

LUXURY

TRAVEL ADVISOR

*Educating and Inspiring
Sellers of Affluent Travel*

Contact

John McMahon

Group Publisher

212-895-8243

jmcmahon@questex.com

LUXURY
TRAVEL ADVISOR

PREMIER
HOTELS & RESORTS

PREMIER
SPAS & ROMANCE

FIVE STAR
ALLIANCE

QUESTEX
MEDIA

www.luxuryta.com





www.luxuryta.com

2008 Usage Study

LUXURY

TRAVEL ADVISOR

Where luxury travel begins

Brought to you by the editors of

LUXURY
TRAVEL ADVISOR

Luxury Travel Advisor is an innovative, cutting-edge luxury publication that is highly committed to providing awareness, in-depth information and vivid photography specifically for sellers of affluent travel.

As the definitive industry tool, *Luxury Travel Advisor* addresses the needs of the readers with:

- First-hand accounts of resorts, cruises and destinations with comprehensive and detailed information
- Unquestionable and trusted advice from the editorial staff
- Inspirational ideas that resonate with the most selective and elite clientele

Luxury Travel Advisor is part of the luxury travel portfolio, including sister publications *Premier Hotels & Resorts* and *Premier Spas & Romance*. *Luxury Travel Advisor* is integrated on several multimedia platforms such as print, digital editions and the elite e-newsletter aptly entitled “*The Dossier*” to provide easy access for luxury agents.

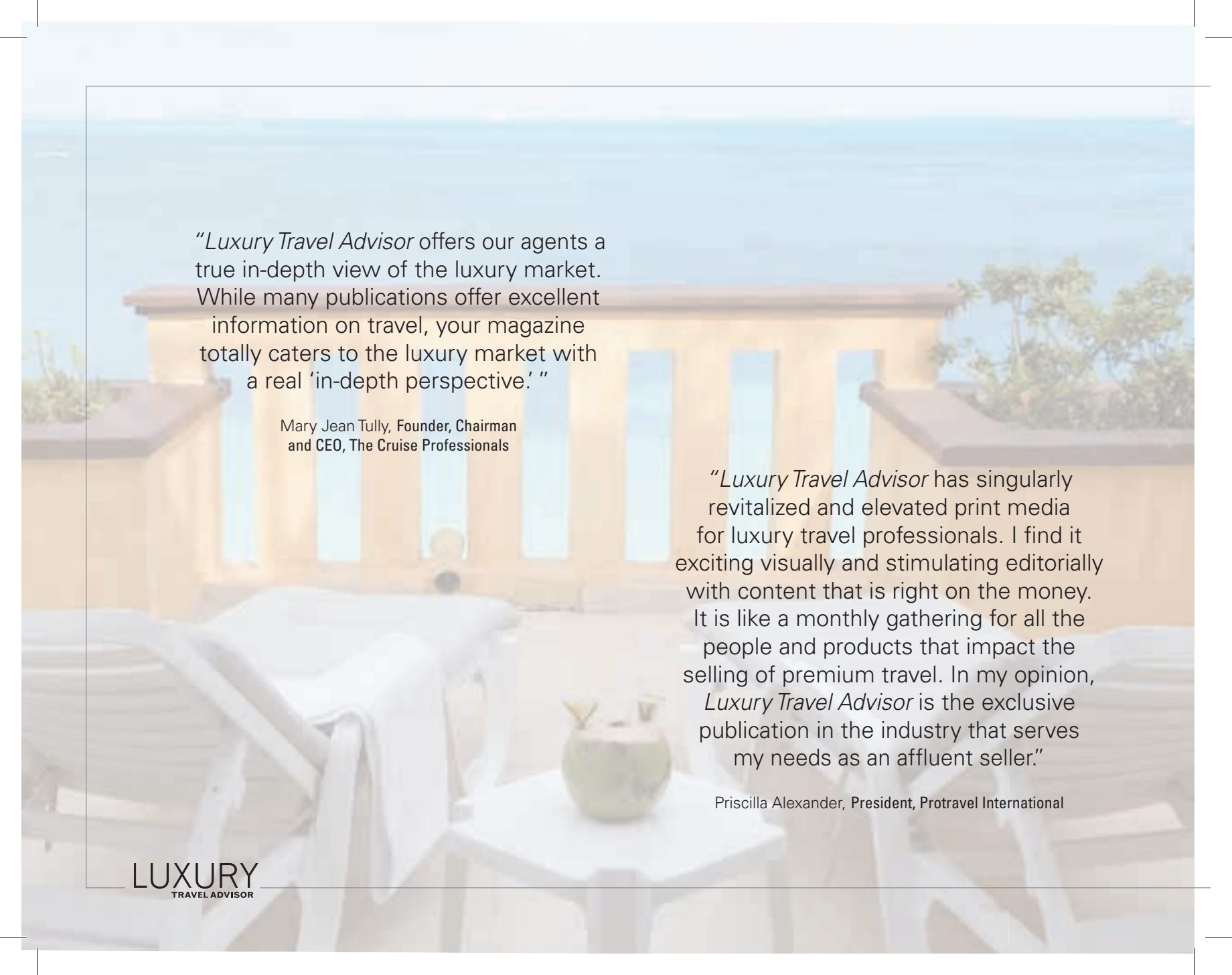
Methodology:

