



## Participate in the Retail Benchmarking Report for a Chance at 2 Nights at OR Summer Market '16

Participate in the Retail Benchmarking Report by June 3rd, 2016. You'll receive a custom detailed business analysis and be entered in a drawing to win OIA membership for a year and two nights of lodging at ORSM '16.

[Submit your survey now.](#)



Collect Experiences Not Objects



Who's Gathering Around the Campfire?



What Kind of Outdoorist are You?

Festival campers want a cool experience with gear that looks rad and works well. Kelty, Gear Institute and Field Candy have taken notice. Have you?

Have time. Will travel. Escaping the mundane and connecting with friends, family and nature are priorities for today's campers who say distance is no object. [Download the infographic.](#)

Take our 5-minute survey to and find out what your approach to the outdoors says about you. Bonus: use it to figure out who your customers are too.



## Adult Summer Camps. Yep, They're a Thing.

Just like the sleep-away camps of your childhood but with a new twist. Stop adulting, and go be a kid again.

## DID YOU KNOW?

- 54% of campers say their outdoor activities revolve heavily around what their kids enjoy ([OIA ConsumerVue](#))
- 32% of campers say they are searching for moments to slow down and recharge ([OIA ConsumerVue](#))
- Warm weather and heightened interest spurs growth in camping sales by 13% ([NPD Group](#))

## COMING SOON TO INSIGHTS OVERVUE

### Infographics

- Climbing
- Urban Sports
- Paddle Sports
- Biking
- Running

### Insights

- Virtual Reality
- Authentic Marketing
- Urbanization of Outdoor
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