



# THE ROAMING BOOMERS

## What is The Roaming Boomers?

The Roaming Boomers is a luxury travel site with an eye towards experience, adventure, learning, and exploration.

**25,000+ Monthly pageviews**

**13,000+ Unique visitors per month**

**31,000+ Subscribers and followers**

**207,636 Facebook Reach**

**Gender: 76% female ages 45-55+**

**Where we regularly contribute:**

azcentral.com



[aarp.com/blog](http://aarp.com/blog)

*"The Roaming Boomers addresses a key market for Grand Hyatt Kauai Resort & Spa so we were thrilled about the coverage we received on their website. Targeting the luxury baby boomer market is important to us. This group is generally well traveled, has discriminating taste and often travel with a family on a multi-generational vacation. We see many of these travelers and through the coverage of the resort by the Roaming Boomers we were able to grow our reach and let more people know what a great vacation spot we offer."*

— Diann Hartman, Public Relations Manager, Grand Hyatt Kauai Resort & Spa

## Who is behind The Roaming Boomers?

David and Carol are originally from Michigan, and moved to Scottsdale, Arizona in 2006. They have been married and madly in love for 26 years. They have two 30-something sons, a beautiful granddaughter, and a lizard in the backyard they've named Atlas who loves to have them watch him do push-ups each morning. Generally speaking, David is the contemplative one, where Carol is the social butterfly and a dinner party just waiting to happen.





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Featured on:



*“When approached by the Roaming Boomers to host their stay in Seattle, it was a no-brainer. We loved their audience, their writing style and their wide variety of travel coverage. We knew they would not only show off our property (the Alexis Hotel) in a great light, but the city of Seattle as well. The luxury baby boomer market is a key demographic for the Alexis Hotel. Social media played a big part in this as well — the Roaming Boomers tweeted about their experience, enabling all of our followers to read these great comments about their positive experience. I feel their article really captured the essence of the Alexis Hotel. Plus, I had the pleasure of meeting Carol and David — they are LOVELY people!”*

— Brandyn Hull, Regional Director, Public Relations, Kimpton Hotels

## Contact Us:

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## Topics Include:

- Travel, adventure and destination stories
- Hotel and restaurant reviews
- Airline, cruise line, and railway experiences
- Product reviews
- Travel tips and advice
- Travel photography (how-to, products)
- Destination reviews