

All-female travel: What do women really want?

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SUMMARY *This paper examines the importance of the all-female element to women travellers and the possible benefits that can be gained from this type of travel. A self-administered mail survey questionnaire was completed by past clients of an Australian all-female travel company, to measure their satisfaction with previous travel and to find out perceived benefits of all-female travel, personal plans for future travel and demographic information. Both quantitative and qualitative information was collected. The participants in the study were women over the age of 40, predominantly in the 50-69 age group. They were experienced travellers as 89% had travelled previously and 64% had travelled four or more times. The information collected allowed a comparison of the importance of certain criteria pre and post the tour. Confidence in tour leader, destination and its culture and not being a 'mass tourist' were seen as important both before and after the tour. Travelling with 'all female company', 'being cared for and pampered', and the 'sharing accommodation' increased in importance after the tour. There were a number of benefits identified in all-female travel. These included a more relaxed, congenial and intimate atmosphere in the group, sharing similar interests and absence of competition and tensions.*

Key words:

female travel market; walking tours; gender travel; demographic segmentation

WOMEN AND TRAVEL

Female participation in tourism is not a new phenomenon and has been documented within tourism literature since the mid-80s. The growth of this market segment has gained in importance over the last two decades (Lutz and Ryan 1993; Robinson 1994; Bond 1997) and has been specifically addressed in the literature by:

- purpose of travel (Tunstall 1989; McLeary, Weaver and Lan 1994; Lutz and Ryan 1993),
- activity (such as adventure, leisure, cultural) (Lang, O'Leary and Morrison 1993; Gibson 1994) and
- family-life cycle (Bartos 1989; Fodness 1992; Hawes 1988; Hashimoto 2000; Collins and Tisdell 2002; Gibson and Yiannikis 2002).

More specifically, business travel by women has also increased considerably; women now make up a significant proportion of all business travellers and are actively marketed to by the accommodation and travel sectors (Tunstall 1989; Bartos 1989; Lutz and Ryan 1993; Westwood, Pritchard and Morgan 2000). Additionally, countries such as the United States and Canada have witnessed a steep increase in the number of travel agencies catering specifically to the female market.

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According to Kenninger (2005), the number of all-female tour operators in the US has increased by 230% in the last six years, and the female traveller has become a discerning, adventurous, Internet-literate and financially astute and thus a very important customer.

The type of travel US women participate in, ranges from activity based (*Women and Wine; Sacred Journeys for women*); age based (*Menopause Tours*) and destination based (*Arctic ladies; Gutsy women travel*). A number of hotels and tour companies are also offering accommodation packages and travel products aimed at the all-female market, the so-called Girlfriend Getaways (Bear 2005; Yancey 2005). The market segment of women travelling alone has also increased and gained in importance for the tourism industry (Bond 1997; Wilson and Little 2003). Wilson (2004), in her research on constraints on women travelling alone, presents an overview of literature associated with solo women and travel, and specifically, the type of travel undertaken by them and the constraints and inhibitors to women travelling alone.

GENDER DIFFERENCES IN TRAVEL

In the past gender differences have not always been considered and incorporated into tourism products (Westwood, Pritchard and Morgan 2000). In the past, the tourism industry, as well as researchers have often assumed that men and women expect tourism products to be the same and consume these in similar ways (Wearing and Wearing 2000). Reisinger and Mavondo (2004) see a clear need to '*investigate differences between female and male behaviour in tourism studies*' (p.70). Their research of the youth market highlights differences in female and male travel behaviour. Some of these differences, specifically, the influence of personality on travel decision-making and the type of preferred leisure activities, are also reported by other writers (Rocklynn 1998; Putrevu 2001; Henderson, Stalnaker and Taylor 1988; Anderson and Littrell 1995; Laing 1987). However, whilst there seems to be some consensus on the fact that men and women prefer different holiday and leisure activities, these authors do not necessarily agree on the type of activities. For example, Laing (1987) found that men prefer more relaxing, passive type holiday activities whilst Sargent, Zillman and Weaver (1998) found that men prefer more active, sports-based activities. So whilst acknowledging that gender plays a role to some degree, cultural values, personal interests and

personality type seem to play a more important role in determining type of holiday and leisure activities enjoyed by both genders (Reisinger and Mavondo 2004). Furthermore, social and economic status, and access to resources are equally important in tourism demand for both genders. Not all researchers agree on the concept of gendered differences in travel behaviour. Carr (1999), in a study of young tourists in the UK found no discernible differences in travel behaviour and the activities of men and women. It is imperative that, when examining gender differences in travel behaviour one looks beyond male-female differences to constraints, opportunities and resources available for each gender to participate in travel and to place these gender differences in the context of everyday life (Reisinger and Mavondo 2002; Wilson 2004).

