



The Woman Road Warrior's Guide to an Out-of-Town Valentine's Day

By **Kathleen Ameche**

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You long for a bouquet of roses, boxes of chocolates and the romantic evening you counted on. But this year your date for Valentine's Day will be a remote control in your lonely hotel room far away from the one you love. Let's face it, being alone on Valentine's Day is depressing; adding insult to injury, you've faced a day of flight delays and back-to-back meetings.

Any time that you're away from family during an important event, feelings of loneliness and isolation are intensified. The old saying of being married to your job becomes literal, and many people start to doubt whether they need a career change because of all the travel. Kathy Ameche, author of *The Woman Road Warrior*, spent the last 20 years fighting the daily grind of business travel. Closing in on the million-mile mark, she is the travel guru on how to relieve the isolation of traveling on special days.

Five tips to enjoying Valentine's Day (or any other special day) when you're alone and on the road:

1. **Stay someplace special.** Chain hotel rooms can and do look alike. So picture yourself in front of a cozy fire with a cup of tea and scones at a quaint Bed and Breakfast. If you are in a city with a fancy hotel you've always wanted to stay at, now is the time to book a reservation.
2. **Indulge in forbidden foods.** Throw out the diet... Go ahead and splurge! You're already being deprived of a loved one, home environment and the daily comforts; food shouldn't be added to your list. This is the time to have that plate of pasta and order the richest dessert from room service.
3. **Take a night out on the town.** Explore the city or take in a show. Ask the concierge where to go and let him set you up like royalty. Let someone else do the driving -- take a group tour or hire a private driver to see the sights. Enjoy an old hobby or passion -- go to a sporting event or attend a music concert that your partner would never choose.
4. **Pamper yourself.** Forget the excuse of, "I don't have time and it costs too much." Do something special for yourself -- enjoy a spa treatment, buy a new outfit, go the gym and actually sit in the sauna, leave work early.
5. **Take an alternate mode of transportation.** Pretend you're a CEO or a Hollywood star -- take a limo. Or go to your next step by hiring a driver or taking the train.

Kathy Ameche, CPA is currently vice-president at West Monroe Partners, LLC, a business and technology consulting firm. After two decades of business travel, instead of just letting it take its toll, Kathy's collected her years of travel notes and published her first book on mastering the maze of travel, The Woman Road Warrior. She has been a guest speaker and presenter at industry and professional conferences, seminars and universities, and has held board positions with several non-profits. For more tips, desperate travelers can visit her [website](#).

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