

The Savvy Boomer

January 25, 2008 Travel Web site for Boomers

Boomeropia claims it is a travel web site designed for boomers and after spending some time on it, I would say they have done a professional job of delivering on their claim.Â Some time, effort, money, and that very important ingredient of planning have gone into this appealing site and while you cannot book travel on it, there are 30 different categories for you to consider.

It is the creation of former travel agent and boomer, Liz Dahl.Â Liz feels that most travel sites are geared to a younger demographic.Â She's right about that but then most category specific sites don't consider the mature market.Â Come to think of it, the majority of most sites period, don't do this. Hopefully, they will also introduce geographical categories in the future.Â