

OPEN SKY



RELATIONS

Open Sky Relations strives to exceed all expectations in relational connections and deliverables between the company and its public. Our team is committed to providing in-depth research, analysis, and interpretation to help build your dreams into a thriving reality. We are committed to fostering a sustainable, inclusive environment that thrives off good energy and a strong work ethic.

Meet the OpenSky Relations Team



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Opening Statement

Open Sky Relations has come upon the privilege of working with the esteemed client ZenTrek Adventure Tours, a distinguished travel company offering curated adventure tours combining the wonder and beauty of the great outdoors with wellness practices. This client provides truly unique and unparalleled adventure options, integrating the excitement of hiking and kayaking with the peace of mindful practices like yoga to deliver an unforgettable and transformative experience to each individual. Ultimately, this practice of reconciling the power of nature with the power of the mind, ZenTrek Tours is helping people reconnect with both nature and themselves, through the gift of travel.

Yet, we at Open Sky Relations feel as though ZenTrek Tours can do more to set itself apart from competitors in the industry, by leveraging its strengths, and improving its weaknesses. Open Sky Relations seeks to increase bookings for adventure tours by 20% and improve SEO visibility within six months. Our public relations strategy for the client focuses on showcasing the transformative nature of the through customer testimonials and captivating visuals.

Open Sky Relations is eager to take on ZenTrek Tours as a client, to help bring awareness to their brand image and sell more adventure tours to those who seek to become more in touch with nature and themselves. We are confident our agency will deliver results on these fronts and satisfy the goals of increasing sales and visibility via a dedicated public relations campaign.



The client is ZenTrek Adventure Tours, located in Boulder, CO. ZenTrek differentiates itself from other outdoor companies due to its intersection between wellness/mindfulness and physical activity like hiking or kayaking. This unique experience benefits its consumers by reconnecting them with nature and themselves. It's not an item you are purchasing, it's an experience.

The wellness/mindfulness and touring industry is a huge market worldwide, with the United States accounting for a large majority of revenue in 2023. According to Statista, the United States accounted for \$204.45 B, with China coming in second at \$149.18 B. While this number is large, states like Florida, California, and New York account for the majority of revenue within the United States as of 2010. Colorado only accounted for \$107 million.



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Primary and Secondary Publics

According to a recent trend report from the leading outdoor research group Outdoor Industry Association, the largest audience within the industry is males ages 18-49. In a recent article published by Forbes titled, Outdoor Recreation Industry Sees Significant Growth With Changes In Consumer Behavior Sparked By Covid-19, they found that there is significant growth in the outdoors industry following the pandemic and they predict that it will only grow further from here.

ZenTrek is basing its strategy directly on its major competitors. To list a few, ZenTrek competes with Patagonia, The North Face, REI Co-op, and more. According to Condé Nast Traveler, a luxury and lifestyle traveling magazine, these companies excel in three areas; quality, sustainability, and customer engagement. To stand out in the marketplace and bring more publics to the beautiful land of Colorado, ZenTrek must ensure it not only meets the three standards of excellence set by its competitors but also exceeds them entirely.

According to The Brand Leader, a new company like ZenTrek will find the most success through an authentic sale of lifestyle rather than a material item. Due to the immense growth the outdoors industry has seen, ZenTrek must differentiate itself from its already existing competitors as well as emerging competitors shortly. Knowing this, ZenTrek must ensure it stays authentic and drives the sale of the priceless Coloradian outdoors lifestyle that it so uniquely offers.



Background of Industry - Outdoor/Vacation Activities

The “outdoor industry” as we know it today was born from the economic boom post World War II. This era ushered in the “Back to Nature” movement, which saw many families dedicating their leisure time and discretionary income to explore and engage with the environment. Since then, outdoor activities have become popular among a range of demographics. Travelers who are the most likely to participate in outdoor vacation activities are young, affluent men. Among parents, the most ardent participants have more than one child. These demographic descriptions hold regardless of whether outdoor activities are the focus of the trip or just one activity in a varied itinerary. Moreover, outdoor activities are not just relegated to dedicated trips. Rather, they are equally enjoyed by travelers who aren’t taking activity-focused trips, such as taking time for a hike during a multi-day sightseeing trip in a city.

