



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
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Add solo adventure travel to the things women used to shun and now embrace. The upshot: An affluent category in the tour biz with female entrepreneurs launching services to satisfy a growing client base.

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Increasingly, women travelers are exploring distant lands and cultures by joining small, all-female tour groups. [Overseas Adventure Travel](#) (OAT) reports that solo travel generally is rising: Last year, 44% of OAT's nearly 46,000 clients -- roughly 20,000 -- booked solo tours, up from 35% in 2013 and 27% in 2007. The kicker: Eight in 10 solo travelers are women -- and not necessarily women without partners.

"Married couples no longer feel the need to take every trip with their spouse or partner, and this frees them to explore parts of the world that might interest them, but not necessarily their significant other. "

- [Kara O'Toole](#), President, OAT



[Erja Lipponen](#) offers [WanderWoman](#) tours for "the more adventurous female traveler who would prefer not to travel alone." Lipponen also encourages travelers to bring along mothers, daughters and sisters. Besides Girlfriend Getaway & Retreats, WanderWoman [organizes trips](#) to Egypt & Jordan, Russia & Finland, Turkey and more.

A pioneer in the field, [Susan Eckert](#) founded [AdventureWomen](#) in the early '80s, first organizing backpacking and canoe trips for women in the western US. Today, she offers [all-women trips](#) to Kenya, Brazil, Iceland and more. "[The adventure travel business has changed a lot....](#) Back in 1981, I owned a niche business with no competition. Now, there are hundreds of adventure travel companies, and women-only travel is no longer unique."



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BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

[THE WOMAN'S PLAYBOOK](#), by entrepreneur and author Joanna L. Krotz, offers nationwide practical advice and real-life strategies to help women succeed in today's markets.

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