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Boomeropia for traveling boomers

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

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"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.

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.