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TravelAgent

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AAA Survey Finds Girlfriend Getaways Increasing

Jul 20, 2007
Travel Agent

A recent AAA and Aspire survey on girlfriend getaways found that 24 percent of American women have taken a girlfriend getaway in the past three years, and 39 percent of American women plan on taking one in the next three years. Agents should take note of this trend and think about which of their clients might be interested in taking such a vacation. Women participating in the survey said the most common types of trips include a beach (66 percent) or spa (63 percent) destination, a shopping trip (55 percent) and taking a cruise (51 percent). Visit [www.aaa.com]. (JP)

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