***SWOT Analysis***

<p>Strengths:</p> <ul style="list-style-type: none">- A unique concept that reaches multiple audiences.- Located in Boulder, CO, a nature hotspot.	<p>Weaknesses:</p> <ul style="list-style-type: none">- Lack of in-depth social media presence of testimonials.- Struggling to position itself prominently in the market.
<p>Opportunities:</p> <ul style="list-style-type: none">- Open Sky Relations has an active social media presence and features strong visuals- Sky Relations focuses on attracting travelers who are looking for wellness-focused experiences.	<p>Threats:</p> <ul style="list-style-type: none">- To set themselves apart from companies such as REI Adventures, G Adventures, and Backroads to show that they are adventure companies.- Lacks in-depth customer testimonials or content that showcases the transformative nature of their tours



Strengths

Open Sky Relations as a company has countless strengths. One of which is the unique concept that reaches multiple audiences, with experiences such as hiking or kayaking. The other is its location. Located in Boulder, CO, Open Sky Relations is a nature hotspot, benefiting its consumers by reconnecting them with nature and themselves.

Weaknesses

The company's lack of customer reviews or testimonials minimizes the trust and credibility among potential clients. The company also faces challenges in standing out from competitors, leading to difficulty in establishing itself as a leader or preferred choice. Potential customers may not fully understand what sets the company apart from its competitors because of that.

Opportunities

The company can utilize an already active presence, focusing on increasing audience interaction through polls, live sessions with wellness influencers, and user-generated content. The company also has strong visuals that can be paired with storytelling to captivate and inspire potential travelers, especially those seeking wellness experiences. By focusing on wellness travel, Open Sky Relations can establish itself as a specialized provider in a growing but distinct market segment. As travelers increasingly prioritize health, relaxation, and personal growth, Open Sky Relations is well-positioned to capitalize on this trend.



Threats

Competitors of the company, such as REI Adventures, G Adventures, and Backroads have strong brand recognition, well-defined offerings, and loyal customer bases, making it challenging and hard for OpenSky Relations to differentiate itself. In addition, without compelling customer testimonials, Open Sky Relations risks appearing less reliable or less impactful than competitors who showcase customer experiences prominently.

Market Research

	MEN 18-49	
	Index	
HUNTING WITH BOW & ARROW PARTICIPATED IN LAST 12 MONTHS	↑	194
ROCK CLIMBING PARTICIPATED IN LAST 12 MONTHS	↑	183
BICYCLING MOUNTAIN PARTICIPATED IN LAST 12 MONTHS	↑	160
FISHING-SALT WATER PARTICIPATED IN LAST 12 MONTHS	↑	143
JOGGING/RUNNING PARTICIPATED IN LAST 12 MONTHS	↑	141
FISHING-FRESH WATER PARTICIPATED IN LAST 12 MONTHS	↑	131
SAILING PARTICIPATED IN LAST 12 MONTHS	↑	121
CROSSFIT PARTICIPATED IN LAST 12 MONTHS	↑	120
PADDLEBOARDING PARTICIPATED IN LAST 12 MONTHS	↑	116
CANOEING/KAYAKING PARTICIPATED IN LAST 12 MONTHS	↑	113
BOATING PARTICIPATED IN LAST 12 MONTHS	↑	112
HIKING PARTICIPATED IN LAST 12 MONTHS	↑	112

Figure 1: “Activity and Demographics analysis”. Retrieved November 2nd 2024 from

<https://insights-mrisimmons-com.lib.pepperdine.edu/essentials/crosstab>

Our market research revealed to us many valuable insights to help guide ZenTrek in targeting the most promising demographics for our products and services. The Index in this dataset is a key metric that compares the activity level of men aged 18-49 to the average for the total population. Indices above 100 show that the group is more likely than average to engage in that activity; for instance, an Index of 165 means they are 65% more likely to participate. On the

other hand, an Index below 100 suggests lower-than-average engagement, such as an Index of 80 indicating they are 20% less likely to take part. Higher indices show us activities with stronger engagement from the demographic, making them ideal targets for focused marketing efforts.

Hiking stood out to us as a highly popular activity across all demographics, particularly among men (Index 145) and residents in the West region (Index 166), making these groups prime targets for outdoor gear and experiences. Younger individuals aged 18-49, especially men, are drawn to high-energy, fitness-oriented activities like Jogging/Running, Hiking, and especially water-based sports such as Wakeboarding, presenting a strong opportunity for performance-based and endurance-focused products. Women, on the other hand, show significant interest in wellness and studio-based activities like Yoga (Index 184), showing us the potential for yoga-inspired outdoor experiences. Regional trends also highlight the West as a key market for outdoor activities, driven by its alignment with hiking and other outdoor pursuits. However, niche activities like Zumba, Pilates, and Sailing show limited appeal among men and Western residents, suggesting they are less strategic for our focus. Based on these findings, we recommend targeting active men and younger age groups for high-intensity outdoor activities, while also developing products and marketing campaigns tailored to women's growing interest in wellness-driven outdoor experiences.

