

# Senior Living

50+ Active Lifestyle Magazine  
Vancouver • Vancouver Island

153,1581-H Hillside Ave., Victoria BC V8T 2C1  
Ph. (877) 479-4705 Fax. (250) 479-4808  
sales@seniorlivingmag.com



## Senior Living June 2011

### Be part of our special Travel Edition!

**Destination Travel (Outside BC):** If you are a Business that promotes tours, cruises, adventure...or offers a hospitality service at a travel destination (resort, golf, hotel, restaurant, spa, etc), we will place your ad alongside specially written editorial that inspires and promotes travel among our readers.

**Our Readers spend more and travel more frequently than any other age group...**

#### Did you know Mature Travelers...

- account for 80% of all luxury travel
  - travel more frequently than any other age group and stay longer
  - 42% travel for relaxation, 32% travel for adventure
  - spend 74% more on a typical vacation than any other age group
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- Travel is at the top of their agendas, with 54% wanting to travel more regularly and to long-haul destinations, and a further 22% wanting to go on a once in a lifetime holiday.
  - Spend an estimated 40% more time vacationing than other age groups.
  - Retirees often view their vacations as an exploration or opportunity to learn about a different culture. While some plan on seeing more of their own country, people in their 50s and over also want to venture to places as far afield as China, Africa, Russia and the Antarctic. Turkey, Morocco and Peru are predicted to become the new hotspots, outshining places like Miami, Honolulu and Acapulco, according to Trip Advisor.
  - Alongside the appetite to travel, this young-at-heart generation have also set their sights on adventure and experiences, with off-roading, flying a helicopter, scuba diving, and going to music festivals as activities they would like to tick off their lists in the future.
  - Multi-generational travel is also on the rise, according to cruiselines, all-inclusive resorts, hotel and even coach tour operators.
  - While education has always been an integral part of travel, more and more people are learning new skills and engaging in academic pursuits on vacation.

Contact one of our helpful sales reps to find out more.

Toll free 1-877-479-4705

Email [sales@seniorlivingmag.com](mailto:sales@seniorlivingmag.com)