

Seniors dig for discounts on Web site

by Judy Babcock Wylie Daily Herald Correspondent
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Online

Now seniors can find a wide range of discounts nationwide just for them on a new Web site, www.SeniorDiscounts.com, which lists discounts available only to those age 50 and older. The first of its kind, the site is free and aims to be one of the leading online destinations for the senior market.

The categories of businesses listed on SeniorDiscounts.com include airlines/travel; hotels/lodging; restaurants; auto services; national parks; medical services; car rentals; public transportation; Internet and the Web; entertainment and recreation; and retail.

"The site was designed with seniors in mind, so we've made it simple to search for discounts and to add discounts we may not have discovered yet," says Douglas Brown, chairman. When you get on the site, it invites you to Dig for Discounts by clicking on an icon and entering the city or ZIP code where you would like to find a discount.

Brown has discovered something about seniors that a lot of marketing directors for large companies have missed. According to recent findings, people who make up the senior market tend to spend more time online, be wealthier and do more buying via the Internet, compared to other age groups.

Brown, who had a 30-year career in the financial world before starting his own company, came up with the idea for SeniorDiscounts.com when he went to see a movie and was surprised to find he qualified for a significantly cheaper ticket. When he returned home to research other discounts he could receive as a senior, he discovered there was not a comprehensive directory that offered such information.

The site is simple to use. After entering the city or ZIP code, the user chooses a business category to begin a search for discounts. The site guide, Prospector Pete, then provides a list of merchants offering discounts. The details include the business's address, phone number and a map to the location. The user may then click on the listing to gain access to these details or to go directly to the vendor's site to make reservations.

In print

The cruise season in Alaska has just begun, and if you still haven't booked your cruise, you'll want to get a copy of "Cruising Alaska: A Guide to Cruising Alaskan Waters & Discovering the Interior" (Cruising Alaska, fifth edition) by Larry H. Ludmer, published by Hunter Publishing at \$12.95. This book is especially helpful for the first-time cruiser to Alaska. It covers the basics of the eight large traditional cruise companies that serve the state as well as operations with small ships such as the Clipper Line and the Alaska Marine Highway ferry system. In the rest of the book you can see itineraries for each ship in each line, and read background on every port a ship's itinerary might include. There

also are practical tips about sightseeing in departure and arrival cities beyond the cruise itself.

In Victoria, B.C., the author suggests you visit the Butchart Gardens in the late afternoon so you can enjoy them in daylight, have dinner, then stay for the spectacular illumination show at nightfall.

- Online/ in print, by free-lance writer Judy Babcock Wylie, appears Sundays in Going Places.