

PRESS RELEASE

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Creator of ‘friendship businesses’ kicks off Boomer Women Travel with local events, to meet rising demand for women-only excursions

Female bonding is focus of travel group

Boyne City, MI - As years fly by, friendships often wane. That’s why new Boyne City resident and businesswoman Sue Barenholtz started creating businesses ten years ago to help women make new friends.

Along the way, she noticed two poignant facts: a lot of women want to travel but don’t; and women who travel together forge the strongest friendships. That’s what spurred her newest venture, Boomer Women Travel.

“Many women love to travel but they never have anyone to go with or they hate the idea of planning a trip,” said Barenholtz, who designs and plans “girlfriend trips of a lifetime” for small groups.

“If you’re coming by yourself, you can room alone or we can help match you with a roommate,” she said. “By the first night, you’ll have a room full of new girlfriends, and before you know it, you’ll be laughing and sharing stories about lifelong travel memories.”

Boomer Women Travel is part of explosive growth in women travel. Nearly two-thirds of travelers today are women and the industry is moving quickly to catch up, according to a report by the George Washington University School of Business.

I think it’s a lot of fun traveling with women. It’s a different vibe. It’s more casual.” Cheryl Orrico, a merchandiser for JW Marriott Desert Ridge in Phoenix

With today’s average adventurer traveler a 47-year-old female, Barenholtz focuses on catering to women over 40. She emphasizes sisterhood with lots of activities geared towards women’s interests and making new friends across the world. Barenholtz, a former Detroiter, moved to Boyne City from Phoenix, AZ, in August, and many of her travelers are former Detroiters.

Members of the group say they like traveling with women-only groups for various reasons. Some have spouses or partners who don't like to or can't travel. Others are single and aren't ready to travel totally solo. Several said they feel like they can "be themselves" and relax more.

"I think it's a lot of fun traveling with women," said Cheryl Orrico, a merchandiser for JW Marriott Desert Ridge in Phoenix. "It's a different vibe. It's more casual."

Orrico, 61, formerly of Detroit, is a widow who missed traveling after her husband died. She found out about Boomer Women Travel and before she knew it, she and three of her girlfriends were on their way to Italy with the group.

Not only did she have a great time, Orrico said, but the cost was reasonable. She and another friend went on their second trip to Italy with the group in May.

Other members said they made lasting friendships that continued once they returned home.

Lisa Oliver, a single health care professional from Detroit, now living in Phoenix, has gone solo on three trips with Barenholtz. She has continued friendships with people she met including an Italian who has since visited Arizona.

"We had wonderful experiences that I could not have created on my own," said Oliver, who is in her early 50s. "What I liked was that I didn't have to do any of the planning."

Barenholtz, who officially kicked off Boomer Women Travel in Boyne City last month at the Boyne Expo, founded Boomer Women Travel in 2012 and the former Wild Boomer Women social club in Phoenix in 2008, and has been taking small groups of women across the globe for six years.

Boomer Women Travel focuses on visiting beautiful locations that members want to see. Members can pick and choose activities, move at their own pace, and receive personalized services like individualized itineraries for free days when group members are able to wander on their own.

Boomer Women Travel plans to do six trips a year. Its next open trip is an Alaskan cruise in September with an after trip to Vancouver, and two back to back weeks in Italy in October, 2019. This will be Barenholtz' 15th trip to Italy. During the first week she will guide the group along the Amalfi Coast, take them on a daylong culinary cooking tour, a private cruise to the isle of Capri, a tour of Pompeii, and more. The second week is in Umbria and Tuscany, and you can come for either week or both.

Women do not have to be members to travel with the club. Benefits of membership, which is \$35 a year, include a \$50 discount on each trip, advance trip notification, discounts on travel wear, and other discounts featured on the club website.

For more information about the Boomer Women Travel club, visit boomerwomentravel.com or contact Barenholtz directly at 231-459-4535 (office) or 602-677-1953 (cell) or email her at sue@boomerwomentravel.com.

To attend any of the events please register at boomerwomentravel.com/events.