.A. *Long Branch, NJ*

"Your special issue featuring Britain reveals why so many Americans are drawn to the U.K.'s old-world charm and modern-day sophistication. On my next visit, I plan to experience many of the places featured in your special issue." R.K. *Houston, TX*

"Ever the saver of *Departures* travel info, I found 'The Italy We Love' to be invaluable on a recent trip to Bologna and Florence." B.K. *Newtown, PA*

"It was a pleasant surprise to see your articles on Beijing, as I'd recently completed a six-month assignment in that city for my firm. The details you represented are all on target. I have passed the issue on to friends. Keep up the great writing." M.W. *New York, NY*

"I drool over *Departures* every time it arrives." L.A. *Milford, CT*

The proof of its power is in the response of its readers.

ROYAL PALMS RESORT AND SPA

As the result of a single ad in the *Departures* "Renew Your Spirit" special section, the resort increased reservation by 300%.

THE MANSION at MGM GRAND

Starting at \$5,000 a night, 95% of The Mansion's booking inquiries came from *Departures*, without any asking the price. (One reader inquired about booking a villa for an entire year.)

PREMIER DEVELOPERS-PALM BEACH, FLORIDA

Owner of the luxury development "The Waters," Premier credits *Departures* for the sale of a \$5 million condominium—and the successful targeting of prospects with the buying power to purchase \$3 million+ second or third homes.

LAKE LAS VEGAS RESORT

Its first ad and business reply card in *Departures* generated over 140 inquiries about this planned residential resort community with properties ranging in value from \$200,000 to over \$1,500,000.

Join the advertisers who have recognized **DEPARTURES** as the consummate lifestyle magazine of quality and elegance.

TOURISM PROMOTION

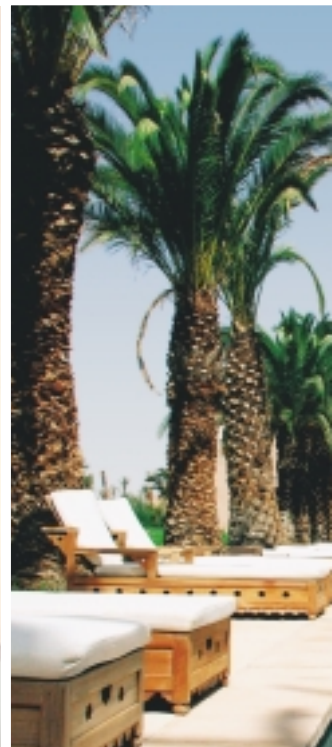
Arizona State
Australia Tourist
Bermuda
Big Island Hawaii
Cayman Islands
Curacao Tourist Board
London
Monaco
Phoenix Visitors & Convention Bureau
South Africa

TRAVEL SERVICES

American Express Platinum Travel Services
Jetabout
Pacific Bestour
Swain Tours

HOTELS & RESORTS

Amex/Hilton Vacation Club
Bacara Resort & Spa



Beaches Resorts/Caribbean
 Beaver Creek Resort
 Bellagio Hotel & Casino
 Beverly Hills Hotel
 Boca Raton Resort & Club
 Breakers Resort/Palm Beach
 Calistoga Ranch Resort
 Canyon Ranch Health Resort
 Casa Del Mar Hotel
 Ceiba Del Mar Hotel & Spa/Mexico
 Couples Resorts/Jamaica
 Elbow Beach Hotel/Bermuda
 Elk Mountain Resort
 Enchantment Resort
 Exclusive Resorts
 Fairmont Hotels/Hawaii
 Four Seasons Hotels
 Greenbrier Resort
 Halekulani Hotels/Hawaii
 Half Moon Bay/Montego Bay
 Half Moon Hotel/Jamaica
 Hampton Retreats Hotels
 Harbor Court Hotel
 Hilton Grand Vacations
 Hotel Lord Byron/Hotel Regency-Italy
 Hotel at Mandalay Bay
 Hotel Plaza Athenee
 Hotel Sofitel
 Inn at Palmetto Bluff

Intercontinental Hotels Group
 JW Marriott Hotels Desert Ridge
 La Costa Resort & Spa
 La Quinta Resort & Club
 Lago Mar Resort Hotel & Club
 Lake Las Vegas Resort
 Leading Hotels of the World
 Madison Hotel
 Mandalay Resort Group
 Mandarin Oriental Hotels
 Manna Lani Resort
 Marco Beach Ocean Resort
 Marquis Los Cabos Hotel/Mexico
 MGM Grand Hotel & Casino
 Mirage Resorts/Bellagio
 Miravel Resort Arizona
 Montage Resort & Spa
 Nemaocolin Woodlands Resort & Spa
 New York Palace Hotel
 Ojai Valley Inn & Country Club
 Orient Express Hotels
 Palmetto Dunes
 Peninsula Group Hotels
 PGA National Resort & Spa
 Phoenician Hotels
 Plaza Hotel
 Preferred Hotels & Resorts Worldwide
 Prince Hotels/Japan
 Prince Resorts

Radisson/Diamond/Seven Seas
 Raffles International Hotel
 Red Mountain Resort & Spa
 Resorts Atlantic City
 Ritz-Carlton Golf Club & Spa
 Ritz-Carlton Hotels
 Rosewood Hotels
 Royal Palms Resort & Spa
 Royal Plantation/Jamaica
 Sanctuary Camelback Resort
 Sandals Resorts/Caribbean
 Seaside Properties Group
 Shangri-La Hotels
 Shutters Hotel on the Beach
 Sofitel Hotels
 Starwood Hotels & Resorts
 Starwood Luxury Collection-Italy
 St. Regis Hotels (Starwood)
 Super Clubs Resort
 The Luxury Collection (Starwood)
 The Peninsula Hotels
 The Phoenician
 The Savoy Group
 Trump International Hotel & Tower
 Turnberry Isle Resort & Club
 Vail Ski Resort
 Venetian Resort Hotel
 Wyndham Hotels

TRANSPORTATION

Asiana Airlines
 Aeromexico
 British Airways
 Delta Airlines
 Emirates Airlines
 Jetblue Airways
 Singapore Airlines
 Virgin Atlantic

CRUISES

Crystal Cruises
 Holland America Cruises
 Radisson Seven Seas Cruises
 Residensea Cruises
 Seabourn Cruises
 Silversea Cruises
 Windstar Cruises

AVIATION

Bombardier Flexjet
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 Flight Options
 Marquis Jets
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