



"The Getaway Girl™"

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Grab Your Flip Flops and Go! *Girls Getaway Guide* Expands to Key West

ORLANDO, FLORIDA— (Oct. 7, 2008) With the girlfriend getaway market representing four percent of all U.S. travel spending (about \$200 million), it is no surprise that the strong demand for the *Girls Getaway Guide* series has led to its expansion to a second city – Key West.

The Southernmost Point in the U.S. is a wild and colorful home to modern-day adventurers, poets, and artists. This laid-back island is full of iconic history, charming architecture, fantastic restaurants, unique island shops, exciting nightlife, incredible outdoor and water sports activities and fabulous art galleries, making it the perfect destination for a girls' getaway.

With today's woman busier than ever, spending quality time with girlfriends is increasingly important. According to GutsyTraveler.com, U.S. women have become a driving force in the travel market with more than 32 million trips taken in the last year. Twenty-four percent of American women have taken a girls getaway in the past three years, and 39% of American women plan to take a girls getaway in the next three years.

Author Casey Wohl, The Getaway Girl™, has always been a travel lover, but it wasn't until she went through personal challenges that she realized the true emotional and psychological value of a girls' getaway. Unable to find city-specific travel books for women, she launched the first in her travel guide series, *Girls Getaway Guide to Orlando: Leave Your Baggage at Home*, in September 2007. The guides are geared toward women of all ages who want to get away with their girlfriends, as well as business travelers and convention goers who want to experience what their destination city has to offer.

Wohl and her girlfriends have done extensive research on how to have the perfect girls' getaway weekend in Key West. Everything is covered—from where to stay, where to eat, where to shop, where to get pampered, where to get cultured, where to find nightlife, where to find outdoor and water activities, annual happenings, side trips and where to have fun!

The Getaway Girl™ will launch her book in Key West during the island's popular Fantasy Fest (www.fantasyfest.net) extravaganza. Wohl is co-hosting the first annual "Booty Party" at the Key West Art Bar on Oct. 21 from 5:00 – 8:00 p.m. to benefit Womankind, a unique health care choice for women of all ages and economic situations in Key West. She will also conduct a book signing at Peppers of Key West on Oct. 22 from 3:00 – 5:00 p.m.

Girls Getaway Guide to Key West is the most recent book in a series of women-specific guides by Wohl. It can be purchased on www.Amazon.com, at www.GirlsGetawayGuide.net, or in select in bookstores and boutiques.