Client, Product & Competition

Client

Zentrek is an outdoor adventure travel company that specializes in providing a mindful and holistic experience through outdoor adventure tours consisting of activities including hiking, kayaking, rock climbing, and yoga. Located in the heart of outdoor activities for enthusiasts, Boulder, Colorado, Zentrek offers a transformative experience to refresh and escape from the daily hustle.





Product

The primary product offered by Zentrek is outdoor adventure tours for a transformative travel experience. Outdoor activities offered by Zentrek include guided hikes, yoga, mountain biking, wakeboarding, rock climbing, and kayaking. These tours are priced at \$500 - \$3000 depending on the duration of the trip and activities. The experience is uniquely curated for each individual to dive into an experience that most resonates with them and to reconnect with nature.

Competition

There are multiple competing outdoor adventure companies such as REI Adventures, G Adventures, and Backroads. These companies are different in which activities are offered G Adventures offers anything from outdoor activities to excursions around all different sites whereas Rei Adventures more focuses on outdoor adventures of the wilderness taking on hikes, camping, and more. Backroads offers a range of diverse destinations and activities such as hiking, biking, and more in a preferred location. Backroads is most likely Zentrek's largest competitor as their focus is to provide a luxury experience for biking tours and other travel tours. G Adventures has the most global reach out of the three and attracts those who care about sustainability. Rei Adventures provides guided tours for people who already are attracted to the brand as they are a well-known outdoor company. Rei Adventures is more affordable and is not as luxurious but still provides a rich outdoor experience. These companies offer their services across a diverse range of locations while Zentrek has the main goal of attracting people to Boulder, Colorado to explore and appreciate a taste of mountainside nature.

- **REI Adventures** - Offers a unique outdoor experience and a range of different activities ranging from hiking to mountain biking to camping, and wilderness tours. This experience is definitely for someone who is looking to dive into the wilderness and nature. Prices range from \$1,500 to \$7000 depending on the duration of the trip and activities.
- **G Adventures** - Offers a culturally enriching experience with a variety of different activities and travel tours. Although their activities are outdoor, they are not wilderness-based but more about exploring the cultural aspects and locations all across the world and puts emphasis on sustainability. They offer their services in different diverse locations across the globe with activities ranging from hiking, biking, sailing, and more. They offer group tours that explore a destination and do a range of activities in that location. G Adventures guided tours cost on average between \$100-\$200 per person per day.
- **Backroads:** Backroads provides a luxury adventure experience with bike tours, multi-sport trips, walking, hiking, and more. These guided tours are priced at \$2000-\$8000 per person. People who participate in these activities are more affluent with higher disposable incomes given the price. Backroads offers a more guided experience with nice stays at premium hotels. Focuses more on providing a comfortable and enjoyable experience through fine-dining, luxury accommodations, and activity tours.

Social Media Presence and Strategies

Competitor	Social Media Platforms and Their Following
Rei Adventures	Facebook: 2.1 million followers Instagram: 2 million followers Twitter: 450k followers
G Adventures	Facebook: 1.3 million followers Instagram: 292k Followers Twitter: 115k followers
Backroads	Facebook: 346 k Followers Instagram: 103k Followers Twitter: 5000 followers
Zentrek	Facebook: 200k Followers Instagram: 50k Followers Twitter: 10k Followers

The more well-known companies such as Rei Adventures and G Adventures have the most social media presence and followers ranging on all forms of social media. The more well-known companies such as Rei Adventures and G Adventures highlight their

customers' experiences by showing all the different activities and the impact it has on people. As a lesser-known company like G Adventures, they take part in paid partnerships to gain widespread awareness and attraction for their travel destinations and use hashtags to help push out their content more. The majority of content that is produced by Zentrek's competitors is about promoting the brand message and the services they offer by showcasing the experience that they provide.

