WE HAVE ACCOMPLISHED A LOT IN THE PAST YEAR.

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


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 LOSE?”

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.

OIA CONVENES THE INDUSTRY AROUND SHARED VALUES THAT ARE BUSINESS IMPERATIVES

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

A HEALTHY OUTDOOR INDUSTRY Building an equitable and inclusive outdoors.

THRIVING PLANET Collaborative action to mitigate climate change disruption.