GENDER AND THE TRAVEL LIFE CYCLE

In order to understand more fully the differences between the way men and women participate in travel activities, it is worthwhile to consider the travel life cycle of each gender.

Travel demand is, of course, influenced by factors other than gender, such as age, nationality, socio-demographics and education. However, a number of studies show that the travel-life cycles do indeed vary for each gender (Bojanic 1992; Lawson 1991; Zimmermann 1982). Furthermore, life cycles and travel patterns associated with these are not static and both genders will have a number of distinct phases where travel patterns and expenditure vary and are dependent on family and personal situations (Lawson 1991; Becker 1992; Opperman 1995). Clem and Tisdell (2002) found that women tend to travel more for leisure, VFR and education whereas men travel more for work or work-related events and that age plays a role in when travel activities are pursued. The age at which travel activity peaks for women was found to be in the 45-54 age group. This is hardly surprising if we consider that women are still the primary caretakers of their children and are therefore somewhat limited in the amount of travel they can undertake at a younger age. Rojek (1995) writes that women's leisure activities are often centred on the home and the children, during the period when women have young children in their care. Others (Davidson 1996; Deem 1996) see the dominant social roles of women as mothers and homemakers somewhat prohibitive to frequent travel.

Even on holidays women often find it difficult to completely relax and often feel responsible for the well being of others, namely, their families. For them holidays are never quite free from the responsibility of looking after others (Crawford, Kippax, Onyx, Gault and Benton 1992; McCormack 1998; Deem 1996). Additionally, for the woman on holiday, work, if somewhat reduced, is still a component of that holiday. This is especially so if staying in a holiday apartment and having children around or if they are financially unable to stay somewhere where all work is taken care of (Davidson 1996; Deem 1996)

Gibson (1998) in her research on sport tourism found that despite social changes and women's increased participation in sporting activities, certain sports such as alpine skiing, golf and tennis had significantly higher male participation. As these sports are often associated with sports tourism, Gibson's (1998) findings have implications for females who travel with their partners and/or families to sports tourism destinations.

INCREASE IN FEMALE PARTICIPATION IN TRAVEL

The numbers of female travellers have increased in the last two decades due to a number of social and political reasons. In Australia, these have included;

- An increase in the total female population from 7.8 million in 1984 to 9.52 million in 1999
- Increase in GDP per capita
- Increase in female labour force participation rates (45% in 1984 to 55.2 % in 2002)
- Increase in labour participation rates in age specific female groups (45-54 age group 47% and 55-64 age group 100% increase)
- Increasing higher education enrolments for women
- Rise in median age at marriage (24.2 in 1984 to 27.1 in 2004)
- Rise in median age of mothers (27.1 in 1984 to 30.2 in 2002)
- Declining birth rate (1.76 births per female) (ABS 2004)

Additionally, other trends have also contributed to the changing travel behaviour and patterns of female travellers. Disintegration of the nuclear family, new divorce legislation and the acceptance of new social conventions regarding the roles and behaviour of women have also contributed to a change in travel behaviour and patterns (Carballero and Hart 1996; Slavik 1996; Wilson 2004). As highlighted by the above statistics and changing social trends, women are now marrying later, getting divorced at a higher rate and having children later, if at all. Indeed, a growing proportion of Australian women and their partners are not having children. Estimates for 2000 suggested that 24% of women currently in their reproductive years would never have children. This trend is also seen in other developed countries, with recent estimates of permanent childlessness for women in the United Kingdom and the United States of America of 20% and 22% respectively (ABS 2004). The changing of family composition and situations have often resulted in the lack of availability of a travelling companion for single and divorced women. In the United States, the number of women aged 35 and over without a husband (or available travel partner) has increased since 1998 from 25 million to 28 million (US Census Bureau 2001). According to the Australian Bureau of Statistics (2004) 24.6% of people live in a one-person household, although Hannen (2000) estimates this percentage to be much higher at 37%. The increase in one-person households could mean increased interest in travel as a way of meeting people but reduced financial income could also result in travel being restricted.