	MEN AGED 18-49	
	Index	
ACTIVITIES MADE AN IN-GAME PURCHASE	↑	265
ACTIVITIES USED INSTANT MESSAGING	↑	251
ACTIVITIES LISTENED TO MUSIC	↑	246
ACTIVITIES ACCESSED SOCIAL MEDIA	↑	240
ACTIVITIES IN LAST 30 DAYS PLAYED A MULTI-PLAYER GAME	↑	156
ACTIVITIES IN LAST 30 DAYS WATCHED A MOVIE, TV PROGRAM OR OTHER VIDEO	↑	144
ACTIVITIES IN LAST 30 DAYS LISTENED TO PODCASTS	↑	137
ACTIVITIES IN LAST 30 DAYS WATCHED LIVE TELEVISION	↑	135
ACTIVITIES IN LAST 30 DAYS VISITED A WEBSITE FOR SPORTS	↑	133
ACTIVITIES IN LAST 30 DAYS WATCHED A DOWNLOADED OR STREAMED TV PROGRAM	↑	132
ACTIVITIES IN LAST 30 DAYS WATCHED A FULL LENGTH MOVIE	↑	129
ACTIVITIES IN LAST 30 DAYS WATCHED A LIVE CLASS OR EVENT STREAMING	↑	126
ACTIVITIES IN LAST 30 DAYS USED A MOBILE "APP"	↑	119
ACTIVITIES IN LAST 30 DAYS WATCHED A VIDEO CLIP	↑	117
ACTIVITIES IN LAST 30 DAYS LISTENED TO RADIO	↑	116
ACTIVITIES IN LAST 30 DAYS VISITED A WEBSITE FOR FINANCIAL INFORMATION	↑	115
ACTIVITIES IN LAST 30 DAYS SCANNED A QR CODE	↑	111
ACTIVITIES IN LAST 30 DAYS VISITED A WEBSITE FOR NEWS	→	105
ACTIVITIES IN LAST 30 DAYS READ A BOOK	↓	89

Figure 3: "Men aged 18-49 Behavior Analysis". Retrieved November 2nd 2024 from

<https://insights-mrisimmons-com.lib.pepperdine.edu/essentials/crosstab>

Based on the more in-depth research that we did on men aged 18-49, our market research

identified several key behaviors and activities that highlight the most effective vehicles for targeting them. This demographic is highly engaged with digital platforms, with standout participation in gaming, video streaming, and music-related activities. Specifically, "Playing a Multiplayer Game" has an Index of 156, making online gaming services a powerful channel for reaching this group. Activities such as "Downloaded or Streamed TV Programs" (Index 132) and "Watched a Full-Length Movie" (Index 129) indicate strong engagement with streaming services, suggesting that advertisements placed on popular video platforms would impact them effectively. Additionally, this group frequently uses mobile apps (Index 117), listens to music on streaming platforms (Index 246), and most importantly they are 37% (Index 137) more likely to have listened to a podcast in the last 30 days than the general population, further revealing the importance of digital environments.

Beyond entertainment, men aged 18-49 actively seek information through websites, as seen in activities like "Visited a Website for Financial Information" (Index 115) and "Visited a Website for News" (Index 105), indicating opportunities for targeted content-based marketing. Social media usage for activities such as "Accessed Social Media" (Index 240) and "Used Instant Messaging" (Index 251) also presents a valuable secondary channel for engagement. However, lower participation in an activity like "Read a Book" (Index 82) suggests traditional platforms may not be as effective.

To summarize our findings, the most effective vehicles for targeting men aged 18-49 are online gaming platforms, podcasts, streaming services (both video and music), and websites that



provide financial or news content. Using these digital ecosystems with tailored ads and messaging will maximize reach and engagement with this audience.

Communication Plan: Goal, Strategies, Tactics, and Calendar

Goal: Increase bookings for adventure tours by 20% and improve SEO visibility within six months.

Strategy 1: Increase Brand Awareness through multiple Broadcast platforms.

Tactic 1: Peter Attia

Description: Peter Attia, MD, is the founder of Early Medical, a medical practice that applies the principles of Medicine 3.0 to patients with the goal of simultaneously lengthening their lifespan and increasing their health span. He is the host of *The Drive*, one of the most popular podcasts covering the topics of health and medicine. A segment on his podcast would be dedicated to showcasing ZenTrek Adventure Tours. Founder Michael Jonhson will be a guest on the podcast, and introduce the company and its services, as well as emphasize the transformative and mindfulness aspect of the tours. This is a perfect opportunity to highlight the self-health aspect of ZenTrek while intersecting it with the physical activity aspect of the company. Also, Michael Jonhson will promote the Zentrathon, a race-day event which is our second strategy.



