

## A Remarkable New Website

Family vacations are down 28 percent overall since the 1970s. While two weeks of vacation was the norm in the '60s, only 14 percent of workers take off two weeks or more these days, according to a Harris survey. The average vacation has shrunk to a long weekend. It's not that people are less interested in the natural world. ... Americans feel they simply can't, or shouldn't, take the time off.

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It's a life-threatening conundrum. As we get more connected in the world, we tend to disconnect from those closest and most important to us. Even if a couple or a family manages to pry themselves away from work—and the kids' overscheduled lives—for a vacation, they often still check email on their laptops and PDAs. They still text message and send photos to their friends at home. They still receive phone calls from the office. They pack their all-too-rare vacations with activities morning, noon and night, because, hey, you never know when you'll get away again, right? Then, they return home needing a vacation from their vacation.

As the world—and vacations—speed up, one woman advocates slowing down, reconnecting and celebrating life by getting away. But not just anywhere. To beautiful, tropical islands.

In creating her business, Alison Tilley, founder and CEO of [www.TropicalLiving.com](http://www.TropicalLiving.com), offers people practical solutions for a happier, healthier, more balanced life. She promotes slowing down, reconnecting with loved ones, and enjoying more leisure time.

In fact, lives may just depend on it. According to Boston University's Framingham Heart Study, an annual vacation can cut the risk of heart attack in men by 32 percent.

Tropical Living is a unique tropical travel, homeware and lifestyle company for people who love tropical islands, appreciate Leisure in Luxury and desire more time off.

“In my opinion, most travel websites don't provide nearly enough photographs, detailed information or one-on-one service,” said Tilley. “So I decided to create a different type of website.”

Designed to be beautiful, informative and engaging, the Tropical Living website makes it easier for people to decide where to vacation.

“I have highlighted the breathtaking beauty of each property by including stunning photo galleries with numerous photographs because I believe that in order to decide on your next vacation destination, you need to be able to see plenty of shots of what the location actually looks like,” said Tilley. “Most websites don't do that. You're lucky if you get more than five. I've also included more text on each property than you will find on most websites because I believe it's important that you are given as much detailed information as possible.”

To help her match the right property for each client, Tilley employs a well-traveled team of “Leisure in Luxury” specialists who provide personalized service. Additionally, she encourages her clients to complete what she calls her “unusually personal inquiry form” that lets her and her team know about any milestones, celebrations or passages in her clients' lives. “I don't believe in ‘one-size-fits-all’ vacations,” said Tilley. “Everyone's vacation needs are different. If you're feeling bloated, drained and depressed, I would recommend a luxurious, tropical spa that offers customized programs—maybe yoga in the morning, clean and healthy meals throughout the day, a beautiful walk through the rice paddies and massage in the afternoon. If you're recuperating from a brutal divorce and are in the process of designing a new life for yourself, I might recommend renting an entire island for you and your children to reconnect.”

Because Tilley is a published author of a travel tips book, she also includes on her website several pages of Tropical Living Travel Tips for Safe, Easy, Worry-free Traveling.

After a lifetime of traveling, Tilley believes in the importance of travel to deepen the level of those things that matter most in life: our relationships with ourselves, each other, and nature.

Tropical Living is much more than just a luxury travel website. For clients who have always dreamed of living on a tropical island, Tropical Living can assist people in renting and even buying islands.

For those who really embrace the island lifestyle, Tilley provides the way to create a tropical oasis at home. On the website, Tilley features almost 20 years worth of exotic island finds that capture the essence of her favorite tropical havens, from home furniture and accessories to spa products and bathroom fixtures, including a sumptuously soft bathrobe.

Tilley shares her Tropical Living philosophy on her website with over 100 audio clips. “I hope they inspire you to slow down, reconnect and celebrate life with more “Leisure in Luxury” at home and abroad,” said Tilley. “I hope these clips will not only allow you to get to know me better, but also inspire you to live a happier, healthier more balanced life.”

The clips include “My Inspiration,” “How Leisure Time has become Endangered,” “The Importance of Writing Lists and Designing Your Life,” “Making Time for Mid-Course Corrections,” as well as suggestions on “How to Reconnect to Yourself and Others.”

Tilley publishes an online newsletter for what she calls, “The Island Tribe,” intelligent, creative individuals who are passionate about beautiful tropical islands, luxury tropical spas and living the tropical lifestyle. The Island Tribe newsletter includes islands for sale and rent, luxurious tropical spas, private villas, recipes, and, of course, the Tropical Living philosophy. It also highlights Tropical Living’s naturally modern homeware and accents, as well as oasis tips for people who want to recreate the restful feeling of being on a Tropical Living Renewal Vacation in their homes.

Having traveled the world 10 times over searching for the most spectacular tropical islands and spas on earth—from Bora Bora to Bali, Thailand to Fiji—Alison Tilley is an island, spa and tropical lifestyle expert and is available for interviews and appearances.

Alison Tilley’s Tropical Living is an unusual tropical travel, homeware and lifestyle company that advocates slowing down, reconnecting and enjoying more “Leisure in Luxury.” It offers practical solutions for a happier, healthier, more balanced life. Visit Tropical Living on the World Wide Web at [www.TropicalLiving.com](http://www.TropicalLiving.com).

Combining luxury tropical travel, homeware, philosophy and philanthropy has never been done like this before.

Tropical Living—An Oasis Online. It’s Upscale that’s Uplifting.