

MAGAZINE TARGETS OVER-50S

GLOBETROTTING OVER-50 travellers have found a new home where they can swap tips, stories and experience.

Grownups.co.nz is an online magazine which, as well as travel, covers health, food and money advice and much more.

Director Richard Poole says after hearing the complaints of older family members, deciding on the site was easy. "When we investigated we found there was nothing in New Zealand specifically for people over 50 — which is a lot of people."

The over-50s are 28 per cent of the population, or about 1.12 million people. Another 50,000 will turn 50 this year. By 2020, the proportion of 50-plus people is expected to reach 38 per cent. A disproportionate amount of the nation's wealth is concentrated within this demographic; Retirement Commission figures show the net worth of people aged 45-plus is \$329 billion (comprising homes, assets and financial investments, minus liabilities).

Based on this research, it is estimated that 50 per cent of

disposable income is in the hands of those aged over 50, and that within 15 years, the 50-plus population will account for 80 per cent of individual net worth and 70 per cent of disposable income. In short, over-50s are flush and plugged-in..

With high levels of disposable income and often, time available, travel is a key area for Grownups users. The site is packed with information, both local and international. It includes entertaining stories, as well as great deals and upcoming events.

There's also motorhome travelling and cruising, reflecting the over-50s particular interest.

As well as general travel advice, there's also information on such issues as travelling with pets, travelling with medication, and how to avoid stress.

There's also a great feature on making the most of digital photography.

Other areas include recipes, and topics as diverse as money and investment, genealogy, Hollywood gossip, book reviews, health and fitness, and news headlines.

NEED TO KNOW

Grownups.co.nz is currently running a poll asking users to pick their favourite foodie holiday destination.

The options are: South America, India, Spain, Morocco, France, USA, Thailand, Turkey, Australia or New Zealand.

To vote go to grownups.co.nz. The results will be published in Sunday Detours on August 12.