



THE WOMEN'S TRAVEL CLUB

DESIGNED BY WOMEN FOR WOMEN

VOLUME 17 • ISSUE 3 • JUNE, 2008

Our New Format: Less Paper, More Digital

Hello Ladies,

What a challenge to condense our news into a 4-page mailer! With so many trip details to publish (and having to leave so many out) . . . printing black and white trip photos (when color versions are so spectacular) and just wanting to reduce overall mailing waste, we decided that this was a good time to introduce a new, 1-page format for club updates. Our membership is growing, our tour selections are expanding, and we see the WTC website as the focal point of club activity. In addition, our soon-to-resume email blasts will fill you in on announcements, coming attractions and trip photos from our members, all in 4-color glory.

At the same time, I want to assure you that The Women's Travel Club will remain loyal to its distinctive brand. Although we have consolidated operations with our parent company to enhance membership services, we will continue to offer small group tours, personalized service, special attention to solo travelers, and above all, the superb global experience of women-only tours that reflect our gold standard. I am excited by the range of new possibilities for the club and I look forward to telling you more in the coming months.

Your comments, suggestions and your active participation in the direction we take here at WTC are always welcome. Please don't hesitate to call or email me. I love hearing from you.

Warmest regards,

Allison O'Sullivan

Rosa in Roma: Eat, Pray, Live!

Support Breast Cancer Awareness Month by spending 4 nights in Rome, October 24-28, with WTC and KN Karen Neuburger, the lifestyle brand of women's clothing. We will jointly donate \$200 in the name of each traveler to BCRF, the Breast Cancer Research Foundation founded by Evelyn Lauder. See our website for full details.



Allison O'Sullivan, WTC Managing Director

WTC Donates \$500 to Rosie's Place

Hundreds of women stopped by our booth at the winter travel shows in New York and Boston to enter a charity in our *WTC Cares for Women* drawing. The winning organization was Rosie's Place, submitted by Linda Kogut of Roslindale, MA. Rosie's Place is a sanctuary for poor and homeless women in Boston. Thank you, Linda. Our donation of \$500 will be made in your honor and put to exceptionally good use.

WTC In the News

Girlfriends' Getaways a Booming Trend in Travel by Megan K. Scott, The Associated Press, Posted April 17, 2008

When a reporter called us for an interview, we suggested she also speak with WTC members (for that always appreciated unbiased perspective!). Our Marcia Walker appeared in print, below, and said she noticed other groups in China where women were shopping while their spouses waited outside for them to finish. "You don't have that burden," she said, adding that her ex-husband never



Marcia Walker and daughter Lexine, Forbidden City in Beijing

wanted to travel unless he could drive there. The article went on to quote Allison O'Sullivan who said that women "have never been more independent than they are now." It's clear that the travel industry is responding to the demand, lead by specialty travel organizations like The Women's Travel Club. Thank you, Marcia, for your support of WTC!

Words of Praise

April in Paris, 2008. "The trip was just one of the best I have ever taken. The other ladies were really nice and we all got along. We loved the smallness of our group and believe that it helped us to enjoy our trip. Our guides were some of the best that I have ever had on similar trips. Will I go with Women's Travel Club again, a most definite YES." - Lucille C, Murrells Inlet, SC

WTC on TV:



The Women's Travel Club was a feature segment on the May 20th program of The Balancing Act, an Emmy-nominated series that broadcasts weekdays at 7:00 AM on the Lifetime Television network. Although our air date will have preceded this newsletter publication, you can catch our segment in a streaming video on the WTC website: www.womenstravelclub.com

Upcoming Tours:

Visit our website for complete itineraries and value pricing!

June 20 Amalfi Coast with Naples & Pompeii. Panoramic views, old-world style hotels.

July 21 Super Italy from Rome to Venice. The Vatican, The David, The Wonders!

July 25 Elbe River Cruise & Prague. Glide by gothic towns with two nights in Prague.

August 3 Canyon Ranch, MA. 4 nights Spa.

August 8 Amazon cruise & Rio de Janeiro. Rio by Night tour. A taste of local culture.

August 8 Provence River Cruise & Paris. From quaint countryside to city sights.

August 10 Ixtapan. Our Mexican Spa Retreat.

August 10 London & Paris in Style. New!

August 15 Berlin. The center of Europe.

August 16-31 Bali, Singapore, Bangkok & Hong Kong. Great shopping, great sightseeing.

October 10 Canyon Ranch, AZ. Labor Day Weekend in the Desert, 4 nights.

Fall trips in the works:

September: Switzerland, Iceland, Costa del Sol, Ashville, Ecuador. **October:** Guatemala, Croatia, Uzbekistan & Turkmenistan, Israel, Budapest & Prague, Peru, Rome. **November:** Patagonia & Buenos Aires, Thanksgiving in Tuscany, Egypt, Oman & Dubai, India, South Africa. **December:** Cancun, Christmas Markets in Munich & Salzburg, Christmas on the Amalfi Coast, China Highlights.