Instrument: Questionnaire was designed and fielded by the corporate research department. Survey was delivered via e-mail.

Respondents: 501 *Luxury Travel Advisor* hand-selected subscribers.

Field time: March 3 – 17, 2008





"Luxury Travel Advisor offers our agents a true in-depth view of the luxury market. While many publications offer excellent information on travel, your magazine totally caters to the luxury market with a real 'in-depth perspective.'"

Mary Jean Tully, Founder, Chairman
and CEO, The Cruise Professionals

*"Luxury Travel Advisor has singularly revitalized and elevated print media for luxury travel professionals. I find it exciting visually and stimulating editorially with content that is right on the money. It is like a monthly gathering for all the people and products that impact the selling of premium travel. In my opinion, *Luxury Travel Advisor* is the exclusive publication in the industry that serves my needs as an affluent seller."*

Priscilla Alexander, President, Protravel International

You're Invited

Luxury Travel Advisor agents booking story

Leisure Travel 97%

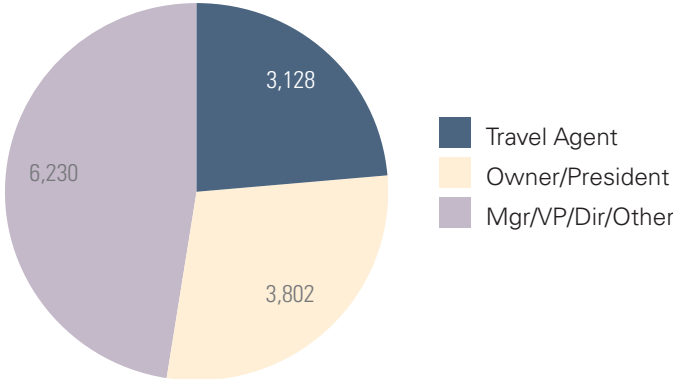
Business Travel 45%

Group Travel 59%

Meeting/Incentives 26%

Luxury Travel Advisor operates on an invitation-only basis to recruit only the best. The hand-selected 13,160 reader base is made up of travel agents, owners, presidents, vice presidents, managers and directors from consortia including American Express, Ensemble, Signature, Virtuoso and others. Other luxury agents not belonging to consortiums may also apply to receive a complimentary subscription on the written recommendation of a high-end supplier.

Each reader is carefully considered and qualified before receiving *Luxury Travel Advisor* to ensure a quality audience for your marketing messages.



Total Circulation: 13,160, which includes 1,000 top producing luxury travel professionals.

Luxury Travel Advisor respondents book between 50-100% of their business with luxury bookings!

