



## Outdoor Insight

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Trends: Adventure in Travel  
Featuring: Vector and Shuttle

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Gareth Martins, director of marketing for Osprey Packs, notes that brand familiarity eases any concerns when a customer sees Osprey move into the travel luggage.” When somebody sees an Osprey wheeled piece or a travel trekking backpack in an outdoor store the familiarity with the brands is there,” comments Martins. “I think that does give us an advantage in having them pick that piece off the shelf.”

Outdoor retailers represent an important distribution channel for brands serving the adventure travel category, but companies are moving outside that channel as the business warrants. “Thus far, the approach is to move our travel luggage only through our outdoor retailer channels, but since travel has become a significant portion of our business we are looking at ways to expand the distribution. There are obvious opportunities in other channels,” says Martins. ●



Osprey is expanding its Shuttle line, which combines gear hauling with rolling ease.  
*MSRP from \$219*



Vector is well below U.S. carry-on dimensions and meets most international guidelines.  
*MSRP \$179*

