

Girlfriend Getaway vs Mancation: A gender perspective on hedonic and eudaimonic wellbeing

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Abstract

The potential of tourism to contribute to wellbeing is well documented. The girlfriend getaways (GGA) and mancation markets are predicted to grow exponentially with the importance being placed on wellbeing. While the GGA market is under-researched, mancation is yet to be explored. There is a need for research to examine the links between this form of travel and individual wellbeing. Therefore, this paper addresses this gap by conducting a qualitative exploratory research on the GGA and mancation markets. This study will employ a content analysis of Instagram posts from GGAs and mancations with the objective of identifying gender differences in the activities and how they express hedonic and eudaimonic wellbeing. Theoretically, the study contributes to wellbeing research in tourism and broadens GGA/mancation tourism literature. Gender differences in how wellbeing is expressed will have practical implications.

Subject Areas: *Consumer Behaviour, Hedonic Products, Segmentation*

Track: Tourism Marketing