



SNEWS

SNEWSNet.com

January 7, 2013 - OR Winter Market Planning Guide

Nature and Culture Mix

Featuring: Ozone Convertible 22" and 28"

Monthly Traffic: 15,000

URL: <http://tinyurl.com/a8flbuk>



SNEWS adventure travel **Gear Trends**

Nature and culture mix

Outdoor brands address adventure travelers' gear needs

The travel market is maturing, and by that token, it's also becoming more nuanced and sophisticated. "Consumers who are looking for more sophisticated experiences, which include both culture and nature," says Steve Hirsch, president of the Adventure Travel Trade Association. "They're doing Vegas and Disneyland, and they're looking for more sophisticated travel experiences." The article also discusses the latest gear, whether it's a tent or a sleeping bag, and how it's being used in a variety of ways. It also mentions the importance of gear in the travel industry and how it's being used to create a better travel experience.



A.L. Thomas offers a variety of backpacks and rolling bags. The A.L. Thomas 22-inch rolling bag is made of durable, water-resistant material and features a large main compartment and a smaller front pocket. It also has a telescopic handle and a top handle for easy carrying. The A.L. Thomas 28-inch rolling bag is similar in design but larger, offering more storage space. Both bags are available in a variety of colors and patterns.



>> Building off its ultralight Ozone rollers, Osprey introduces a backpack function to the line with the new Ozone Convertible 22-inch (2) (MSRP \$299) and the 28-inch (MSRP \$329). The key is comfort and support. A spring-loaded mesh back keeps the user's back protected from the wheel and handle structure, saving significant weight from all the padding that would otherwise be needed. And there's no skimping on the hip belt for added support. The 22-inch comes in at 6 pounds, 2 ounces.