Tactic 2: Radio Show

Description: Colorado's Premier Outdoor Radio Show: Sportsman of Colorado is a Colorado outdoorsman show that airs every Saturday from 1-2 pm on 560AM KLZ. Founder & Host Scott Whatley and Co-Host Kevin Flesch will introduce the company and its services and highlight the upcoming race event that will take place on Colorado's famous trailheads held by Zentreck in order to promote the outdoor adventure company. As most people tuning into this radio station will be Colorado outdoor enthusiasts, being featured on this radio station will help to spread awareness about Zentreck and the upcoming race to an interested, targeted audience.

Tactic 3: Segment with 9 News Denver on trailhead with the founder of Zentrek, Michael Johnson.

Description: The popular TV show *The Office* featured a wildly successful segment with a businessman trekking his way through the wilderness. To parody this, Zentrek will schedule an interview with a new intern at the news station and "accidentally" fail to tell him he will be completing a 2.5-mile trek up the most difficult mountain in Colorado. Clips of this will go viral and increase awareness of Zentrek.

Strategy #2: Increase brand awareness by hosting a race on a Colorado trailhead called the ‘Zentrathon’.



Tactic 1: Collabing with sponsors

Description: Collaboration with sponsors will be essential to the success of the first-ever Zentrethon. With Zentrek having no prior experience, a lack of a loyal customer base, and growing exposure, partners/sponsors will provide the necessary capital needed to set a firm precedent in the athletic world. According to Kick it Events, sponsors, “increased brand visibility and direct engagement with a target audience.”



Tactic 2: Sell products at the race and donate a portion of the proceeds to the Colorado Wildlife Federation.

Description: Zentrek will be tabling and selling commemorative merchandise for its first-ever Zentrathon. This will feature exclusive hats, T-shirts, pins, cups, and more. To encourage purchases from its target audience, which is known to care very much about the environment, we will be partnering with the Colorado Wildlife Federation in order to display our environmental consciousness and support for wildlife conservation.

Tactic 3: Influencer special invites.

Description: For the purpose of increasing our brand awareness during the Zentrethon, we invited superstar influencers who can help gain media attention with their range of audiences. Tomasz Furmanek vlogging and promoting Kayaking, bringing audiences through his captivating photography and storytelling. Cameron Hanes would be vlogging his running experience, inspiring through his dedication to personal excellence, mental toughness, and connection to nature. And last but not least, Alex Honnold, shows his audience that anything is possible as long as you put your heart to it. These influencers are not only respected and influential in their own sport but are a good example and models that demonstrate what ZenTrek Adventure Tours can offer.

Calendar: Scheduling of Tactics

Calendar for 2025	March	April	May	June	July	August	September
Item							
Strategy #1 <u>Tactic #1</u> The segment on Peter Attia Podcast							
<u>Tactic #2</u> Colorado's Premier Outdoor Radio Show							
<u>Tactic #3</u> Colorado Trailhead Race							
Strategy #2 <u>Tactic #1</u> Collabing with sponsors							
<u>Tactic #2</u> Donate proceeds of products sold the at race to Colorado Wildlife Federation							

Tactic #3 Influencer special invites							
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Budget

Strategy	Tactic	Information	Cost
Broadcast	Peter Attia	Founder Michael Johnson will appear on Peter Attia's podcast to promote ZenTrek, emphasizing mindfulness and health benefits.	\$5,000-\$10,000
	Radio Show	Sportsman of Colorado will feature ZenTrek services and the Zentrathon race, targeting Colorado outdoor enthusiasts.	\$1,000-\$3,000
	News show	A news segment showcasing a trek by a 9 News intern to promote awareness and create viral content.	\$2,500-\$6,000
Zentrathon	Collabing with sponsors	Partners/sponsors provide money and support for the opening of the Zentrathon.	\$10,000-\$25,000
	Selling Products at race	Sell exclusive merchandise and donate a portion of the proceeds to "Colorado Wildlife" to show Zentrek's environmental consciousness.	\$500-\$2,000
	Influencer special invites	Invite influencers like Tomasz Furmanek, Cameron Hanes, and Alex Honnold to boost awareness via their audiences.	\$3,000-\$8,000
Total			\$22,000-\$54,000

Evaluation

Open Sky Relations PR plans to apply multiple evaluations in order to Increase bookings for adventure tours by 20% and improve SEO visibility within six months. Therefore, to increase our brand awareness, we use multiple evaluations through a broadcast platform that includes a Peter Attia podcast, a Sportsman of Colorado radio show, News show showcasing a trek by a 9 News intern. Open Sky Relations PR also hosted a race on a Colorado trailhead called the ‘Zentrathon’ to boost brand awareness. Using tactics such as Collabing with sponsors, Selling Products at races donating to “Colorado Wildlife”, and influencer special invites.

