

# Travels of the financially confident woman



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Special to Postmedia Network

for brands and marketers today is the 'financially confident woman'...how is SHE travelling in 2015?

## #1 She's no longer afraid to travel alone

According to Louise, the World Wide Web has made the world a much smaller place — at least when it comes to travel. Women do their own extensive research, read online reviews and see which destinations are safe, and in real-time. Feel like a trip to Colombia? It might not be such a wacky idea after all. Cheryl added, "For sure there are a lot more solo women travellers these days. They used to sign up for travel groups but now, financially confident women go wherever they want on their own. It used to be normal to completely lose contact once you went to such a far off land. But now with Wi-Fi available almost everywhere you can see everyone's photos

on Facebook and that exotic place doesn't seem so intimidating. You think to yourself, hey ... maybe I can do that too!"

## #2 She's now making the travel decisions for the whole family

Cheryl said it is now common for women to be the primary income earner in a couple. And they are also often the main

decision-makers when it comes to finances and travel. A case in point — one of her friends recently planned her own wedding. She considered booking an all-inclusive package to Jamaica because it seemed like the easy choice, but after doing all her own research, she decided on an unconventional 'wedding in a private mansion' in Costa Rica. Everything to do with the wedding was planned by her, waster liking and perhaps best of all — within her budget. Guests were charmed by the

private chef, ocean-front property and a view of the rainforest. And all at the same price as the pre-packaged alternative.

## #3 She's starting to combine business and personal travel

Louise told me that not so many years ago, when it came to business travel, most women would "get in and get out." Whether for family reasons or perhaps to save on airfare, they would catch the next flight home the second their meeting ended. But these days, many women (particularly millennials) use the business trip as an opportunity to explore a new city or just have some down time. Once business is finished, they sometimes check out of the corporate hotel and check in to a funkier boutique hotel or use Airbnb. They then spend another couple of days exploring — because they value the travel

experience.

I can totally relate to this, since the idea of a 'scheduled holiday' seems almost quaint when we are working 24/7 thanks to the Internet. Given our always on mentality, it makes more sense to grab a few days of downtime when the opportunity presents itself. Not to mention that this method of vacationing offers significant personal savings in the cost of airfare. And business travel affords men and women great opportunities to observe different cultures, negotiate in various currencies and learn new languages.

Women that are (or are becoming) financially confident will no doubt have more occasion to travel down different roads. And women who travel those alternate paths will no doubt become more financially confident.

So...which road are you taking?

