



"The Getaway Girl™"

FOR IMMEDIATE RELEASE
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Recessionary Living Alters Travel Interests

ORLANDO, FLORIDA— (Feb. 4, 2009) Experts say one of the top trends in 2009 will be recessionary living. Americans will look for long-term value, not just short-term happiness. In addition, they will place a higher value on quality versus quantity and we will see a movement where money loses prominence in people's lives and is replaced with stability, peace of mind, and sustainability.

Travel experts also see these trends spilling over into the \$200 million girlfriend getaway market. *Girls Getaway Guide* series author and The Getaway Girl™ Casey Wohl has already noticed much more interest in girls getaway trips that cater to improving one's mind, body and spirit and a decrease in the interest in getaways that focus on shopping and self-indulgence.

"In January we released several of our trips for the year and had a lot of inquiries about the Girls Getaway to Montana and the Girls Ranch Getaway," Wohl said. "In fact, we have already added two additional weekends to the Montana trip and are considering adding at least one more ranch weekend."

The Girls Getaway to Montana will provide exercise with a personal trainer, side trips to Yellowstone National Park, white water rafting and other nature-based activities. The Girls Ranch Getaway will provide rest and relaxation on a 5,000 Florida cattle ranch, which will include movie night, cooking demonstrations, exercise and nature-based activities, including wildlife observation.

"It is apparent that women still want to travel and spend time with their girlfriends, but the current economy has shifted everyone's priorities and vacation interests," Wohl said.

According to Wohl, a girlfriend getaway allows you to Leave Your Baggage at Home®, re-connect with old friends and take time for yourself. It is also an important time for women to re-visit the three R's: 1) Recognize where you are in life, 2) Remember what you still want to accomplish in life and 3) Return to a place where your needs and schedule are put first.

Casey Wohl, known as The Getaway Girl™, is passionate about two things: her girlfriends and traveling the world. By combining these two loves, Wohl has created a unique and helpful city-specific travel guide series for women worldwide. Born and raised in Central Florida, Wohl has traveled to 19 foreign countries and has organized many girls' getaways to more than 20 different cities. For more information, visit www.GirlsGetawayGuide.net.