

commercialappeal.com - Memphis

Going Places: Don't feel left out on fun; just visit boomeropia.com

A new travel Web site has been launched for baby boomers at 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 Web site 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.