

CARIBBEAN TRAVEL + LIFE RANKS #1 IN MMR COMPOSITION/INDEX FOR THE FOLLOWING:

WHERE THEY TYPICALLY STAY:

- Rental Villas/Homes
- 5-Star Accommodations
- On a Cruise Ship

AIRLINE CLASS USUALLY FLOWN:

- First Class
- Business Class
- First Class or Business Class

CRUISES IN PAST 3 YEARS:

- 6 Days or Less
- Any (one or more)

DESTINATIONS PAST 3 YEARS:

- Any Atlantic/Caribbean
- Aruba
- Bahamas
- Jamaica
- Puerto Rico
- Other Caribbean

NUMBER OF PEOPLE ON MOST RECENT TRIP:

- 2+
- 3+
- 5+

MOST RECENT TRIP ACTIVITIES:

- Visited a Casino
- Gambled
- Went to a Theme Park
- Went to the Beach
- Went Scuba Diving/Snorkeling
- Went Swimming
- Went Boating/Sailing
- Participated in Other Sports Activities/Events

Source: 2011 Mendelsohn Affluent Study, Vacation/Business/Personal Travel; Ranks #1 against Condé Nast Traveler, National Geographic Traveler, Travel + Leisure, and Arthur Frommer's Budget Traveler

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