

Travel Trends

The Return Of The Long Weekend

(NAPSA)—Americans looking to hit the beach with the kids, the links with their friends or the town with their significant other now say a long weekend getaway is just the ticket.

In fact, leisure travelers take more than twice as many long weekend trips as they do week-long vacations in a year, according to PhoCusWright, a travel market research company.

So what's the allure of the quick trip? It can be an easy-to-plan break from the every day. Plus, new types of promotions and travel packages let weekend travelers make their escape without breaking the bank.

For instance, travelers can find "get-one-free" accommodation and attraction offers throughout Orlando as part Orlando's Endless Summer promotion created by the Orlando/Orange County Convention & Visitors Bureau, Inc. (Orlando CVB). Stay two nights or stay three nights.

"Get-one-free" offers are available at a wide range of accommodations from value to luxury including Orlando World Center Marriott, The Point Orlando Resort, Hard Rock Hotel at Universal Orlando Resort, Crowne Plaza Orlando Universal, Quality Inn Plaza and Radisson WorldGate, to name a few.

The program, which runs from August 15 through November 15, offers attractions and golf deals under the "get-one-free" theme.

In addition, visitors can peg their travel dates to blockbuster special events that include more than 15 culinary, cultural and



Some destinations offer a free third-night stay to long-weekend travelers.

sporting events, as well as one of the world's largest destination-wide Halloween celebrations.

For instance, during Orlando's Magical Dining Month, which runs the entire month of September, participating restaurants will offer three-course prix-fixe dinners for \$19 or \$29, allowing locals and visitors to enjoy exceptional values at some of Orlando's most popular restaurants, including Emeril's Tchoup Chop.

Orlando's thriving arts community will also roll out a new season of cultural entertainment during the promotion including Broadway-series shows at the Bob Carr Performing Arts Center, professional-ensemble plays at the Orlando Shakespeare Theater, and family-audience plays at the Orlando Repertory Theatre.

For more information on Orlando's Endless Summer—as well as "get-one-free" offers, participating establishments and special events—visit orlandoinfo.com/endlesssummer or call (888) ORL4-FUN.