

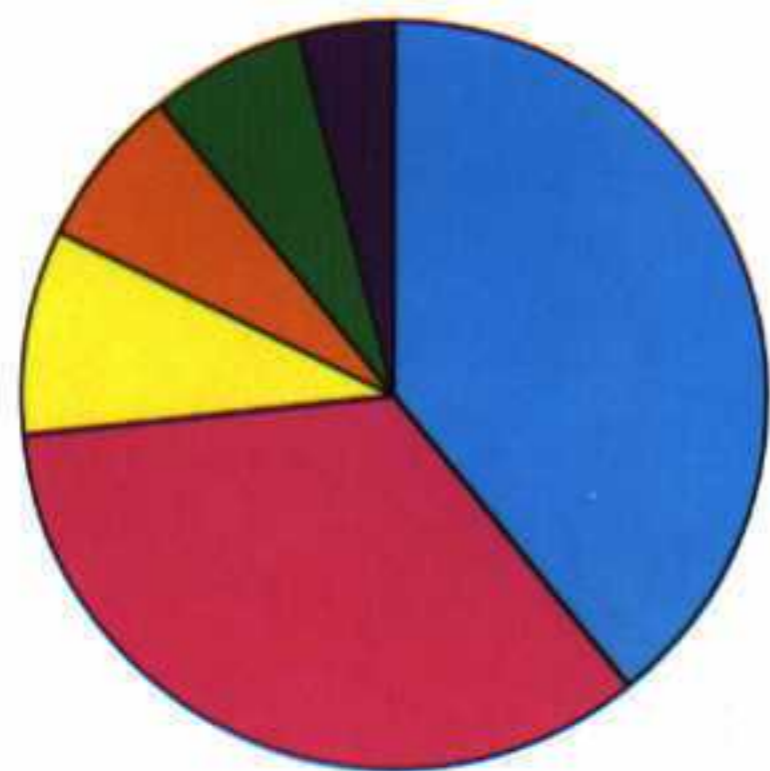
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WHAT THE NUMBERS SAY ABOUT THE  
**vacation market**

There's been plenty of anecdotal information about the growing popularity of girlfriend getaways, but now there is a new survey that quantifies it. AAA teamed up with Aspire, a consulting and training company, to survey 1,500 women online and 513 by telephone,

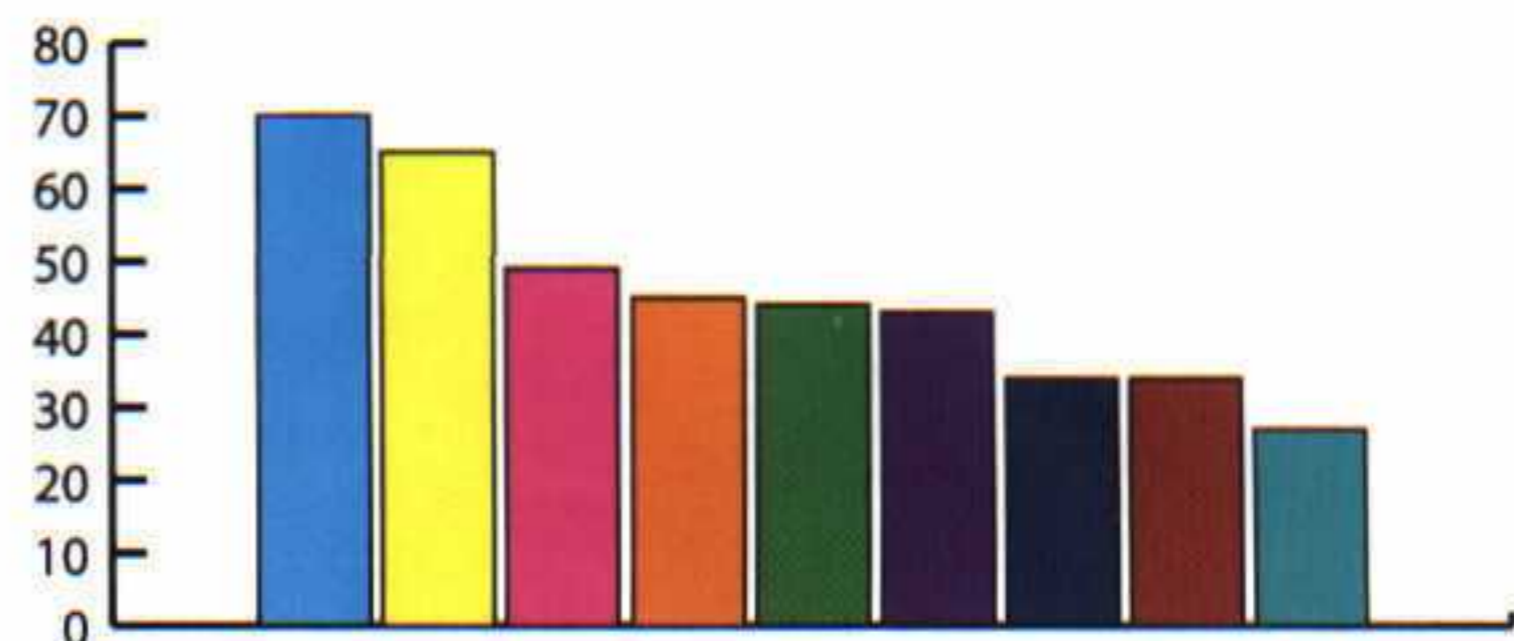
followed up by focus groups of 16. The survey found that 24 percent of respondents said they had taken a vacation with other women in the past three years—and that 39 percent hope to do so. Here are some of the other findings.