AGE AND FEMALE TRAVEL

The baby-boom generation (in Australian terms, the result of high fertility and high levels of immigration which followed the Second World War) is significantly higher than preceding and subsequent generations. This has implications for future lifestyle and associated activities, including travel. Considering that 50.6 % of baby boomers are female and their life expectancy is slightly higher than that of males (ABS 2004) we can assume that females will be participating in travel during their later work and retirement years. Caballero and Hart (1996) draw attention to the fact that many of these baby-boomer females will have access to money after retirement in the form of superannuation or pension, thereby allowing participation in travel and leisure activities in their non-working years.

Increased labour force participation has given all women, not just the baby-boomer generation, greater financial independence and consequently, more choice over their preferred ways of spending money (ABS 2004). Gibson and Yiannikis (2002) found that by the time many women are in their late 50s they may also be less constrained by their familial roles and have the freedom to take holidays where they can explore and learn about other people and other cultures through travel. Collins and Tisdell's (2002) research into gender differences and the travel life cycle also supports the notion of women having more freedom and more desire to travel in later years.

A number of recent media articles (Bear 2005; Yancey 2005; Lagace 2005), as well as the rise in hotel and travel products aimed at women, suggest that today, women of all ages are travelling at a much-increased rate compared to the past.

MARKETING TO THE FEMALE TRAVELLER

Consumer behaviour of women has been well documented in the marketing literature. Traditionally, gender or ascribed roles have been used to segment markets while, particularly for product markets involving the female buyers, the importance of segmentation based on achievement role is increasing in usage (Neal, Quester and Hawkins 2004). With regard to holiday and travel buyer behaviour, it is often the woman who plays a significant role and makes decisions, if not totally, then at least significantly, for her family (Bond 1997; Collins and Tisdell 2002; Fodness 1992; Zalatan 1998). Fodness (1992) presents an overview of family decision-making and the changes that have occurred within this decision-making since 1950. Women are considered to be active information seekers (Persia and Gitelson 1992) and are increasingly using the Internet for their information search (Lagace 2005).

CONSTRAINTS TO TRAVEL

As discussed in the previous sections, women today have more opportunities to travel, social acceptance of travelling and also the financial means to do so. There are however, a number of constraints or inhibitors to female travel. Travelling to foreign countries poses a number of challenges to many tourists but female

tourists face a number of additional challenges when travelling. In addition to dealing with foreign cultures and their inherent differences, language difficulties and disorientation, whether due to jet lag or simply being in a strange environment, women often feel more threatened for safety reasons. It has been acknowledged by a number of writers that for women tourist public space is often gendered (Wolff 1985; Gibson 2001). Quite often, women tourists cannot behave in the same way as male tourists - they cannot simply walk around without being, at best, looked at and at worst, in danger of being harassed. This is particularly so in countries where the social positions of women are different to those of Western countries such as Australia, the UK and the US. Wilson (2004) identifies constraints of solo women travellers as "socio-cultural, personal, practical and spatial" and explores the ways women travellers deal with these constraints. Perceived lack of safety and security because of one's gender are common constraints to women's desire to travel and if these can be removed, desire to travel may increase.

THE ALL - FEMALE ELEMENT OF TRAVEL

For those women who want to travel without their family or partner, but who do not want to travel alone, all-female travel, in an organised group may present a viable alternative.

A number of areas of female travel, such as solo travel (Wilson 2004) and the positive and negative experiences of women travelling with families or groups (Small 2002) have been researched, however, little research has been undertaken into organised all-female travel. A recent survey of 305 travellers joining tours organised by *Women Travelling Together* (2002) found that 85 % of women were actively searching for an alternative to travelling alone. The survey also found that 80% of the women joining these tours were solo travellers, 65% had travelled without their male partner in the past and they also believed that men and women had differing travel and leisure interests.

PURPOSE OF RESEARCH

All female travel is a growing market in the tourism industry. In the 1980s very few companies offered women-only vacations. Since then a large number of companies have focused on this market segment. This has been particularly noticeable in the US and Canadian

market, and to a lesser degree, in the Australian market. Furthermore, some conventional travel agencies have added tours designed for women only to their traditional travel products.

