



Insights

Baby Boomers Continue to Push the Trends in Senior Living

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Baby Boomers spent more money in life on leisure activities than previous generations, and will therefore demand the types of lifestyle they have experienced. Restful rooms with Wi-Fi connections, espresso bars and cafes with healthy wraps are examples. Consequently, leasing space to vendors in the senior facility itself or on outparcels in urban locations might make sense. It's no longer enough to have a hair salon / barber shop available. Rehabilitation rooms need to look more—and operate as well—like the local Y workout rooms. And speaker and entertainment programs are likely to be more popular if they are patterned on the cruise ship model. All of this for a generation which has probably saved less for retirement than their parents' generation.

A challenge indeed.

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