



## **Not Your Parents' Travel Guide: From Active Vacations to Luxury Travel, Find the Best at BoomVoyage**

*Announcing the launch of BoomVoyage, a Web-based travel style guide for Baby Boomers. This insider's guide is filled with practical tips and ideas for interesting, fun and inspirational destinations and travel experiences. It showcases products and services for making the journey easy--maybe even a little luxurious. The site brings it all together, along with special offers for promotions and discounts, in a single, trusted source.*

Seattle, WA ([PRWeb](#)) May 1, 2008 -- BoomVoyage ([www.boomvoyage.com](http://www.boomvoyage.com)) today announced the launch of its Web-based travel style guide for Baby Boomers. This insider's guide is filled with practical tips and ideas for interesting, fun and inspirational destinations and travel experiences. It showcases products and services for making the journey easy--maybe even a little luxurious. The site brings it all together, along with special offers for promotions and discounts, in a single, trusted source designed to spark the imagination and make the readers want to go.

Why a [travel style guide](#) just for Baby Boomers? Founder Jeanne Parrent said, "When it comes to travel, Boomers have been there, done that. Now they want to go to new, exotic destinations responsibly and to experience familiar places in unique ways." As the age group that travels the most and spends the most on their trips, Boomers are redefining mid-life and travel. Born researchers, busy Boomers love information, but they want better info, not more. BoomVoyage brings its readers the expert voices and selected information on each topic that is so important to them.

The site is divided into six travel style "affinities," interest areas that appeal to seasoned travelers at this stage of their lives. The adventure travel and active vacations they love are found in Easy Adventure. "Good" to Go focuses on Boomer interest in giving back including green travel and volunteer vacations. Passions New & Old is about lifelong learning, workshops, and interests like archeology and cooking. Splurge! provides info on luxury travel and special occasion travel. Taking Care of Me covers wellness and [mind body spirit](#); and Tribes is all about travel with friends and family.

'We loved the idea of marrying BoomVoyage's valuable, targeted content with our leisure travel expertise to provide customers with the fullest experience possible,' said Suzette Covell, director of Casto's Vacations Division. Casto is the largest independent travel agency in the San Francisco Bay Area and its Vacations division will handle all of the travel arrangements for BoomVoyage customers.

Partnering with other companies, [Boomvoyage](#) will bring its customers special offers for premiums and discounts. For example, ChefShop.com, an online purveyor of artisan and gourmet foods, is offering BoomVoyage customers a 10% discount on any pantry products through June 30th.

BoomVoyage is committed to giving back to the planet and the global community. In addition to pledging a portion of its profits to charities, the site showcases nonprofit organizations, starting with one for each affinity to



encourage others to give. For example, "Good" to Go features Global Volunteers, a 25-year-old organization providing [volunteer vacation](#) experiences.

#### About BoomVoyage

Founded in 2005, BoomVoyage is an integrated media and events company providing multimedia content and travel style events for Baby Boomers, and promotion opportunities for businesses looking to reach the Baby Boomer audience. BoomVoyage is owned by BoomVoyage, LLC, and headquartered in Seattle, WA. 9594 1st Avenue N.E. #533, Seattle, WA 98115

[Jeanne Parrent](#), CEO, has spent her career as a emerging technology strategist and team-building expert. In addition to working for IBM in Paris and as part of the group that created Sony Europe's first community site for music and game enthusiasts, Friend Factory, she has provided consulting expertise to a broad slice of corporate America. A dual citizenship French national, Jeanne has lived abroad and traveled extensively. Her passion for travel and meeting new people comes to fruition with the launch of BoomVoyage.

#### About BoomVoyage Partners

Casto Vacations is a division of Casto Travel. Casto provides corporate, concierge, vacation, and group travel management services, in addition to visa and expedited passport processing. 500 Sansome Street, Suite 601, San Francisco, CA 94111, 800-832-3445

ChefShop.com is headquartered in Seattle, WA. 1415 Elliot Avenue West Seattle, WA 98119, 206-286-9988

Global Volunteers is based in St. Paul, MN. 375 E. Little Canada Rd. St. Paul, Minnesota 55117-1628, 651-407-6100

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