



La Dolce Vita Retreats

Journeys of enrichment for women

For Immediate Release
November 11, 2009

Contact: Janice Briggs, (949) 752-0652 – janicebriggs@ladolcevitaretreats.com

La Dolce Vita Retreats Announces the 2010 Season of Retreats Combining Enriching Educational Workshops and Experiential Travel.

President Janice Briggs makes program modifications to adapt to shifting buying trends.

Irvine, CA (Nov 15, 2010) Janice Briggs, founder and President of La Dolce Vita Retreats, LLC, designed the ultimate in women's international retreats for her inaugural year. Selecting five stunning European locations and developing a series of dynamic educational workshops for 2009, she launched the retreats to great fanfare in October 2008 - the same month the financial world was shaken by the global economic downturn. Although by no means frivolous, La Dolce Vita Retreats are by all accounts, the epitome of luxurious women's vacations focused on mind, body and spirit renewal. Cognizant of a new reality resulting in a permanent change in the spending habits of her clientele, Ms. Briggs has made adjustments to her programs to accommodate the new, more conservative trends. "The world has changed" Briggs said, "and everyone must provide maximum economic flexibility and the greatest value for their product or service, without compromising quality."

Determined not to alter or delete any activities or excursions from her program, nor change the hotel sites, she has made several options available that result in greater savings opportunities.

For her 2010 season, at most locations, she now offers a choice of room accommodations to include superior or deluxe rooms, single or double occupancy, in addition to the junior suites, now available for single or double occupancy. At the inception of the all-inclusive land programs, all accommodations were strictly junior suites, single occupancy.

In addition, she offers "companion specials" for husbands/partners, or non-participating guests, with pricing variations ranging from free to an additional \$2000 depending on location and meal options. Guests can invite a girlfriend, mother, daughter, husband or companion to "come along". For male or female non-participating guests, there are a myriad of independent day activities that can be arranged by the concierge.

"In spite of the weak dollar, I have negotiated better pricing for all my retreats", Briggs went on, "and for two of the retreats a non-participating companion is free including luxury car transport to and from the airport, lodging and breakfast at no additional charge. Her weeklong retreats begin in March at exquisite Chateau Saint Martin & Spa on the Cote d'Azur and continue in April in Portofino at the incomparable Hotel Splendido. May 2010 features the stunning Hotel Caruso in Ravello on the Amalfi Coast. She has added Mallorca, Spain to her retreats for September, at the sumptuous La Residencia. Her final retreat for the 2010 season is in October, at magnificent Villa San Michelle, overlooking beautiful Florence.



La Dolce Vita Retreats

Journeys of enrichment for women

Each retreat is unique, featuring workshops embracing mind, spirit and body topics. Activities are based on the highlights of the region and include cooking schools, perfume creation, a sailing regatta, hiking, yoga, music, art, spa packages, painting classes and much more.

Briggs is confident the time is right for such a unique travel opportunity, despite current economic conditions. According to Briggs, “When times are like this, you want to invest in yourself. This is a way to really focus on that. We need that more in hard times than in easy times. My programs are for the woman who wants to nourish her mind, body and spirit and who wants to pursue total wellness. I call my retreats ‘journeys of enrichment for women’ - luxurious, international travel experiences infused with the camaraderie that women enjoy, and that foster personal growth.”

The retreats also make for a unique present, she said. “Giving a gift like this in such times will be much more appreciated than just another bauble,” Briggs said.

About La Dolce Vita Retreats

La Dolce Vita Retreats provides women with international travel opportunities that combine experiential learning and creative self-expression to enhance the mind, body and spirit. These journeys of enrichment to European destinations provide nurturing and supportive environments for celebrating the camaraderie of women. The opportunity to relax while also expanding one’s horizons makes for the experience of a lifetime. Learn more at www.ladolcevitar retreats.com