To measure the success of our campaign, we will be tracking the listeners of the podcast, listeners of the radio show, and viewership of the local news channel. This can show the impact these Broadcast platforms have and track interactions throughout the platforms.

We will also be measuring and keeping track of the attendance of participants from our Zentrathon race. In addition to this, we would be keeping count of the product we sold during the race as well as how much money we raised for the “Colorado Wildlife”. We would also have a QR code for the number of people who signed up for any future information and updates.

Through our evaluation, we aim to provide results on how OpenSky Relation PR successfully created a lasting impact with a creative campaign that created brand awareness for ZenTrek Adventure Tours.

Appendix

	Total					MEN					WOMEN					MEN 18-49					WOMEN 18-49					CENSUS REGION: WEST				
	Sample	Weighted(00)	Vertical %	Horizontal %	Index	Sample	Weighted(00)	Vertical %	Horizontal %	Index	Sample	Weighted(00)	Vertical %	Horizontal %	Index	Sample	Weighted(00)	Vertical %	Horizontal %	Index	Sample	Weighted(00)	Vertical %	Horizontal %	Index	Sample	Weighted(00)	Vertical %	Horizontal %	Index
Total	51,697	254,237	100%	100%	100	25,535	122,919	100%	48.3%	100	26,162	131,318	100%	51.7%	100	14,676	67,777	100%	26.7%	100	15,092	68,583	100%	27%	100	10,324	59,519	100%	23.4%	100
PARTICIPATED IN BACKPACKING LAST 12 MO	1,845	9,002	3.5%	100%	100	1,067	5,000	4.1%	55.5%	115	778	4,002	3%	44.5%	86	779	3,602	5.3%	40%	150	554	2,597	3.8%	28.8%	107	523	3,098	5.2%	34.4%	147
PARTICIPATED IN BICYCLING IN LAST 12 MO	762	3,813	1.5%	100%	100	503	2,467	2%	64.7%	134	259	1,346	1%	35.3%	68	321	1,581	2.3%	41.5%	156	192	900	1.3%	23.6%	87	211	1,233	2.1%	32.3%	138
PARTICIPATED IN CANOEING/KAYAKING IN LAST 12 MO	3,803	18,897	7.4%	100%	100	1,941	9,375	7.6%	49.6%	103	1,862	9,522	7.3%	50.4%	98	1,232	5,689	8.4%	30.1%	113	1,234	5,807	8.5%	30.7%	114	616	3,505	5.9%	18.5%	79
PARTICIPATED IN FISHING IN LAST 12 MONTHS	986	4,756	1.9%	100%	100	687	3,326	2.7%	69.9%	145	299	1,429	1.1%	30%	58	443	2,129	3.1%	44.8%	168	193	823	1.2%	17.3%	64	162	941	1.6%	19.8%	85
PARTICIPATED IN HIKING IN LAST 12 MONTHS	10,310	49,132	19.3%	100%	100	5,095	23,728	19.3%	48.3%	100	5,215	25,404	19.3%	51.7%	100	3,262	14,623	21.6%	29.8%	112	3,374	15,290	22.3%	31.1%	115	2,988	16,092	27%	32.8%	140