To understand this growing market better and to determine the satisfaction of the clients, research was undertaken with clients of an Australian travel company specialising in all-female walking tours. The objectives of the research were to:

- establish a demographic profile of women participating in these walking holidays,
- determine the criteria which were considered important before the tour and after the tour for the satisfaction and enjoyment of the tours,
- find out the benefits of all-female travel after the tour experience, and
- collect information influencing satisfaction of these tours as well as the adequacy of the content of the tour.

METHODOLOGY

Information was collected from previous travellers of these tours to fulfil the objectives of the study. The travel company has been in operation since 1999 and has two or three walking tours per year, resulting in a small database of past clients at the time of this research. Therefore, sampling was not necessary as the entire population of the company could be surveyed. A self-administered questionnaire was mailed to all past clients together with a periodic newsletter.

Instrument development

The self-administered questionnaire included a cover letter that explained the purpose of the questionnaire. Both quantitative and qualitative information was gathered by the questionnaire. The qualitative questions were included to find the perceived benefits of all-female travel and also to gather suggestions for possible improvements to the tours. The four main areas of the questionnaire were:

1. Pre travel experience and booking motivation
Respondents were asked to provide information on

past travel experiences, how many times and with whom they had travelled in the past. They were also asked about their source of information on the company and their travel products. Respondents were also asked to rate, using a five point Likert scale (1=of no importance; 5= of great importance), the importance of criteria pertaining to satisfaction before the tour. These included confidence in tour leader, the destination, security of group travel, all-female company and accommodation arrangements.

2. Post travel experience and feedback

Respondents were asked to rate the same criteria as those for pre-tour to ascertain whether the importance of these had changed after the completion of the tour. Again a five point Likert scale was used to measure responses.

3. Client demographics

Respondents were asked to provide demographic information including age, place of residence and occupation.

4. Product satisfaction and benefits of all-female travel

Respondents were asked to rate, on a five point Likert scale, their overall satisfaction with their holiday and their perceived value for money. They were also asked to provide comments about possible improvements to the holiday and to outline the major benefits of all female travel. A question about the future group composition for travel was also included in this section.

Response rate

The questionnaire was mailed to the total database of 130 clients who had previously participated in an all-female travel group. The respondents were given two weeks to complete the questionnaire. The response rate of 43% was relatively high for a mail-out survey (Malhotra, Shaw, Hall and Oppenheim 2004).

RESULTS

Demographics

The majority of respondents were in the 50-59 (38%) and 60-69 (39%) age group and 17% were in the 40-49 age group. The majority was retired and of those working 17.9% were employed in the education field and 14.3% were in the health field.

Most respondents were frequent travellers as 89% had travelled overseas previously and 64% of these had made at least four overseas trips. On previous overseas travel only 1 % had been in an organised all-female group. Most had travelled with family and friends, on their own or in an organised mixed group.

The importance of the tour leader was rated high prior to the travel (see Table 1), and there was a statistically significant increase (two-tailed T test) in this assessment after the travel. The 'non-mass tourist destination' was very important both pre and post travel for the participants and it is noteworthy that this also increased after the travel. One of the main aspects of this travel is that as an organised 'walking' holiday all arrangements were made on behalf of the group. Thus, as is to be expected the importance of having all arrangements made for them was generally high prior to the travel and did not change significantly.

It is interesting to note that the importance of 'walking' during this holiday actually decreased, but not significantly. After the travel there was a very significant increase in the importance of all female company, being cared for and pampered, and the sharing of accommodation during the holiday. While not increasing as significantly was the rise in importance of the security of group travel, being in the company of other travellers and being accompanied by someone already known prior to the travel.

Support for all-female travel

There was no difference between the level of support from males and females supporting their family member/friend's choice of an all-female holiday. Very few respondents felt any negative attitude towards their travel in an all-female group.