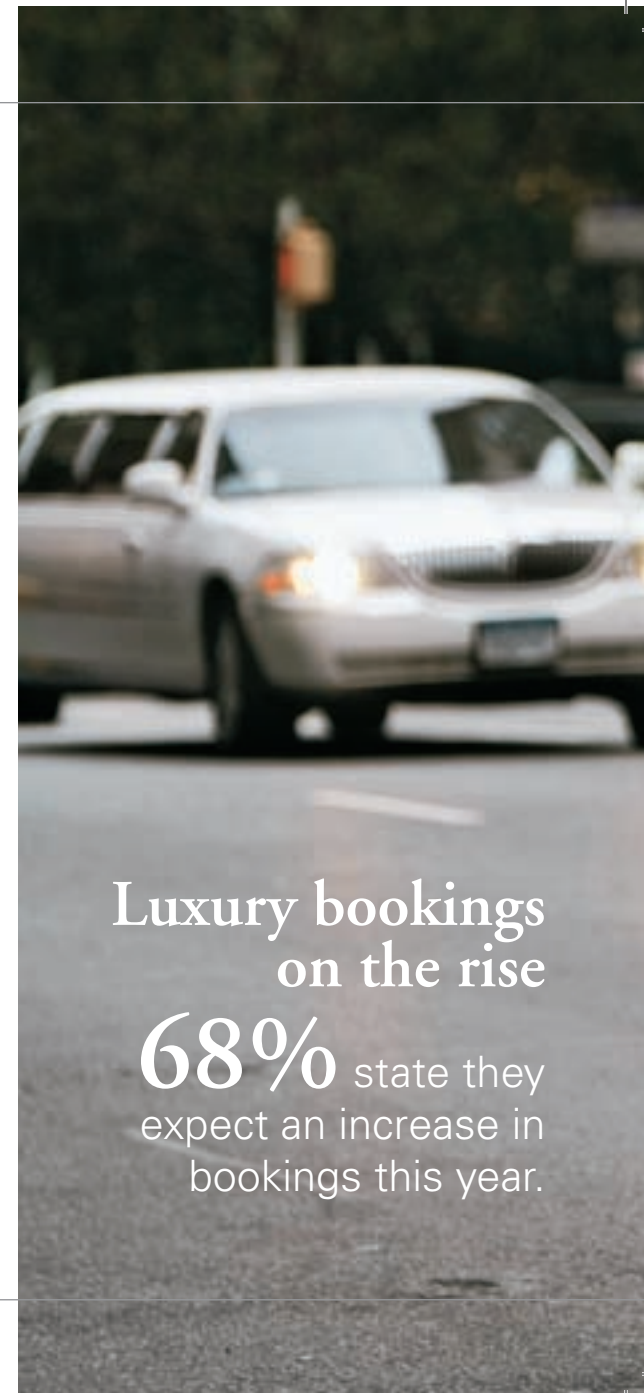
“From cover to cover, *Luxury Travel Advisor* helps keep us informed on so many luxury products. Past issues are filed in our travel library – they are definitely worth keeping!”

Barbara Gallay, President, Linden Travel

“I feel that I am getting the best information possible from *Luxury Travel Advisor*. Information that enables me to excite my clients about a destination, product or idea leading to a very lucrative luxury booking.”

Donna Greenspan, Travel Quest

LUXURY
TRAVEL ADVISOR



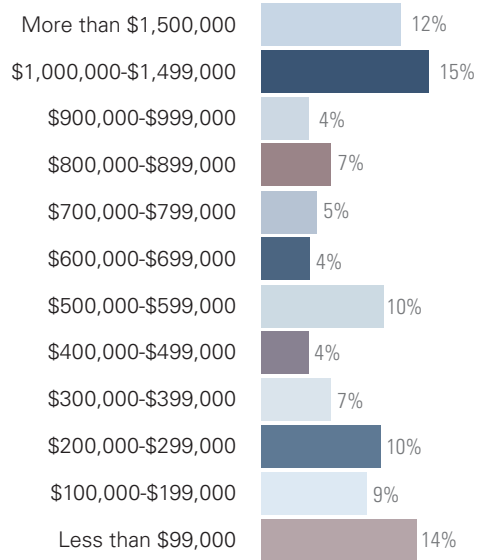
Luxury bookings
on the rise

68% state they
expect an increase in
bookings this year.



