

USA Today

New website tackles travel for baby boomers Posted document.write(niceDate('2/26/2008 5:01 AM'));12h 37m ago |

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LOUISVILLE (AP) — A new travel website has been launched for baby boomers at www.boomeropia.com. "I happen to be a baby boomer and I felt like the fun side of me wasn't being catered to and marketed to," said website founder Liz Dahl, 59, in a phone interview from her office in Louisville. "I was getting ads for medication and hearing aids and no one was appealing to my fun side." So she created Boomeropia as an information site, listing interesting trips and tours in 30 categories, from adventure to pet travel to beaches and bed-and-breakfasts. Other categories include cruises, culinary travel, golf, fishing, and "glamping" — which means "glamorous" camping or camping trips where the tour operator does all the hard work for you, with comfortable tents and catered meals. Click on "botanical tours" and you'll read about a trip to Kazakhstan in search of alpine plants; click on "volunteer" for details on an American Hiking Society trip to work in a park in the Chilean Patagonia.