Table 1
PRE AND POST HOLIDAY COMPARISON

Variable	Pre-holiday		Post-holiday		Significance		
	Mean	S.d	Mean	S.d	t	df	P
Confidence in leader	4.19	1.02	4.65	0.59	-5.32	87.00	<.01
Non-mass tourist destination	4.56	0.87	4.75	0.35	-2.40	87.00	<.05
Walking	4.36	0.68	4.31	0.75	1.04	87.00	ns
All female company	3.57	1.11	3.93	0.80	-3.59	87.00	<.01
Being pampered	3.53	1.03	3.93	0.92	-4.02	87.00	<.01
Sharing accommodation	3.18	1.02	3.64	1.12	-3.87	87.00	<.01
Security of group travel	4.10	1.10	4.25	1.02	-2.12	87.00	<.05
Company of others	4.11	0.89	4.31	0.75	-2.31	87.00	<.05
Travel arrangements done	4.15	0.92	4.24	0.91	-1.73	87.00	ns
In company of someone already known	2.88	1.42	3.13	1.50	-2.38	87.00	<.05

Table 2
SUPPORT FOR ALL-FEMALE TRAVEL

	Total negative response %	Neutral response %	Total positive response %	N/A %	Total %
Some people were critical of my choice	50	2	11	37	100
My male friends and family understood my choice	7	0	88	5	100
My partner understood my choice	4	4	46	46	100
My female friends and family understood my choice	4	0	88	8	100

Overall satisfaction with holiday

Overall, 96% travellers were extremely satisfied with their holiday experience (91% rating it as very good and 5 % as good, 2 % adequate and 2 % poor). The majority believed they had received value for money on the tour (96% were satisfied with 75% ranking this as 'very good' and 21% as 'good').

Benefits of all-female travel

In responding to the question on the main benefits of all-female travel a number of dominant themes emerged.

Relaxed atmosphere

The women felt the absence of males contributed to a more relaxed, congenial atmosphere.

- [1]"Able to relax, no make up, no hair dos, be oneself. Have fun with women as we have so much to contribute to conversations"
 [7]"Relaxed, companionship and understanding"
 [8]" You meet and enjoy the company of some great women"

Time for oneself and time to self-indulge

As the literature highlights (Crawford et al.1992; McCormack 1998), women on holidays with their families often feel that they do not have sufficient time to fully relax and enjoy time on their won or without the responsibility, overt or covert, to look after everyone else in their family.

- [19]" We were, or at least I was, able to feel more completely relaxed".

For a number of women, pampering oneself was also important and was identifiable with the notion of self-indulgence.

- [22]"Able to pamper oneself- indulge!..."

As well as the opportunity for self-indulgence and pampering having time for oneself was also important.

- [2]"My holiday gave me time to think about myself and what I needed in the future years ahead".
 [38]"Although I enjoy walking with my husband the freedom of just having to consider what I wanted".

[23]"A break from normal life- time out!"

It was interesting to note that the shared accommodation was viewed positively by most of the women

- [55] "Practically every aspect is easier - the bathroom arrangements..".
 [10] "Greater intimacy in living arrangements".
 [32] " Accommodation can be shared in an relaxed manner - bathroom and kitchen".

However there were two women who did not share the above viewpoints.

- [19]" The bathroom facilities were the low point of the Tuscan holiday, especially the lack of hot water..."
 [12] " Although I don't mind sharing a room, I would like my own at a reasonable price.

Absence of males

Perhaps for some, as the following women state, not having males around allows them to have a sense of heightened freedom.

- [20]"Totally relaxed company (not male conscious)"
 [10]"More relaxing, no male/female tensions"
 [32]"No requirement to consider the needs of men!"

Some women felt that having men around would have presented tensions and possible conflict, whether this was in the type of activities each gender may prefer.

- [13]"I have found that males tend to want to do different things from females and women are more likely to agree about activities",

Or in the relationships formed,

- [36]"No worry about romance developing"
 [40]"Common interests, we were friends in five minutes"
 [27]"Uncomplicated relationships formed"

Quite a number of women felt there was a distinct lack of competition without males, something which many of them found appealing.

- [21]"...not having to keep up with men who walk faster..."

[36] "similar walking pace - men like to stride out in front "

[8] "women are generally not competitive with each other and you avoid the competitive edges of men pushing past you to be the first to climb every mountain"

Some women felt that despite enjoying travel with their male partners, an all-female holiday provided a different kind of enjoyment.

[38] "Although I enjoy travelling with my husband, the freedom of having to consider just what I wanted to do (particularly on free days) was most enjoyable"

[49] "No pressures from husbands, boyfriends etc."

Companionship

Many women found the walking tour enabled them to meet and become friends with similar-minded women. In addition to the sharing aspect of the holiday, greater freedom in conversation and being able to compare life-situations, many women felt there was a genuine sense of friendship, being cared for, and, support offered by the other women as well as the tour organisers. Typical statements included phrases such as these:

"Sharing of friendships, camaraderie, ease of conversation, supportive on a physical and emotional level, similar needs, common interests".