PARTICIPATED IN JOGGING/RUNNING IN LAST 12 MONTHS	6,191	26,936	10.6%	100%	100	3,286	13,631	11.1%	50.6%	105	2,905	13,305	10.1%	49.4%	96	2,497	10,101	14.9%	37.5%	141	2,313	10,394	15.2%	38.6%	143	1,348	7,156	12%	26.6%	113
PARTICIPATED IN PADDLEBOARDING IN LAST 12 MONTHS	1,319	6,416	2.5%	100%	100	568	2,719	2.2%	42.4%	88	751	3,697	2.8%	57.6%	112	441	1,986	2.9%	31%	116	557	2,626	3.8%	40.9%	152	391	2,166	3.6%	33.8%	144
PARTICIPATED IN PILATES IN LAST 12 MONTHS	1,426	6,317	2.5%	100%	100	292	1,224	1%	19.4%	40	1,134	5,093	3.9%	80.6%	156	215	867	1.3%	13.7%	51	734	3,009	4.4%	47.6%	177	280	1,662	2.8%	26.3%	112
PARTICIPATED IN ROCK CLIMBING IN LAST 12 MONTHS	842	3,934	1.5%	100%	100	485	2,181	1.8%	55.4%	115	357	1,752	1.3%	44.5%	86	431	1,916	2.8%	48.7%	183	291	1,343	2%	34.1%	127	240	1,319	2.2%	33.5%	143
PARTICIPATED IN ROWING IN LAST 12 MONTHS	930	4,320	1.7%	100%	100	436	1,955	1.6%	45.3%	94	494	2,365	1.8%	54.7%	106	315	1,451	2.1%	33.6%	126	343	1,586	2.3%	36.7%	136	155	812	1.4%	18.8%	80
PARTICIPATED IN SAILING IN LAST 12 MONTHS	638	2,907	1.1%	100%	100	353	1,628	1.3%	56%	116	285	1,279	1%	44%	85	208	935	1.4%	32.2%	121	206	794	1.2%	27.3%	101	125	610	1%	21%	90
PARTICIPATED IN SKIING/SNOWBOARDING IN LAST 12 MONTHS	174	746	0.3%	100%	100	99	396	0.3%	53.1%	110	75	350	0.3%	46.9%	91	84	334	0.5%	44.8%	168	56	227	0.3%	30.4%	113	*26	*111	*0.2%	*14.9%	*64
PARTICIPATED IN SURFING/WINDSURFING IN LAST 12 MONTHS	527	2,243	0.9%	100%	100	289	1,139	0.9%	50.8%	105	238	1,104	0.8%	49.2%	95	236	915	1.4%	40.8%	153	196	803	1.2%	35.8%	133	181	900	1.5%	40.1%	171
PARTICIPATED IN SWIMMING IN LAST 12 MONTHS	7,934	38,636	15.2%	100%	100	3,592	16,385	13.3%	42.4%	88	4,342	22,251	16.9%	57.6%	111	2,230	9,882	14.6%	25.6%	96	2,710	12,758	18.6%	33%	122	1,435	8,147	13.7%	21.1%	90
PARTICIPATED IN WAKEBOARDING/WATER SKIING IN LAST 12 MONTHS	233	1,140	0.4%	100%	100	148	744	0.6%	65.3%	135	85	396	0.3%	34.7%	67	126	648	1%	56.8%	213	68	275	0.4%	24.1%	89	*48	*312	*0.5%	*27.4%	*117
PARTICIPATED IN YOGA IN LAST 12 MONTHS	5,867	26,776	10.5%	100%	100	1,592	6,795	5.5%	25.4%	52	4,275	19,982	15.2%	74.6%	144	1,120	4,759	7%	17.8%	67	2,862	12,423	18.1%	46.4%	172	1,229	6,776	11.4%	25.3%	108
PARTICIPATED IN ZUMBA IN LAST 12 MONTHS	1,577	7,666	3%	100%	100	378	1,766	1.4%	23%	48	1,199	5,899	4.5%	77%	149	297	1,338	2%	17.5%	65	796	3,680	5.4%	48%	178	280	1,574	2.6%	20.5%	88

