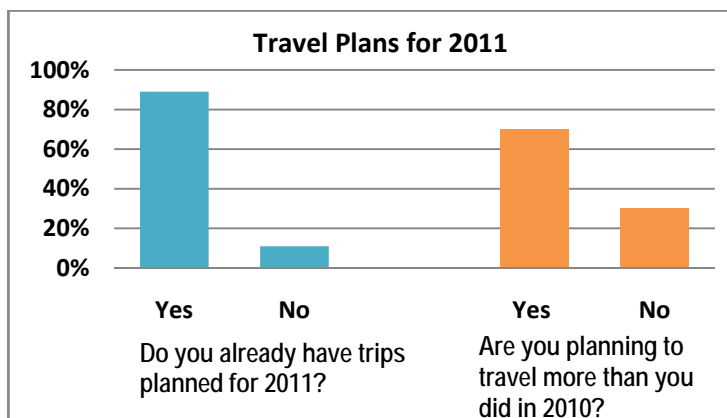


Boomer Women 50+ & Travel

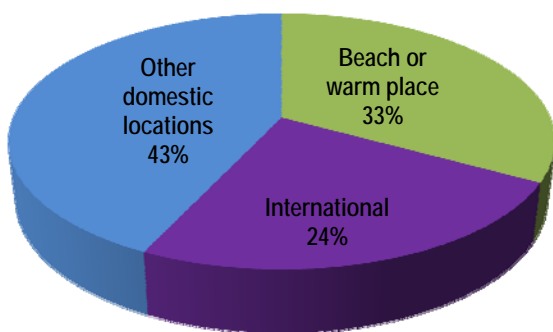
A briefer on behavior and needs of the 50+ woman brought to you by **vibrant**
nation.com

Finding #1: Boomer Women have already planned their travel for 2011 and are traveling more this year.

- By late January, 89 % already had trips planned for 2011. A 10% increase from last year's findings.
- 70 % are planning to travel more in 2011 than they did in 2010.



If you take a Spring Break, where do you travel ?



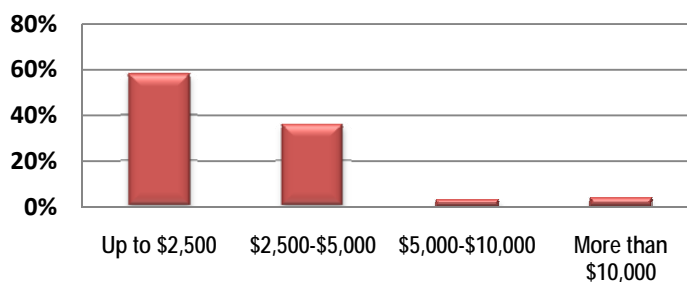
Finding #2: Boomer Women take their own "Spring Break."

- 58 % take a vacation in late winter/spring.
- 57% plan these trips to a beach, somewhere warm, or international

Finding #3: Boomer Women plan their own travel and are willing to spend more for travel.

- 70% of respondents plan their own travel
- 36% spend \$2,500-5,000 per extended trip

Budget: What do you typically spend for each extended trip per year?



TIPS FOR MARKETING TO THE BOOMER WOMAN 50+:

- Reach her online. Nearly half said the Internet is the most important travel publication.
- Keep her busy. In addition to components such as meeting locals, she likes moderate to extensive physical activity such as hiking, biking, etc.
- Cater to her desire to learn. Boomer Women value educational components and immersing themselves in local culture and are willing to pay more for these.

For more information on the boomer woman and travel, request a copy of *Vibrant Nation: What Boomer Women 50+ Know, Think, Do and Buy* by emailing us at info@vibrantnation.com. This is the first book of its kind to dive into the behavior and needs of the 50+ woman and determine the best opportunities for marketers. Contact us to get more information or schedule a meeting with the author.