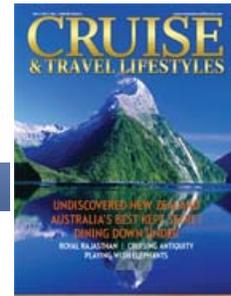




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Great Adventures For Gal Pals In The Bay State

Shopping and spas to outdoor adventure, being a girl has never been this much fun!

Sometimes a girl just needs a break from it all. And, what better way to recharge your batteries than with a few friends? Whether celebrating an engagement, in need of some bonding therapy or just a weekend away, Massachusetts has plenty of exciting vacation options to suit any girlfriend's getaway.



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The change of season is the perfect time to clean out the closet. With the extra space, gals can head down to the Bay State for the ultimate shopping spree and update their wardrobe with this season's latest trends.

From cheap to chic, Boston covers it all. Gals can start their excursion in the heart of

historic Back Bay with The Shops at Prudential Center (www.prudentialcenter.com), New England's number one shopping and dining destination with more than 75 shops and restaurants. Pick up a "Preferred Shopper Card" and save on all your purchases. Head over to nearby Copley Place Mall (www.simon.com) and shop til you drop on their two levels of stores and restaurants. From there, take a stroll along Newbury Street (www.newbury-st.com), the "Rodeo Drive of the East." Newbury is an eight-block street filled with salons, boutiques and fabulous dining.

With an ever-changing group of artisans, The SoWa Open Market in Boston's South End offers a shopping experience like no other. From hand-crafted accessories to indie designer clothing, SoWa has plenty of choices. Find and meet painters, sculptures, photographers, clothing, jewellery and handbag designers and more – definitely a must experience for one of a kind shopping.

www.southendopenmarket.com.

Massachusetts outlet malls offer everyday savings up to 65 per cent off regular prices, so "fashionistas" no longer need to worry about breaking the bank. Wrentham Village Premium Outlets (45 minutes south of Boston) has 170 stores to choose from and offers shopping perks for gals over 50. Boomer ladies shopping on Tuesdays will receive an additional 10 per cent savings at participating stores. Prime Outlets (90 minutes west of Boston) also has an impressive array of stores including, Hugo Boss, Michael Kors, Tommy Hilfiger and Coach.

For gal pals with stars in their eyes, Boston Movie Tours is a must. The city has been the backdrop for nearly 400 movies and television shows including popular "chick flicks" Legally Blonde, and Fever Pitch and Ally McBeal. For movie buffs who crave for a more insider's look, Boston Movie Tours is the perfect solution to "see Boston through Hollywood's eyes". Boston Movie Tours revisits the sites that brought these movies to life. Catch a glimpse of Drew Barrymore's apartment from Fever Pitch or see buildings filmed for Ally McBeal. The tour offers daily walking tours of the famous Boston Movie Mile and Theater-on-Wheels tours. Prices start at U.S. \$21. For more information, visit, www.bostonmovietours.net

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From the rarest of coins to that hard to find painting, The Brimfield Antiques and Collectibles Show has it all. Just an hour west from Boston, this renown show features 4,500 dealers stretched over a kilometre, making it the largest outdoor show of its kind. The Antiques and Collectibles Show takes place three times a year -- May 11-16, July 13-18 and September 7-12, 2010. For more information, visit, www.brimfieldshow.com

More than a thriving cultural mecca, Western Massachusetts is also a scenic playground for an outdoor adventure. Kick off those heels and grab some hiking boots for a trip to Zoar Outdoor's Deerfield Valley Canopy Tour. The three-hour-long canopy tour leads thrill seekers on an aerial trek through the woods by means of zip lines and sky bridges suspended in the trees. Situated in the breathtaking Berkshires, the canopies are connected through platforms that sit high above the forest floor. Deerfield Valley Canopy Tour is the first canopy in Massachusetts. For those seeking more adventure, Zoar also offers hiking, canoeing, kayaking and whitewater rafting. Prices start at U.S. \$85 per person. For more information, visit, www.deerfieldzipline.com.

Learn the skills to survive a weekend outdoors without a man at The Massachusetts Outdoorswoman Weekend Workshop. From June 4-6 women can learn basic fishing, kayaking, nature photography and outdoor cooking skills at Camp Becket, set on 1,300 acres in the beautiful Berkshire Mountains of Western Massachusetts. For more information, visit, http://www.mass.gov/dfwele/dfw/education/bow/bow_home.htm

Western Massachusetts is also home to a number of exceptional destination spas and wellness centres. On a weekend rejuvenation retreat, gals will find bliss in the Berkshires. Blantyre, a spectacular award winning Tudor-style inn and spa offers guests elegant accommodation and a range of spa services. Their unique Firming & Slimming Cellulite Seaweed Treatment combines an innovative concept of integrating organics with biotechnological ingredients.

High on a hilltop in the Berkshires with breathtaking views, lies Cranwell Resort Spa & Golf Club (www.cranwell.com) with 114 distinctive and elegantly decorated rooms and suites and a world-class 35,000 square foot spa. Signature treatments include the Grand Mosaic body envelopment and Pro-lift, an innovative facial treatment using molecular stimulation.

Massachusetts is blessed to be home to Canyon Ranch Lenox (www.canyonranchlenox.com), an internationally renowned health and wellness destination spa resort. Gals can indulge in the ultimate spa experience with any one of their all-inclusive vacations. From neuromuscular therapy to Ayurvedic body treatments, the 100,000-square-foot spa boasting the largest variety of lavish spa treatments in the Commonwealth.

Spring is the perfect time to get over that winter hangover. For more info on a girls retreat visit, www.massvacation.com/getawayplanning/letloose.php

The Massachusetts Office of Travel and Tourism is the state agency dedicated to promoting Massachusetts as a leisure travel destination and to stimulate the Massachusetts economy by generating state and local tax revenues, creating jobs, and supporting the growth of travel related businesses. MOTT serves as a leader in the tourism industry, bringing together the public and private sectors to promote Massachusetts as a leisure travel destination. For more information about MOTT visit, www.massvacation.com.

For more information on planning a getaway to Massachusetts, visit your travel professional. Photo courtesy of Canyon Ranch Lenox.

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