The theme of companionship also transcended into the communal sharing of living space and the women felt the ability to be relaxed about topics of conversation, their clothes or use of make-up, which added to the enjoyment of their holiday.

[10] "Greater intimacy in living arrangements, greater freedom in conversation"

[41] "Being comfortable at home when wearing night attire"

[49] "Being able to have the freedom to do 'girlie' things"

Safety and security

For a number of respondents safety and security were two important benefits of organised all-female travel. So statements similar to

[23] "More secure than travelling alone", were common.

These reflect findings from the literature (Wolff 1985; Gibson 2001; Wilson 2004) on aspects of gendered public spaces, safety and security.

DISCUSSION AND CONCLUSIONS

Results show that many aspects that were of high importance to this group further increased in importance when assessed after the travel. In particular, the aspects to show a very significant increase in importance were 'confidence in the leader', travelling with 'all female company', 'being cared for and pampered', and the 'sharing of accommodation'.

The reason for the increased importance of tour leader could be that respondents felt the atmosphere as well as good organisation and knowledge of the tour leader contributed to the overall enjoyment of their holiday. This was also evidenced in the comments relating to the organisation of the tours such as

[1] "X looked after us like a mother hen, everything was so well organised "

As highlighted in the respondents' comments on benefits of all-female travel in the previous section, it is not surprising that 'travelling with female company' also increased in importance after the tour. Considering that most of them had not travelled in an organised all-female group previously, it seems the women realised that through their experience, travel with similar-minded, congenial women was very enjoyable. Their comments on possible improvements to the tours indicate that most felt there was little to improve and some had already made plans for future tours with the same company.

[35] " I loved it! One of the best holidays I've had. I plan to go back..."

[36] "I did book a second holiday, Umbria Spring this year..."

'Being cared for and pampered' also increased in importance after the tour. As Crawford et al. (1992) suggest, this could be related to women not being totally free from responsibility when on holidays with their families. In a well-organised, all-female group, not only are these women freed from responsibilities but they are able to indulge more freely in the tour activities.

Other aspects to show a significant increase were the 'non-mass tourist' destination, 'security of group travel',

travelling in the 'company of others' and having someone that was previously known also travelling with them. These findings raise a number of issues. Many of the aspects examined were of high importance prior to the travel and in addition, as this group had not previously travelled in an all-female tour, there was an increase in importance of in many aspects after the holiday. Tour operators planning to offer all-female group travel can use this information in the planning and operations stage of these packages. These findings suggest that female travellers that are intending to become involved in travel to 'non-mass tourist destinations' appreciate that all-female travel is an alternative to solo-travel and travel with male partners and family groups. Also, based on the findings of this study, the importance of many of these aspects is likely to change for the travellers during their holiday. Operators may need to take steps to educate their clients about the aspects that are of high importance prior to the travel, such as having all arrangements taken care of by the organisers in the pre and post tour period so that they feel assured that their travel needs are being addressed.

The majority of women could see a number of benefits associated with this type of travel. Many felt a sense of freedom and total relaxation, joy in finding women with similar interests and genuine fun and enjoyment on these tours. The absence of males seemed to add to this enjoyment, partly because of the lack of competition associated with having males on holidays and partly by the lack of restraint felt in an all-female company. However, it is important to note that the majority of these women were either in the 40-49 or the 50-59 age group. Perhaps with a younger clientele the competition may be more prominent even amongst an all-female group. Security and safety were also seen as important aspects of all-female travel. As highlighted by the literature perceived lack of safety and security can be an inhibitor to women travelling alone, therefore when this inhibitor is removed women are more likely to want to travel (Wilson and Little 2003; Wilson 2004). Most of the women were enthusiastic about the quality of content of the holiday and also the perceived value for money. As few comments were made about possible improvements to these tours, this indicates that a high degree of satisfaction resulted from these tours.

Based on this study, it is suggested that all-female travel may also have applications in other travel besides walking holidays, such as cultural, adventure and

sports tourism. However, there are limitations associated with this research. Further research into all-female travel should consider other demographic groups and different travel activities in the all-female market segment. Further replication of this study would improve the validity of these results and it would be of interest to undertake a comparative study of this market in the United States or Canada.

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