**REASON FOR TAKING THE GIRLFRIEND GETAWAY**



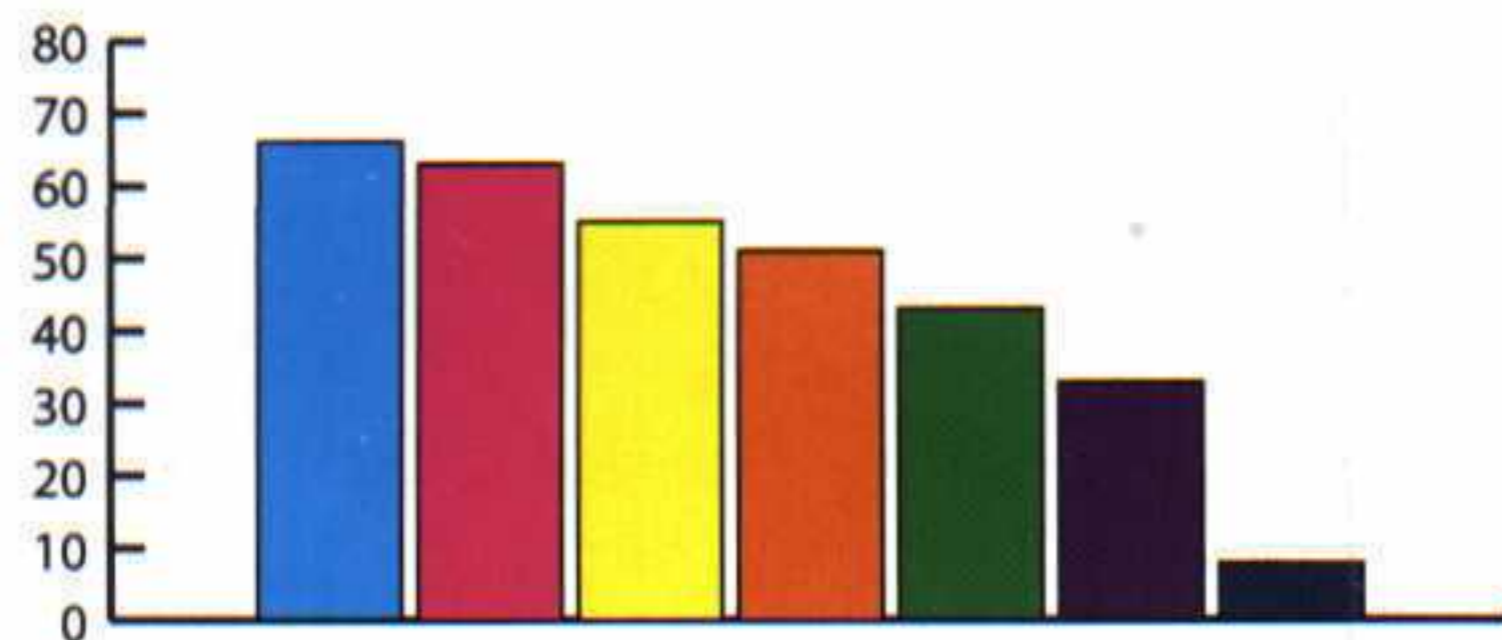
No reason **40%**  
 Reconnect with friends **35%**  
 Birthday celebration **9%**  
 Bachelorette party **7%**  
 Social club trip **7%**  
 Family reunion **4%**

