WE HAVE ACCOMPLISHED A LOT IN THE PAST YEAR.

INVEST IN OIA
OUR INDUSTRY’S COMPASS, CONVENER AND DRIVER ON ISSUES NO COMPANY CAN TACKLE ALONE.

OIA CONVENES THE INDUSTRY AROUND SHARED VALUES

THRIVING BUSINESS
Advocating for the collective group on policy matters and business imperatives.

THRIVING PEOPLE
Building an equitable and inclusive outdoors.

THRIVING PLANET
Collaborative action to mitigate climate change disruption.

A HEALTHY OUTDOOR INDUSTRY

83 COMPANIES JOINED
the Climate Action Corps, collaborating to reduce greenhouse gas emissions

$340 MILLION SAVED
in 2018–2020 on outdoor product import duties

$900 MILLION IN ANNUAL FUNDING
for the Land and Water Conservation Fund through the passage of the Great American Outdoors Act

12,000 YOUNG PEOPLE
reached through the Thrive Outside Community Initiative

25% PUNITIVE TARIFF AVOIDED
for travel products sourced from China, 7.5% tariff on certain bike helmets avoided

PREPARED 161 GRADUATES
of the Skip Yowell Future Leadership Academy to lead our industry into the future

20 WEBINARS
to educate and be a resource for OIA small businesses around COVID-19 impacts

WE ASKED OUR MEMBERS “IN A WORLD WITHOUT OIA, WHAT WOULD WE loose?”

COMMUNITY
We would lose the critical collaboration that’s helped to advance important issues like climate change mitigation, DEI, outdoor participation, reducing toxic chemicals in our products, and so much more.

DIRECTION
We would operate in a bubble without the same strong sense of the direction and values of the greater industry.

INFLUENCE
My company (and I) would lose our collective voice in Washington, D.C., and that voice has yielded tangible results in the last decade.

GO-TO RESOURCES
OIA provides industry research and gives recommendations that we use to influence business strategies and allows the industry to align on direction.