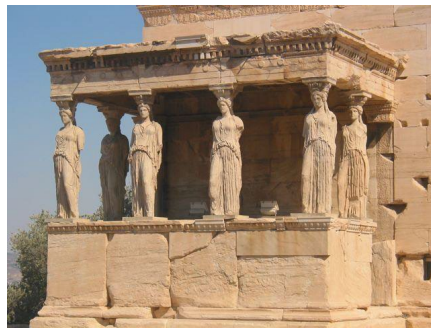




Ageless Traveler  
*LifeLong Travel Made Easy*

**Reach The Largest and Most Affluent  
Travel Market**



***Discover and Reach  
The Boomer and Mature Traveler***

## Why Target the Boomer and Mature Market?

According to the US Census Bureau, the number of Americans projected to reach sixty-five will be 88.5 million by 2050. Those aged 65 and over are the fastest-growing population by percentage of the American population.

According to the Nielsen ratings and Hallmark TV channels, in December 2008, marketers witnessed \$230 million in Boomer sales, or around 55% of the overall sales in this country. Boomer purchases dominated 1,023 out of 1,083 categories of goods that are advertised on TV and radio.



All studies confirm the astronomical spending numbers and the continuing propensity of the Boomers to spend.

Age Wave said boomers spent \$2.6 trillion on goods and services in 2009. According to Symphony IRI, they are expected to spend an additional fifty billion over the next decade.

Boomers control half of all discretionary household income. It is precisely from discretionary income that travels and tourism dollars are expended.



**Doesn't the Americans With Disabilities Act cover all that the hospitality industry needs to appeal to older adults and boomers?**



**On the contrary, while the ADA rules go far to include the disabled, they do nothing to create an age-friendly environment in the realm of universal design and ergonomics. By looking at physical elements in terms of *walking ability*, *see ability*, *hearing ability*, and even *taste ability* in a seamless way that singles no one out, and it isn't a separate but equal accommodation, you create the attractive Boomer facility. This also includes staff training and understanding of the proper standards of customer care in serving the older adult.**



**Does this mean I must change my marketing strategies, infrastructure, decorating, and design to appeal to the Boomer and older adult market?**

**No, not appreciably. A one-size-fits-all campaign might be the best for the Boomers and older adults as it does not separate them based on age. Adding photographs showing people doing activities rather than merely beautiful scenery appeals to all generations. Including a volunteer and lifelong learning experience in itineraries, showing intergenerational volunteers, offering menus accompanied by a small reading light, or having a discrete dish of reading glasses at a spa may be enough to promote your brand with the older adult travel. Of course, amid a new build or renovation, there are many beautiful opportunities to be consciously age-friendly.**

**We have spent money on online engagement tools, mobile apps, and videos. Doesn't this go out the window when dealing with an older adult?**



**Not at all. The fastest-growing demographic on Facebook is those over the age of sixty-five. Women over fifty-five, vacation decision-makers, are on the Internet more frequently than teenage boys. [www.VibrantNation.com](http://www.VibrantNation.com) . They research vacations and pay attention to social media, peer reviews, explanatory videos, and e-mail campaigns. Boomers clock 15 minutes more on the web than 12 to 24-year-olds daily. Nielsen, McDonough.**