



FOR IMMEDIATE RELEASE
JANUARY 12, 2009

Contact: Jennifer Whittle
Mullen Public Relations
602-222-4343
Renie Cavallari
Aspire
602-392-0700

CALLING ALL GIRLFRIENDS: 2009 TOP 20 GIRLFRIENDS' GETAWAYS

PHOENIX -- From sunset yoga on the beach to pajama parties with personal martini butlers, girlfriends are going to have more fun getting away this year, according to the 2009 Top 20 Girlfriends' Getaways ranked by Aspire.

Hospitality guru Renie Cavallari, CEO of Aspire and author of the new book, "The Official Girlfriends' Getaway Guide," uncovered the country's best girlfriends' getaways and what women want.

Aspire and AAA Worldwide Travel recently performed research and found women-only getaways have become a \$6 billion business segment and provide a great opportunity for properties to get creative, drive big revenue and benefit from this multi-billion dollar girlfriend market.

"The primary reasons for women getting away are to bond with friends and leave their responsibilities, kids and husbands at home to reduce stress and recharge," said Cavallari.

"Even during these challenging times, women want to get away together to relax and bond with friends and a hotel doesn't have to be a fancy destination to tap into this growing market," she said.

Women are taking adventure trips, self-discovery classes, shopping excursions,

- more -

1ST ADD

2009 TOP 20 GIRLFRIENDS' GETAWAYS

wine tastings, sightseeing tours, sampling new cuisine and big city fun, wrangling on dude ranches and spending a day of bliss at a spa.

Cavallari's must-read "Official Girlfriends' Getaway Guide," helps women get what they want from a girlfriends' getaway and to get the planning and preparation done quickly and easily for an organized and rejuvenating girlfriends' getaway.

Cavallari and her girlfriends have done extensive research on girlfriends' getaways and how to discover all the great things that come from getting away with girlfriends.

"The right planning goes a long way in creating beautiful moments that last a lifetime," said Cavallari. "This brief personal guide will help girlfriends celebrate their time together and pull off the greatest getaway ever."

"Women benefit immensely from escaping their everyday personal and professional responsibilities and bonding with female friends," she added. "The important first step is giving your self permission to take that much-needed and well-deserved break."

In Dr. John Gray's latest book, "When Men and Women Collide," he indicates that there actually is a physiological component that reacts in women when they get away and bond -- oxytocin. Friendship between women appears to stimulate oxytocin to greater levels as women tend to nurture each other, particularly on girlfriends' getaways.

The step-by-step book provides self tests that help women determine if they need a getaway, who to go with, and how to get the most out of their time away. As a perfect getaway planner, it also has a list of hot getaway locations, great ideas and packing tips, a planning checklist, and ways to save on your budget for taking that trip in 2009.

All-girl getaways are travel's hottest phenomenon, so grab your favorite girlfriends and hit the road!

- more -

2ND ADD

2009 TOP 20 GIRLFRIENDS' GETAWAYS

The following are the **2009 Top 20 Girlfriends' Getaways** where properties are catering to women with amenities and special vacation packages. These getaways can also be found on Cavallari's Web site created for women, www.givetoyourself.com, featured on its "The Top Girlfriend Getaway Packages for 2009." The "Official Girlfriends' Getaway Guide" is available for purchase at www.officialgirlfriendsgetawayguide.com.

Bernardus Lodge, Carmel Valley, Calif. -- VIP wine tastings and spa treatments at this lodge and winery nestled among the oaks and vineyards of scenic Carmel Valley; www.bernardus.com.

Camp Getaway, Angelus Oaks, Calif. -- Weekend retreats with canoe paddling, bow and arrow, tie-dye shirt creations, hiking, singalongs and home-cooked meals in Southern California's beautiful San Bernardino Mountains; www.campgetaway.com.

The Colony Beach & Tennis Resort, Longboat Key, Fla. -- Gift bag upon arrival containing everything for a beachside afternoon; dinner, wine tastings and breakfast delivered to suite at this tropical beachfront resort located on exclusive Longboat Key, Fla.; www.colonyfl.com.

Drowsy Water Ranch, Granby, Colo. -- Be a cowgirl on this 600-acre dude ranch offering an authentic western vacation with real down-home hospitality with cozy lodge guest rooms nestled in its own private mountain valley; www.drowsywater.com.

Enchantment Resort, Sedona, Ariz. -- Enjoy a jeep tour and private meditation session set in the beautiful red rock country of Sedona; adobe casita-style accommodations offer world-class comfort amid this pristine 70-acre setting; daily breakfast and champagne welcome amenity; www.enchantmentresort.com.

- more -

3RD ADD

2009 TOP 20 GIRLFRIENDS' GETAWAYS

Four Seasons Hotel, Chicago -- Personal visit from the "Martini Man" for a private cocktail hour; contemporary ambiance with Lake Michigan and city views; complimentary makeover from Bloomingdale's with gift; special savings from Chicago's 900 Shops; www.fourseasons.com/chicagofs.