**REASON FOR PLANNING A FUTURE GIRLFRIEND GETAWAY**



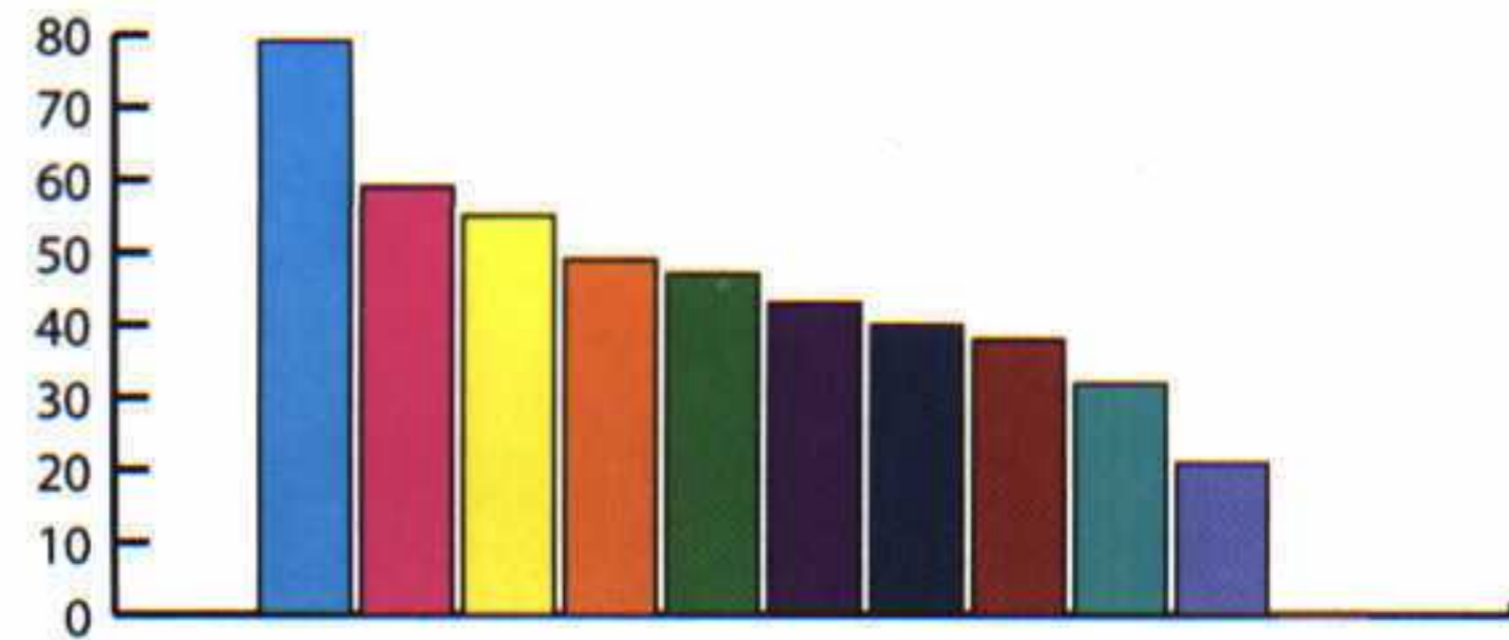
Bonding with family/friends **70%**  
 Escape from daily responsibility **65%**  
 Share new experiences together **49%**  
 Freedom to be myself **45%**  
 Explore new destinations together **44%**  
 Break from work **43%**  
 Break from significant other **34%**  
 Break from kids **34%**  
 Celebrate an important occasion **2%**

**WHAT ARE APPEALING TYPES OF GIRLFRIEND GETAWAYS?**



Beach vacation **66%**  
 Spa retreat **63%**  
 Shopping trip **55%**  
 Cruise **51%**  
 City trip **43%**  
 Special interest tour **33%**  
 Ski resort **8%**

