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**WHAT WOMEN WANT:
WOMEN WANT TO GETAWAY AND IT'S A \$6 BILLION SEGMENT**

*by Renie Cavallari
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Aspire and AAA Worldwide Travel performed research on the Girlfriend Getaway market and uncovered this once emerging trend has become a \$6 billion dollar segment!

Though Girlfriend Getaways represent 4% of the U.S. travel industry sales, most hotels aren't on it. Of the 1,529 women interviewed, we uncovered many interesting facts:

60% of those taking girlfriend getaways are between the ages of 35-45

88% have children less than 18 years old

72% are married

The primary reasons for getting away is to bond with friends and leave their responsibilities at home to "refuel" themselves. Dr. John Gray, the author of "*Men are from Mars, Women are from Venus*" and his latest book "*When Men and Women Collide*" indicates there is actually a physiological component that happens to women when they get away and bond:

"Oxytocin is the bonding hormone and research shows that oxytocin is the primary hormone in a woman's body that is responsible for helping her cope with

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1ST ADD GIRLFRIEND GETAWAYS

stress effectively. Friendships between women appear to stimulate oxytocin to greater levels as women tend to nurture each other when they get together, particularly on girlfriend getaways.”

Here are a few tips on capturing this new blue ocean:

1. Understand that girlfriends go shopping for their Girlfriend Getaway options and the Internet is the first place women go to shop. Have a Girlfriend Getaway tab that promotes special Girlfriend Getaway services, amenities, getaway tips and packages.
2. Keep everything easy from reservations to on-site coordination.
3. Girlfriend Getaways are about bonding not necessarily activity. Promote property areas to catch up and talk.
4. If you have rooms with sitting areas, suites or even connecting rooms, be sure to leverage this. Girlfriends want to be on the same floor and the closer the better.
5. Offer a “we hold your lounge chairs pool side” service so regardless of when we hit the pool (a major bonding spot) we have chairs together. If you have cabanas, offer them as a package option.
6. Girlfriends like options so be sure to share added value components like manicures, pedicures, facials, gift cards, personal shopper, makeover specialists, etc.
7. Promote concierges to help girlfriends so they don’t have to organize activities.
8. Girlfriends love amenities:
 - a. Champagne to celebrate their getaway upon arrival
 - b. Special discounts or gift certificates for area shopping

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GIRLFRIEND GETAWAYS

- c. Easy transportation service that ensures safety
 - d. Complimentary makeovers by your nearby department store
 - e. Lush robes so we can sit and relax
 - f. Yoga or meditation classes
 - g. Relaxing CD with aromatherapy
9. Girlfriends need hangers. We love free pressing services and if someone can shine our shoes, we may just bring a few extras as we don't have time to get them done at home!
10. Packages are great for girlfriends as long as they are flexible. Girlfriend getaways are about relaxation. Create a "make-your-own package" and find that girlfriends will spend more.

Women want to getaway and you don't have to be a fancy destination to get this growing market!

Renie Cavallari is CEO and Chief Inspiration Officer for Aspire, an international training and consulting company positioning organizations to achieve 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 with a network of inspiring professionals across the country.

For more information on how to drive the Women Buying Segment for your business, visit www.aspiremarketing.com or call Aspire at 602-392-0700. For the complete research package on Girlfriend Getaways see www.givetoyourself.com.