Four Seasons Hotel, Las Vegas -- Strip-view room with welcome shopping kit including savings and personal consultations from Saks Fifth Avenue; in-room cocktails upon arrival by your own "Martini Butler," spa treatment and breakfast; ambiance features an oasis of serenity amid the excitement of Las Vegas; www.fourseasons.com/lasvegas.

Grand Bohemian Hotel, Orlando, Fla. -- Black feather boas, disposable cameras and a ladies night scrapbook; dinner and signature martini with keepsake martini shaker; limo to nightclubs, late-night snacks and post-party breakfast in Orlando's landmark luxury hotel featuring an elegant 20th century European theme; www.grandbohemianhotel.com.

Heidel House Resort and Evensong Spa, Green Lake, Wis. -- Spa credit and spa gift; lunch and local store special offers; located on the shores of beautiful Green Lake encompassing 20 picturesque acres of wooded land; resort amenities include a 60-foot yacht; www.heidelhouse.com.

The Inn & Spa at East Wind, Wading River, New York State -- Welcome gift basket and reception; spa treatments, breakfast, lunch, dinner; night of shopping and classes such as yoga, wellness seminar; luxurious hotel on 25 acres marks the crown jewel of Long Island's North Fork within a short drive to the Hamptons; www.eastwindlongisland.com.

JW Marriott Desert Ridge Resort & Spa, Phoenix -- Cosmos at lounge, spa treatments, Starbucks drinks, gal pal turndown gift with fashion magazines; disposable camera and breakfast at resort restaurant; deluxe room accommodations at the largest

- more -

4TH ADD

2009 TOP 20 GIRLFRIENDS' GETAWAYS

luxury resort in Arizona where Phoenix meets Scottsdale with four acres of landscaped pools including the Lazy River with serpentine slide; www.jwdesertridgeresort.com.

Kimberly Hotel, NY -- Daily breakfast, spa treatments galore and special take-home gift; complimentary in-room movie with popcorn; shopping coupons for nearby luxury retail; nestled in New York City's fashionable East Side in Manhattan; convenient to Rockefeller Center, Radio City Music Hall, Times Square and the Theater District; www.kimberlyhotel.com.

Kimpton Hotels - Hotel Monaco, San Francisco -- Self-discovery opportunity including Dancing With the Stars at Cheryl Burke's studio with gift certificate to Capezio Dance, Dancing With the Stars DVD; credit for in-room spa treatment in this glamorous, romantic San Francisco boutique hotel; www.kimptonhotels.com.

Lake Buena Vista Resort Hotel - Best Western, Orlando, Fla. -- Girlfriends Movie Pack including pizza; welcome cocktail, breakfast; in-room Swedish massages; complimentary transportation to outlet centers; enjoy magical experiences at the resort hotel located in the Walt Disney World Resort; www.lakebuenavistaresorthotel.com.

Loews Lake Las Vegas Resort, Las Vegas -- Become a desert diva and enjoy a welcome basket including champagne, abundance of spa treatments and late checkout in an exceptional destination with the warmth of a Moroccan-inspired retreat in Nevada's rugged foothills; www.loewshotels.com.

Omni Hotels, All North America Hotels -- Sensation Bar Basket upon arrival with chick flick, wine, chocolates, lip masque and a girlfriends' tarot card kit; advance concierge for arranging services in the elegant Omni hotels; www.omnihotels.com.

The Raphael, Kansas City -- It's pajama party time complete with margaritas, pizza, popcorn, candy and chick flicks; breakfast, disposable camera and use of fun

- more -

5TH ADD

2009 TOP 20 GIRLFRIENDS' GETAWAYS

board games in an elegant charming boutique hotel located in the heart of Kansas City;

www.theraphaelkc.com.

The Shores Resort & Spa, Daytona Beach, Fla. -- Champagne and strawberries upon arrival; relax in a cabana for the day, martini pedicure, in-room movie and late check out at this luxurious beachside retreat with breathtaking views of the Atlantic and Intracoastal Waterway;

www.theshoresresort.com.

St. Joseph Institute and Laurel Wellness Center, State College, Pa. -- Five organic meals and five spa services at this retreat located on 200 acres of woodlands featuring spiritual gardens, indoor/outdoor recreation facilities and holistic healing to cleanse the body and soul;

www.stjosephinstitute.com.

Willows Lodge, Woodinville, Wash. -- Special diva arrival amenities, five-course dinner paired with Washington wines; wine tasting tour by limo; wine and popcorn delivered to suite for a pajama party at this luxurious wine and culinary destination resort; www.willowslodge.com.

Aspire is an international marketing and training company positioning organizations to achieve and sustain optimum performance. Aspire provides innovative learning, strategic marketing, leadership training and cultural alignment for increasing revenues, growth in market share, a re-energized sales force and lasting changes in attitudes and outcome. Founded in 1995, Aspire has headquarters in Phoenix, Ariz. with a network of inspiring professionals across the country. For further information, visit www.aspiremarketing.com.

Renie Cavallari, Aspire's founder and chief inspiration officer, is an energetic trainer, strategist, speaker, author and leader who is best known for collaborating with teams to inspire success and unleash the uncharted possibilities of people and organizations.