High Booking Volume

Luxury Travel Advisor offers qualified buyers



Active and engaged readers

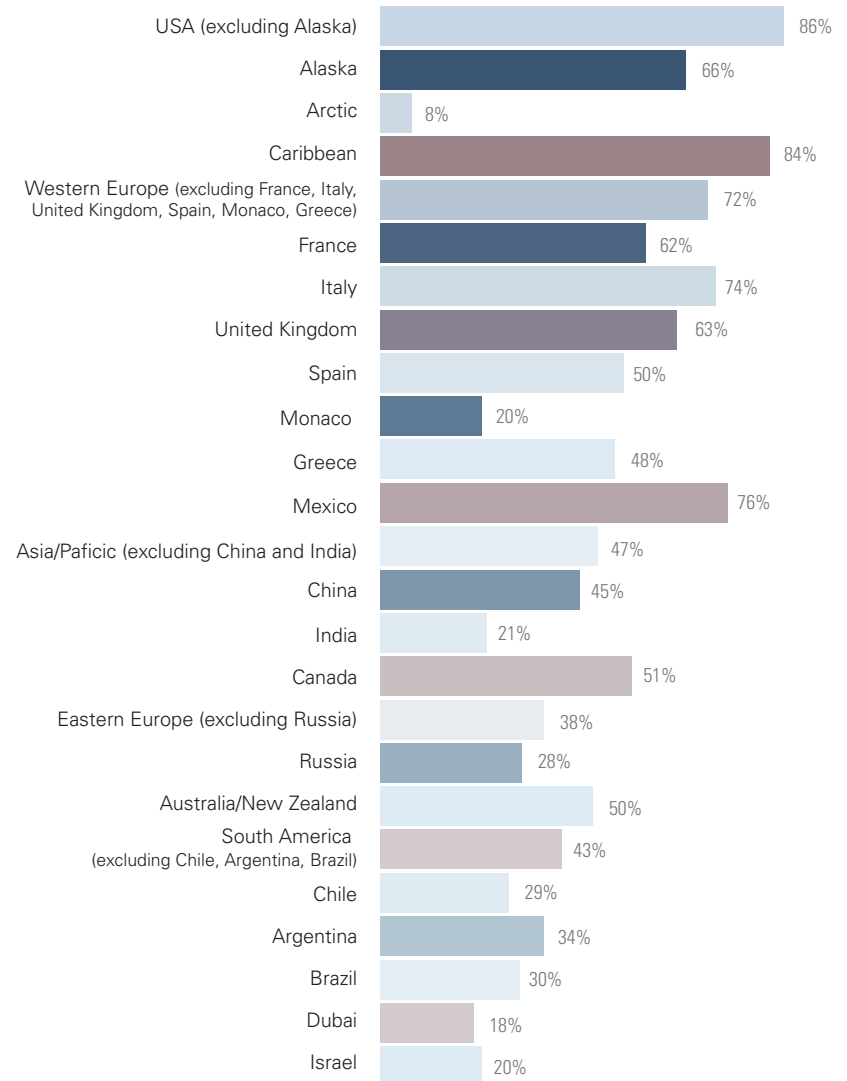
100% of readers pass along their issue of *Luxury Travel Advisor* to at least one colleague.

