



Luxury Market Insights presents: 2011 Survey of Affluence and Wealth in America

Caribbean Tourism Organization
September 17, 2011

AMERICAN EXPRESS
publishing

Harrison Group

CONFIDENTIAL, PROPRIETARY & TRADE SECRET INFORMATION

This document contains confidential, proprietary and trade secret information of American Express Travel Related Services Company, Inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed whole or in part to any third parties without prior written consent of American Express.

Agenda

- **About the Survey of Affluence & Wealth**
- **Today's Luxury Market – The Big Trends**
- **Defining the Affluent Caribbean Traveler**

CONFIDENTIAL, PROPRIETARY & TRADE SECRET INFORMATION

This document contains confidential, proprietary and trade secret information of American Express Travel Related Services Company, Inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed whole or in part to any third parties without prior written consent of American Express.

AMERICAN EXPRESS
publishing

Harrison Group

Survey at a Glance

- Industry leading study now entering its 6th year
- Reflects the top 10% of U.S. households
 - \$100,000+ discretionary income
 - 18 categories and nearly 200 brands represented
- In the field monthly – 3,400 total interviews planned for 2011

CONFIDENTIAL, PROPRIETARY & TRADE SECRET INFORMATION

This document contains confidential, proprietary and trade secret information of American Express Travel Related Services Company, Inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed whole or in part to any third parties without prior written consent of American Express.

AMERICAN EXPRESS
publishing

Harrison Group

Who We Represent

	Total Sample	Upper Middle Class	Affluent	Super Affluent	Wealthy
Discretionary income	\$100K+	\$100-\$150K	\$150-\$250K	\$250-\$499K	\$500K+
Median Income	\$275K	\$138K	\$225K	\$375K	\$950K
Median Assets	\$1.5MM	\$1MM	\$1.5MM	\$2.3MM	\$4.5MM
# of U.S. Households	11.5MM	5.8MM	3.7MM	1.4MM	668k
% of U.S. Households	10%	5.1%	3.3%	1.2%	0.6%

CONFIDENTIAL, PROPRIETARY & TRADE SECRET INFORMATION

This document contains confidential, proprietary and trade secret information of American Express⁴ Travel Related Services Company, Inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed whole or in part to any third parties without prior written consent of American Express.

AMERICAN EXPRESS
publishing

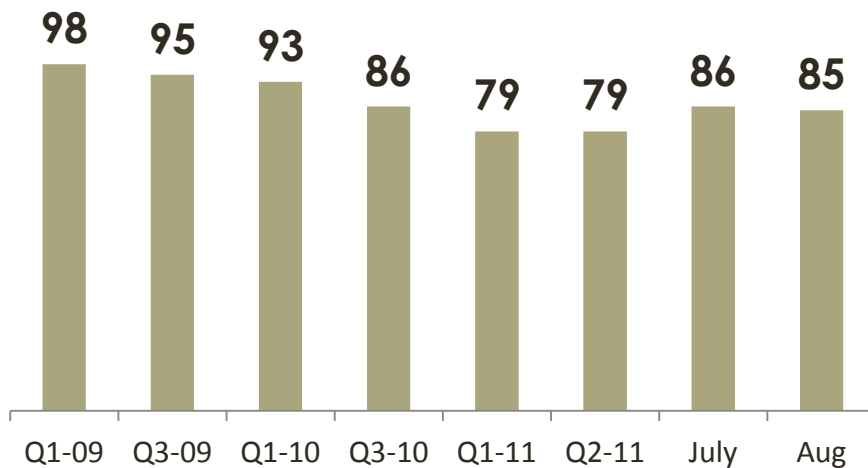
Harrison Group

Today's Luxury Market – The Big Trends

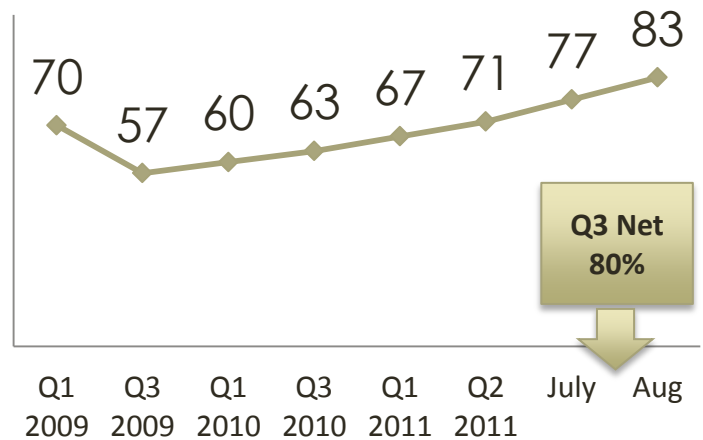
It Ain't Over Yet

Double Dip or Same Recession?	August 2011 (%)
Yes, it's a double dip	35
No, it's all part of the same recession	65

The U.S. is Currently in a Recession



Recession Will Last at Least Another Year *



* Among those who believe we are still in a recession

CONFIDENTIAL, PROPRIETARY & TRADE SECRET INFORMATION

This document contains confidential, proprietary and trade secret information of American Express Travel Related Services Company, Inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed whole or in part to any third parties without prior written consent of American Express.

