



SNEWS Outdoor

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Trade Show News

Outdoor Brands Leverage Lightness in Expanding Adventure Travel Category

Featuring: Ozone Series and Farpoint 40

Monthly Traffic: 16,200

URL: <http://tinyurl.com/bhdl86>



Osprey Ozone 18

The steadfast outdoor equipment traits of making products more durable, lightweight and functional continue to creep into a growing number of travel-oriented packs and luggage shown at Outdoor Retailer. Outdoor and travel consumers are becoming one in the same — frequently meeting in the middle within the burgeoning adventure travel market — manufacturers told SNEWS. These consumers demand the same type of outdoor durability and functionality in their gear when facing cobblestone streets and paths less traveled abroad.

“People are really drawn to rollers for the airport, but they’re soon finding themselves on a dirt road, or maybe there’s a security concern, and they want the ability to attach that pack or luggage to their body,” said Gareth Martins, director of marketing for Osprey.

And spoiled by their lightweight technical outdoor packs, consumers are demanding light travel gear, manufacturers said, especially with more airlines placing weight limits on luggage. Lightweight is a trend the outdoor industry is well familiar with, and it’s how many outdoor brands are claiming their stake in the travel market.

At Winter Market, Osprey debuted its new Ozone Series of lightweight travel rollers with three models — an 18-inch, 36-liter (MSRP \$199); 22-inch, 46-liter (MSRP \$229); 28-inch, 80-liter (MSRP \$249) — which weigh four to five pounds, compared to the typical 8 to 10 pounds, Martins said. “We’re using a lot of the same lightweight and durable materials that we use in our packs,” he said. That includes 210-denier nylon fabrics and aluminum frames.

Travelers aren’t only packing lighter, but also smaller, so they can avoid airline bag fees and bring everything as carry-ons, vendors said. To help ensure carry-on compliance, both Briggs & Riley and Osprey are introducing additional smaller versions of some of their more popular travel packs and luggage. Osprey adds the Farpoint 40 (MSRP \$149) to its travel pack line.

