



Outdoor Retailer Winter Market 2015 Preview: Adventure travel gear

SNEWSNet.com

December 18, 2014

Outdoor Retailer Winter Market 2015 Preview: Adventure Travel Gear

Featuring: Ozone Convertible Series

Monthly Traffic: 160,600

URL: <http://tinyurl.com/pt573t4>

Leading up to Outdoor Retailer Winter Market 2015, SNEWS is previewing some of the top trends and new products you'll see at the trade show and All Mountain Demo in Salt Lake City, Jan. 20-24.

It's a common conundrum: As the adventure travel industry grows, defining the customer gets tougher.

After all, global adventure destinations saw more than 1 billion arrival days in 2014, according to the World Tourism Organization, a number that is expected to nearly double in the next 15 years.

On one end of the spectrum, old-school adventurers can be somewhat enigmatic by definition. By "getting away from it all," they purposefully seek to do things on their own, travel to difficult-to-reach places and often use their own transportation, equipment and training to get there. They aren't exactly a marketer's dream.

And then there are the "glampers," the newbies to the market who pay porters to haul their wine to a tent already set up for them with a cot, hairdryer and all.

"I'm not sure there is a lot of difference between luxury and adventure travelers," said Jon Neff, co-founder of Grand Trunk, a luggage company based in the Chicago area. "My wife and I were at an amazing hotel in Mexico after we got married, and in came a couple with Osprey rolling duffels. They obviously weren't short on money and it was interesting to see them with Ospreys instead of the traditional suitcase."

>> With a detachable daypack that is roughly the size of a medium hydration pack, the **Osprey Ozone Convertible** is really two backpacks in one. When combined, it can haul a weekend's worth of gear. When separated, it serves as a separate bag for base camp and a day trek.

