

THE ASAP

A BI-WEEKLY LOOK INTO TRAVEL



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WOMEN AT PLAY: EUPHORIA RETREAT IN MYSTRAS, GREECE



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TRAVELING WHILE FEMALE

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After running my first half-marathon race in two years this past weekend, I am predicting travel will recover faster than my post-race legs! I've been reflecting on last month - Women's History Month and next month which celebrates Mother's Day. Raised by an insightful and understanding mother, I ALWAYS take women seriously and enjoy traveling, working and sharing ideas with them.

My mother subscribed to these words from a past era in the play "A Doll's House":

"Helmer: **Before all else, you are a wife and a mother.**

Nora: **That I no longer believe. I believe that before all else I am a human being.**

Today world is a more dynamic place where all women's voices strive to be heard and respected.

I want to build a community where women of all races can communicate and... continue to support and take care of each other. I want to give women a space to feel their own strength and tell their stories. That is power.

- Beyoncé

And so, I found an intriguing statistic on the Internet: 86% of women would still travel alone, despite turbulent global events. Among US women in relationships, 65% vacationed without their partners.

As a research guy, I have a million questions as we know women are **THE travel decision makers**. Do you wonder about their empowered vacation and business travel choices? Here are some of my questions. Tell me what you'd like to know for your business and personal interests and I'll try to include your inquiry on our monthly TravelTrakAmerica syndicated surveys.

1. What travel destinations are on your bucket list?
2. Who do you like to travel with?
3. Women are fearless travelers –what are the concerns and protections appeal to you for personal safety? (Examples: no masks on planes? Women's only floors?)
4. What experiences attract you to return to a place?
5. What kind of dining experiences do you seek out?
6. Do you prefer staying in a resort, hotel, spa or private residence?
7. Where are you traveling this year?
8. How often will you travel alone? Without a partner?
9. How does ESG influence your travel choices?

Don't forget, Mother's Day is May 8th.

ABOUT OMNITRAK

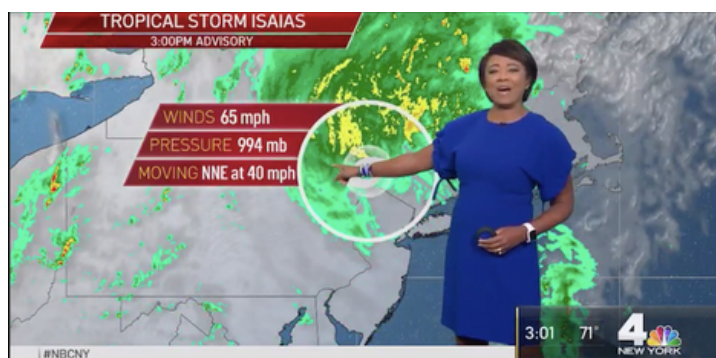


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ABOUT "THE ASAP" BY OMNITRAK

ASAP is a quick twice a month look at travel. Early in the month, I will express an observation about the travel market. At the end of the month, you'll see the latest research in one quick look. Forward to friends who can request a free subscription to The ASAP or suggest a topic for discussion, or a great leader to interview.

Reach me at chriskam@omnitrakgroup.com.




WOMEN AT WORK: JANICE HUFF, LEGENDARY CHIEF METEOROLOGIST OF WNBC AND THE TODAY SHOW

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