

OUTDOOR
RETAILER

2016 SUMMER MARKET POST SHOW SNAPSHOT

OPEN AIR DEMO AUGUST 2, 2016 • SUMMER MARKET AUGUST 3-6, 2016

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AT A GLANCE

We believe in a marketplace without boundaries that inspires **creativity, transparency** and **inclusivity**.

We believe in sharing and cultivating passion for the outdoors. Above all else, we believe that the future strength of the outdoor industry lies in **specialty retail**.

We also believe in a simple formula for success: **right time, right place, right stuff**. The power of the outdoor industry comes from its unity, from everyone gathering together to share ideas and move forward together.

And Summer Market delivered!

What follows is our scorecard for the industry, letting you know who came, where they came from, what they came for and what they did while they were here.

Please let us know if you have any questions and we look forward to seeing you in 2017!



Watch OR Summer Market 2016 **Show Video** [here](#).



Watch OR Summer Market 2016 **Open Air Demo Video** [here](#).

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RETAILERS

6,330 Retail Buyers

2,767 Stores

390 New Stores

311 Stores Returned After an Absence

573 Importers/Distributors

2,651 New Retailers (all retail staff) and Importer/Distributors attended Summer Market 2016

71% of all Qualified Attendees (verified as Retail Buyers, Importer/Distributors) are Independent Specialty Retailers

50 states and **41** countries represented

12% of Retailers (all retail staff) and Importer/Distributors were International



Download the complete Summer Market 2016 **Store List** [here](#).

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ATTENDANCE

54% of the qualified attendance have 1 store location

23% of the qualified attendance have 2-10 store locations

5% of the qualified attendance have 11-30 store locations

4% of the qualified attendance have 31-100 store locations

13% of the qualified attendance have over 100 store locations



Qualified individual attendance was **up 1%** year-over-year from Summer Market 2015

Qualified individual attendance was **up 10%** year-over-year from Summer Market 2014

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OBJECTIVES

- The top objective for retail buyers remains **“See New Products”**
- **504 New Storefronts** attended Summer Market 2016
- **86% of Qualified Attendees** reported seeing **“innovative”** products for the first time at Outdoor Retailer
- **Backpacking / Hiking / Camping** is the largest primary product category Retail Buyers are shopping
- **Adventure / Travel** is the second largest primary category



“This is where I get to see everybody. The whole industry is here. I get to see a lot of friends and new products. It’s great. I have friends everywhere here. I can’t walk down an aisle without a big ‘hey!’ That’s why we’re here, it’s about the relationships.”

—Jonathan Miller, Jagged Edge Telluride

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INTELLIGENCE

Outdoor Retailer is more than just new products; it's about future thinking for your business. From trend presentations to marketing panels to aisle chit-chat, the entire trajectory of your year and the partnerships you forge start with a new idea.

Highlights:

40 Sessions at Outdoor University

20 Sessions in The Camp

9 Sessions and Events in Venture Out

11 Sessions in the Trend + Design Center

“This is my favorite show. It’s everything progressive. There are those brands that have been around forever and those that are just starting to pop up now. Venture Out has been really impressive, and fun. It’s not just about the brands either. I like heading into Venture Out and see what people are wearing, what they’re listening to, etc.”

—Anthony Lahoot, Lahoot’s – America’s Oldest Ski Shop



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ENGAGEMENT

Did you know that Outdoor Retailer gives more than **20% of our topline revenue and reinvests it directly back to the industry**, providing financial support to the organizations and associations that support the outdoor recreation? We also work with advocacy groups to provide in-kind donations to help give them a stronger presence on the industry's largest platform.



“The outdoor industry, for us, is the friendliest industry we deal in. We’re an outdoor lifestyle brand so we cross over into fashion. The outdoor industry is warm, caring and giving. It’s everything that business should be and nothing that it shouldn’t be.”

—Brian Linton, United By Blue

Complimentary booth space and marketing support provided to:

Access Fund
American Alpine Club
American Canoe Association
American Hiking Society
Association of Outdoor Recreation & Education
Boy Scouts of America
Camber Outdoors
Ice Age Trail Alliance
Leave No Trace Center for Outdoor Ethics
Medicines Global
National Ability Center
National Park Foundation
National Park Service
National Parks Conservation Association
NOLS
One Warm Coat
Outdoor Foundation
Outdoor Industry Association
Pacific Crest Trail Association
Sierra Club
The Conservation Alliance
The Jeff Lowe Mountain Foundation
UpaDowna
Wilderness Inquiry
Winter Wildlands Alliance

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MEDIA

676 journalists joined the outdoor industry to cover the sights and sounds of the bustling show floor. With the launch of product innovations, engaging brand stories, and emerging trends to cover, Outdoor Retailer proved to be the place to be to bring summer gear to life. These product reviews and gear stories give consumers the first peek at what is to come.