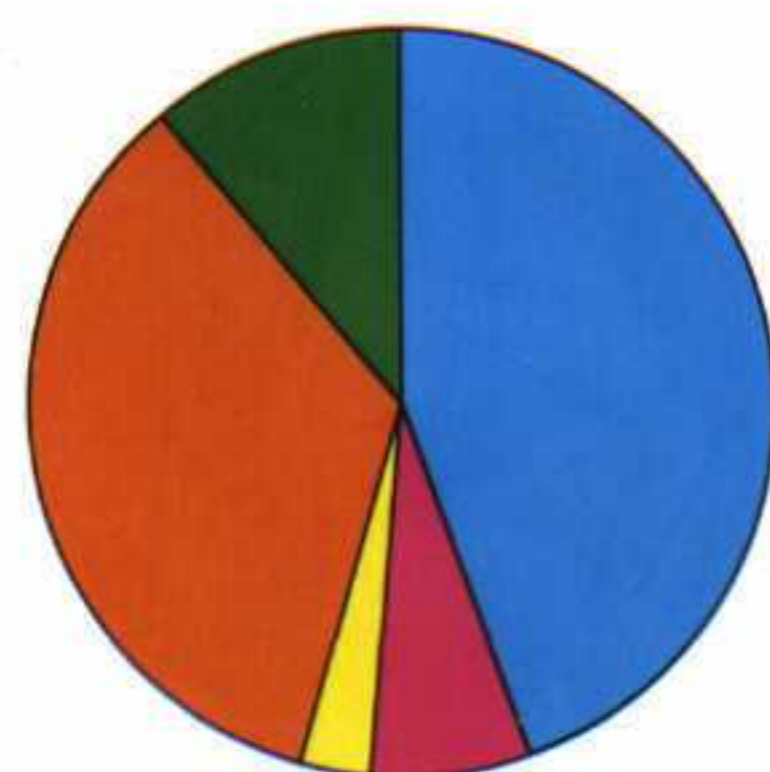
**WHAT ARE THE SUBJECTS DISCUSSED FREQUENTLY WHILE ON A GIRLFRIENDS GETAWAY?**



Men/significant others **79%**  
 Past **59%**  
 Children **55%**  
 Sex **49%**  
 Future **47%**  
 Work **43%**  
 Current Events **40%**  
 Health **38%**  
 Fashion **32%**  
 Finances **21%**  
 Pop Culture **0%**

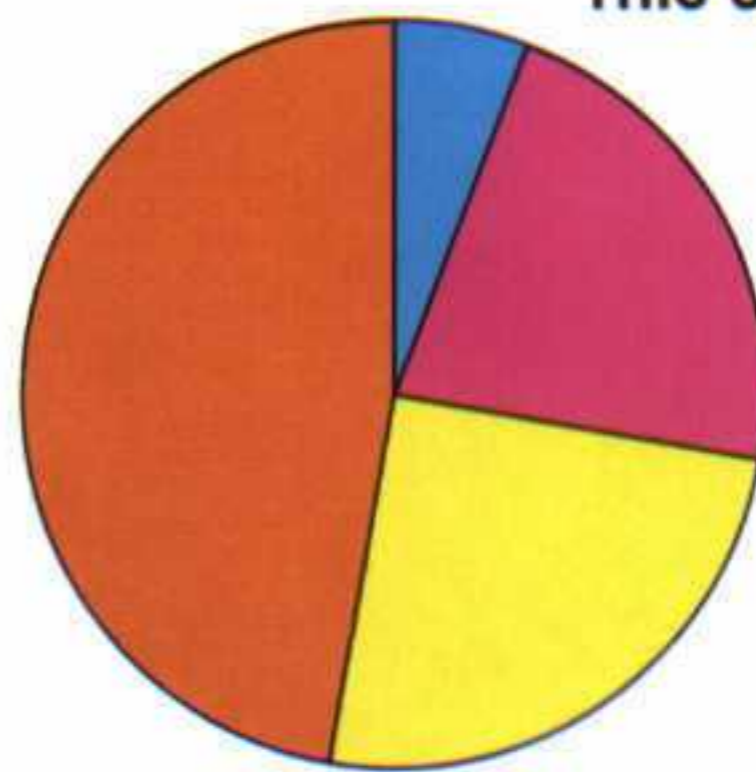
Just over half (54 percent) of all U.S. adults are taking a vacation this summer, according to an online poll of 2,372 by Harris Interactive. Here are some interesting findings.

**HAVE YOU OR ARE YOU TAKING A VACATION THIS SUMMER?**



Yes, domestic only **45%**  
 Yes, both domestic and international **7%**  
 Yes, international only **3%**  
 No **35%**  
 Not Sure **11%**

**APPROXIMATELY HOW MUCH DO YOU PLAN ON SPENDING THIS SUMMER ON YOUR VACATIONS?**



\$1-250 **6%**  
 \$201-500 **22%**  
 \$501-1,000 **25%**  
 \$1,001-plus **47%**

hot numbers