



Leisure Programming for Baby Boomers

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The baby boomers—those born between 1946 and 1964—are a generation that consists of nearly 76 million Americans. Beginning in 2011, this large and influential population will begin their transition out of the workforce. As baby boomers enter retirement, they will be looking for opportunities in fitness, sports, outdoors, arts and cultural events, and other activities that suit their vibrant lifestyles. With their varied life experiences, values, and expectations, baby boomers are predicted to redefine the meaning of recreation and leisure programming for mature adults.

Though many researchers have forecast the boomers' impact on the future, only *Leisure Programming for Baby Boomers* addresses key information that recreation and leisure professionals need in order to make program decisions with baby boomers in mind. The authors combine their research, programming, and marketing expertise to provide insights into the values and lifestyle choices of boomers and offer programming and marketing strategies to reach this large and influential population.

Leisure Programming for Baby Boomers will help you move beyond the traditional offerings of bingo, art classes, and social dances to capture the attention and imagination of your baby boomer community. This comprehensive guide offers these features:

- An in-depth review of current research to help you understand the values, interests, and needs of the boomer generation
- Guidance in adopting a “boomer lens” so you can more easily recognize the opportunities in working with this group and create and market programs that appeal to the values of this unique generation
- The Cochran Baby Boomer Quiz, a tool that can be used not only in assessing the programming preferences of the boomers in your community, but also in testing your staff's knowledge of boomers and preparing them to work more effectively with this group
- Strategies, guidelines, and ready-to-use ideas for boomer-specific programming in arts and culture, outdoor recreation, education, wellness, and tourism
- Marketing templates and strategies that will attract boomers and keep them coming to your programs

With *Leisure Programming for Baby Boomers*, you'll discover what distinguishes the baby boomer generation from previous generations in regard to their demographic makeup, gender differences, cultural influences, brand loyalty, consumer behavior, and spending patterns. Based on current research, *Leisure Programming for Baby Boomers* explains the boomer generation in terms of five value areas specific to recreation and leisure programming: cultural influences, healthy aging and society, retirement, leisure pursuits, and economic levels. Using this knowledge, you'll learn how to consider these generational values to create effective marketing messages and plan appropriate programming.

Leisure Programming for Baby Boomers presents a range of detailed program ideas and formats that fulfill the interests of this new clientele so you can start offering new programs right away. It also offers guidelines and examples that will help you plan your own programs to meet the needs of your community. You'll find all the tools you need to market your new programs, including techniques for attracting boomers to your programs and marketing templates that make implementing your marketing strategies simpler. Information on key topics such as marketing psychology; advertising beyond the brochure; motivating, recruiting, and communicating at the front lines; and creating and maintaining a focused image will help you better understand how to market programs.

In this demand-driven occupation, recreation professionals must be prepared to market and deliver a wide

range of leisure opportunities to serve the boomer generation. Is your recreation or leisure program ready for the baby boomers? *Leisure Programming for Baby Boomers* will help you understand the unique profile of the boomer generation and respond with creative programs that will add value and quality to the leisure lives of this new generation of mature adults.

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Leisure Programming for Baby Boomers can be one of your basic books that are good idea. We all recommend that straight away because this guide has good vocabulary that will increase your knowledge in language, easy to understand, bit entertaining but nevertheless delivering the information. The writer giving his/her effort to put every word into pleasure arrangement in writing Leisure Programming for Baby Boomers but doesn't forget the main stage, giving the reader the hottest in addition to based confirm resource information that maybe you can be one of it. This great information can certainly drawn you into brand-new stage of crucial contemplating.

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