Active and diversified bookings



LUXURY
TRAVEL ADVISOR

Booked travel destinations in the past year



Each reader purchases and/or arranges travel in your market

The industry authority

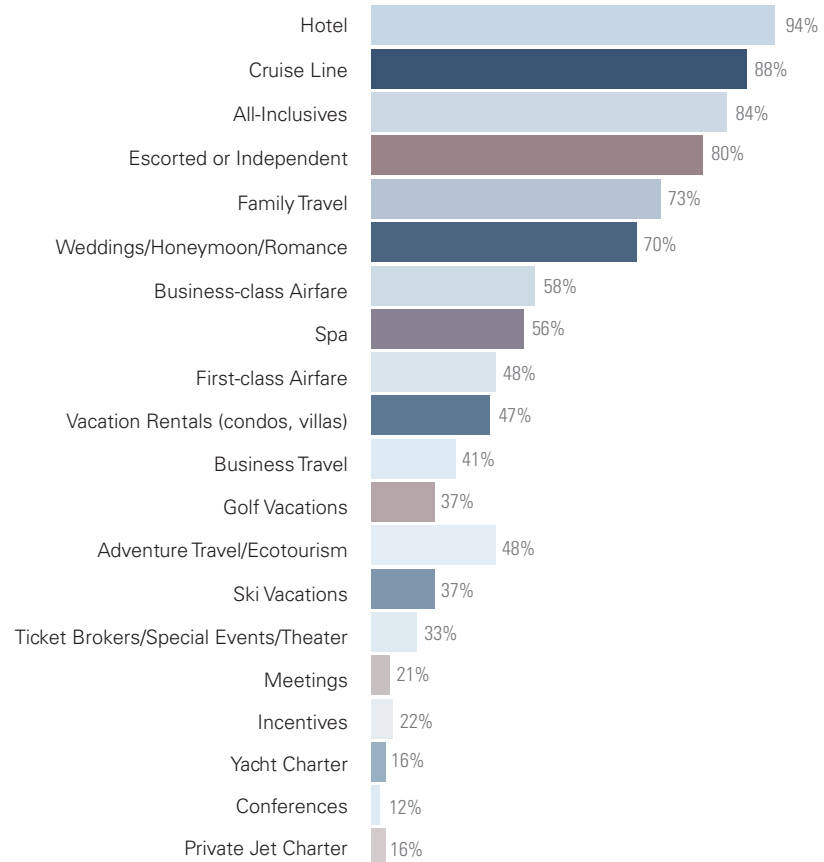
Luxury Travel Advisor was voted the top authority on:

Luxury travel destinations: **92%**

Luxury hotels: **89%**

Luxury cruises: **88%**

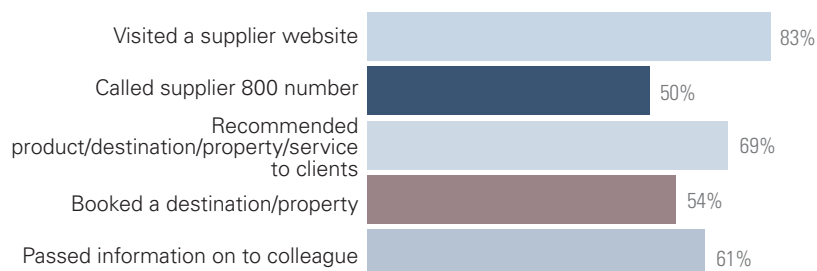
Luxury spas: **84%**





Luxury Travel Advisor presents a receptive and responsive audience

Actions taken based on the advertising
seen in *Luxury Travel Advisor*



54%

booked a destination/property
based on advertising seen in
Luxury Travel Advisor.

LUXURY
TRAVEL ADVISOR

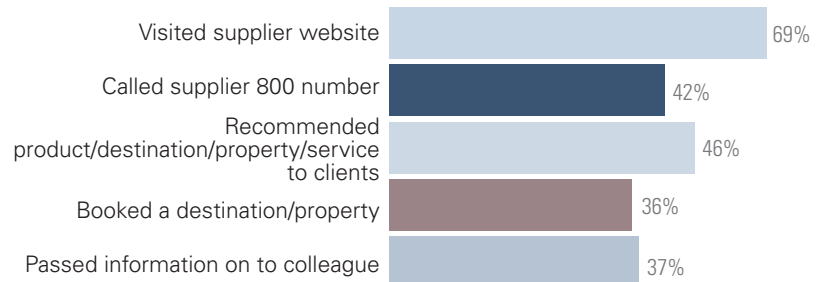
*The
Registry*

YOUR LITTLE
BLACK BOOK
OF ESSENTIAL
LUXURY
SUPPLIERS



Luxury Travel Advisor Registry

Actions taken based on the
advertising seen in the *Registry*



"It is a fast, finger-tip-available resource."

Mechtild Kosin, Travel House of Quincy

42% reference the Registry
AT LEAST once every
two weeks.