- Working Media: **676**
- Published Stories: **1,952**
- Company Mentions: **3,504**
- Total Circulation (Print): **4,647,322**
- Total Unique Visitors (Online): **1,864,947,634**
- Total Calculated Ad Value (Print and Online): **\$1,974,394**
- TV Stories: **68**
- Total TV Audience: **5,036,752**



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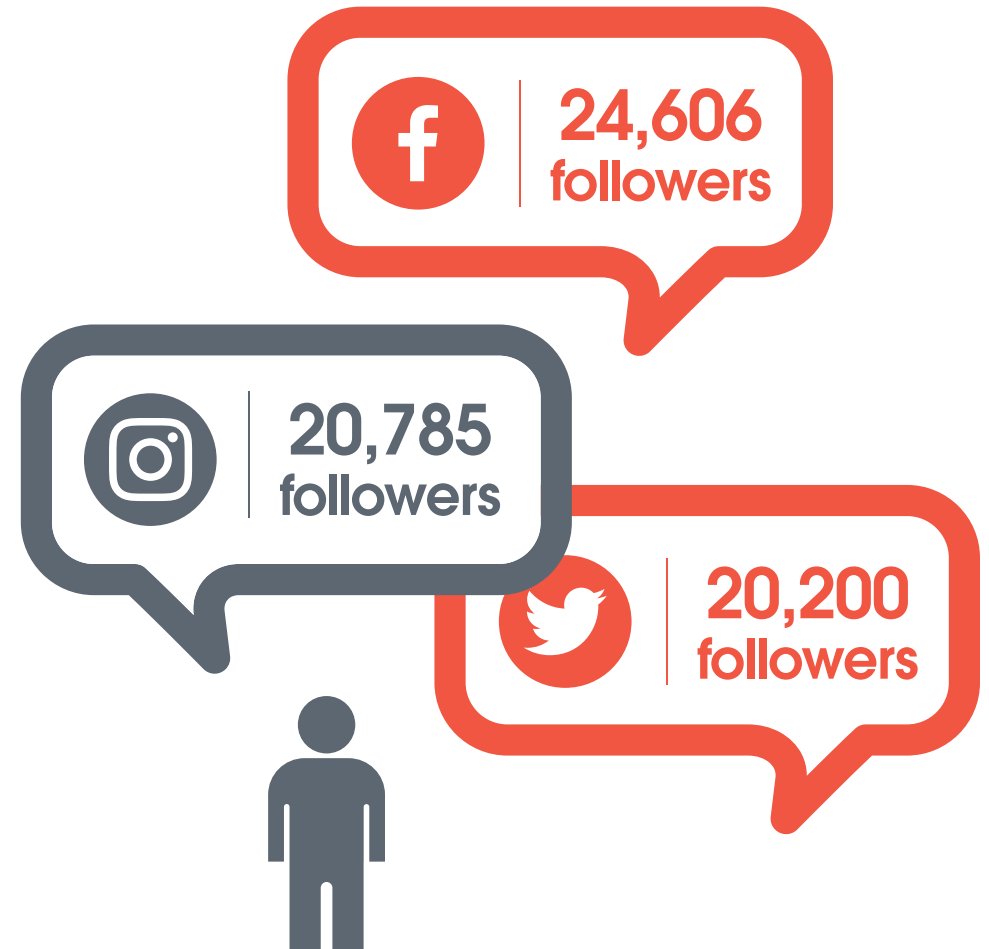
SOCIAL MEDIA

Facebook + Twitter:

- Interactions: **4,000**
- Organic Impressions – Facebook: **230,641**
- Organic Impressions – Twitter: **108,311**
- Unique Users: **2,800**
- Potential Reach: **4,500,000**

Instagram:

- Followers: **20,785**
- Followers Gained: **2,288**
- Total Engagements: **1,170**



“We come to Outdoor Retailer for a multitude of reasons: to refresh some buying decisions that have already been made and revisit key pieces we need to remind ourselves on – to get the buy right. We also have a lot of marketing meetings which is really important for all of the events we do. It’s great to see, catch up, and idea share with key people. It’s a show we can’t miss.”

—Brendan Madigan, Alpenglow Sports

TO EXHIBIT

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TO ATTEND

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PRESS/MEDIA

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