AMERICAN EXPRESS
publishing

Harrison Group

Consumers a Bit More Skittish

% Agree...	Q1 2011 %	Q2 2011 %	July 2011 %	Aug 2011 %
I am looking forward to spending more money this year than last	35	30	19	21
I am looking forward to buying luxury goods and services more now than I did a year ago	30	24	11	20

Confidence Plunges

Confidence in the Ability of... Top 3 Box (8, 9, 10 on a 10 pt. Scale)	June 2011 %	July 2011 %	August 2011 %
Our President to lead us through tough times	34	28	19
My financial companies to act responsibly	29	29	23
The Federal Reserve to act responsibly	27	25	24
Your local government to govern responsibly	24	19	17
U.S. business leaders to act responsibly	21	14	13
The national government to govern responsibly	18	10	5
The financial industry to act responsibly	16	12	8

CONFIDENTIAL, PROPRIETARY & TRADE SECRET INFORMATION

This document contains confidential, proprietary and trade secret information of American Express Travel Related Services Company, Inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed whole or in part to any third parties without prior written consent of American Express.

AMERICAN EXPRESS
publishing

Harrison Group

Weighing Concerns

All rising in August...

Extremely/Very Concerned	June 2011 %	July 2011 %	August 2011 %
Taxes	78	66	71
National debt	76	76	82
Inflation	72	54	62
Double Dip Recession	62	59	72
Volatility in the stock market	59	61	74
China's Influence	56	42	55

CONFIDENTIAL, PROPRIETARY & TRADE SECRET INFORMATION

This document contains confidential, proprietary and trade secret information of American Express Travel Related Services Company, Inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed whole or in part to any third parties without prior written consent of American Express.

AMERICAN EXPRESS
publishing

Harrison Group

Major Purchases Rebound Slightly in August

Recently Purchased/Spent	June 2011 %	July 2011 %	August 2011 %
Vacation in a resort destination in the past year	53	39	49
High tech media or entertainment device valued at \$1,000 or more in the past year	36	33	35
Jewelry piece valued at \$500 or more in the past 2 years	34	22	35
Spent \$10,000 or more on a single vacation trip in the past year	23	17	21
Spent \$5,000 or more in department stores in the past year	23	16	20
Spent \$5,000 or more in discount/outlet stores in the past year	21	11	12
Spent \$5,000 on fashion in the past year	20	12	17

CONFIDENTIAL, PROPRIETARY & TRADE SECRET INFORMATION

This document contains confidential, proprietary and trade secret information of American Express Travel Related Services Company, Inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed whole or in part to any third parties without prior written consent of American Express.

AMERICAN EXPRESS
publishing

Harrison Group

Defining the Affluent Caribbean Traveler

Demographics

The Affluent Caribbean Traveler

	Q2 '09 Caribbean Traveler*	Q2 '09 Other Intl. Traveler	Q2 '11 Caribbean Traveler	Q2 '11 Other Intl. Traveler
Male	51	56	58	53
Age			47	49
Mean Household Income	\$545k	\$516k	\$568k	\$516k
Mean Assets	\$4.8MM	\$4.7MM	\$6.5MM	\$4.3MM
C-Level/Officer	8%	6%	20%	12%
Prof Services Provider	23%	23%	33%	36%
Family (Kids <18)	44%	42%	46%	27%

*Caribbean Traveler – Plan to visit Caribbean in next 2 years

CONFIDENTIAL, PROPRIETARY & TRADE SECRET INFORMATION

This document contains confidential, proprietary and trade secret information of American Express Travel Related Services Company, Inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed whole or in part to any third parties without prior written consent of American Express.

AMERICAN EXPRESS
publishing

Harrison Group

Never Stopped Traveling & Didn't Cut Quality

Past Year:	2009	2010	Q2'11	Caribbean Traveler Q2'11
Spent on Personal Travel	\$9,841	\$9,326	\$10,599	\$18,083
Average Days on Vacation	n/a	25	25	30
Hotel Nights	17	17	13	17
Average Daily Hotel Rate	\$269	\$316	\$286	\$281
Highest Paid Hotel Rate	\$385	\$412	\$365	\$409

CONFIDENTIAL, PROPRIETARY & TRADE SECRET INFORMATION

This document contains confidential, proprietary and trade secret information of American Express Travel Related Services Company, Inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed whole or in part to any third parties without prior written consent of American Express.

AMERICAN EXPRESS
publishing

Harrison Group

Travel Remains a Priority

	Q2 2011		
	Total	Caribbean Traveler	Other Intl. Traveler
My personal travel will be pretty much the same as in recent years	51	51	57
I plan to take a very special vacation	18	39	17
I will stay in the same tier of hotel, but expect to find better deals	20	29	22
I will be spending more on personal travel	15	26	18
I will be taking more trips	14	26	15
I am planning the same number of trips, but will be staying closer to home	7	5	7
I am eliminating travel completely this year	7	3	1

Travelers Return to Caribbean

	Q2 2011		
	Total	Caribbean Traveler	Other Intl. Traveler
Canada	45	54	49
Caribbean & West Indies	44	86	36
Hawaii	41	43	45
United Kingdom (England, Scotland, Wales)	38	48	42
France	33	45	33
Italy	32	35	38
Mexico	30	44	29
Spain	19	31	20
Alaska	17	20	18
Germany	17	25	18
Bermuda	11	23	9

Q: Of the destinations you have visited, which do you plan on returning?

A Final Look

Remember the trends:

- Brightening climate, but...
- It's a resourceful market, it's a confident market
- Travel spending remains a priority
- Unwilling to give up quality
- Caribbean remains a preferred destination

The Survey of Affluence and Wealth in America: 2011

THANK YOU

AMERICAN EXPRESS
publishing

www.AmexPub.com

Harrison Group

www.HarrisonGroupInc.com