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Webwatch

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Travel site for Boomers

www.boomeropia.com

This new travel site caters to baby boomers, specifically their creative side, according to its founder, Liz Dahl. "I was getting ads for medication and hearing aids and no one was appealing to my fun side," she said. The site, which features large type face, details trips and tours in 30 categories, including adventure, pet travel, beaches, bed-and-breakfasts, cruises. The site is good for browsing for ideas, as the database isn't especially large for effective searching. Includes a forum section.