Figure 1: “Activity and Demographics analysis”. Retrieved November 2nd 2024 from

<https://insights-mrisimmons-com.lib.pepperdine.edu/essentials/crosstab>

	Total					MEN 18-49				
	Sample	Weighted(00)	Vertical %	Horizontal %	Index	Sample	Weighted(00)	Vertical %	Horizontal %	Index
Total	51,697	254,237	100%	100%	100	14,676	67,777	100%	26.7%	100
ACTIVITIES DONE THROUGH ONLINE GAMING SERVICES IN LAST 30 DAYS_AUDIO OR VIDEO CHAT	999	4,949	1.9%	100%	100	755	3,627	5.4%	73.3%	275
ACTIVITIES DONE THROUGH ONLINE GAMING SERVICES IN LAST 30 DAYS_#MADE AN IN-GAME PURCHASE [44]	782	3,279	1.3%	100%	100	573	2,319	3.4%	70.7%	265
ACTIVITIES DONE THROUGH ONLINE GAMING SERVICES IN LAST 30 DAYS_USED INSTANT MESSAGING (IM)	413	1,798	0.7%	100%	100	274	1,203	1.8%	66.9%	251
ACTIVITIES DONE THROUGH ONLINE GAMING SERVICES IN LAST 30 DAYS_LISTENED TO MUSIC	1,289	6,184	2.4%	100%	100	875	4,062	6%	65.7%	246
ACTIVITIES DONE THROUGH ONLINE GAMING SERVICES IN LAST 30 DAYS_ACCESSED SOCIAL MEDIA	402	1,820	0.7%	100%	100	257	1,165	1.7%	64%	240
ACTIVITIES IN LAST 30 DAYS_PLAYED A MULTI-PLAYER GAME	9,314	39,745	15.6%	100%	100	3,966	16,482	24.3%	41.5%	156
ACTIVITIES IN LAST 30 DAYS_WATCHED A MOVIE, TV PROGRAM OR OTHER VIDEO	16,064	76,486	30.1%	100%	100	6,442	29,431	43.4%	38.5%	144
ACTIVITIES IN LAST 30 DAYS_#LISTENED TO PODCASTS [44]	6,373	25,563	10.1%	100%	100	2,585	9,336	13.8%	36.5%	137
ACTIVITIES IN LAST 30 DAYS_CALLED DIRECTORY ASSISTANCE	1,786	8,181	3.2%	100%	100	641	2,975	4.4%	36.4%	136
ACTIVITIES IN LAST 30 DAYS_DOWNLOADED A GAME	13,025	60,520	23.8%	100%	100	4,770	21,779	32.1%	36%	135
ACTIVITIES IN LAST 30 DAYS_WATCHED LIVE TELEVISION	10,162	46,435	18.3%	100%	100	3,879	16,693	24.6%	35.9%	135
ACTIVITIES IN LAST 30 DAYS_VISITED A WEBSITE FOR SPORTS	20,061	95,849	37.7%	100%	100	7,555	34,045	50.2%	35.5%	133
ACTIVITIES IN LAST 30 DAYS_WATCHED A DOWNLOADED OR STREAMED TV PROGRAM	18,101	83,623	32.9%	100%	100	6,644	29,515	43.5%	35.3%	132
LISTENED TO ANY IN THE LAST 30 DAYS_YES	15,543	67,820	26.7%	100%	100	5,882	23,843	35.2%	35.2%	132
ACTIVITIES IN LAST 30 DAYS_LISTENED TO A PODCAST	18,818	82,985	32.6%	100%	100	6,767	28,459	42%	34.3%	129
ACTIVITIES IN LAST 30 DAYS_WATCHED A FULL LENGTH MOVIE	12,245	57,263	22.5%	100%	100	4,488	19,702	29.1%	34.4%	129
ACTIVITIES IN LAST 30 DAYS_WATCHED OTHER VIDEO	23,094	109,761	43.2%	100%	100	8,312	37,689	55.6%	34.3%	129
ACTIVITIES IN LAST 30 DAYS_WATCHED A LIVE CLASS OR EVENT STREAMING	7,659	35,046	13.8%	100%	100	2,737	11,783	17.4%	33.6%	126
ACTIVITIES IN LAST 30 DAYS_DOWNLOADED A SONG	11,614	55,223	21.7%	100%	100	4,029	18,401	27.1%	33.3%	125
ACTIVITIES IN LAST 30 DAYS_LISTENED TO THE RADIO	9,722	46,220	18.2%	100%	100	3,220	15,027	22.2%	32.5%	122
ACTIVITIES IN LAST 30 DAYS_USED A MOBILE "APP"	29,615	141,505	55.7%	100%	100	9,770	45,018	66.4%	31.8%	119
ACTIVITIES IN LAST 30 DAYS_WATCHED A VIDEO CLIP	35,761	171,383	67.4%	100%	100	11,782	53,529	79%	31.2%	117
ACTIVITIES IN LAST 30 DAYS_LISTENED TO RADIO	16,775	78,671	30.9%	100%	100	5,411	24,372	36%	31%	116
ACTIVITIES IN LAST 30 DAYS_PLAYED A GAME	19,820	99,592	39.2%	100%	100	6,522	30,768	45.4%	30.9%	116
ACTIVITIES IN LAST 30 DAYS_RECORDED A VIDEO	36,278	173,750	68.3%	100%	100	11,737	53,895	79.5%	31%	116
ACTIVITIES IN LAST 30 DAYS_LISTENED TO MUSIC	40,684	196,713	77.4%	100%	100	13,001	60,121	88.7%	30.6%	115
ACTIVITIES IN LAST 30 DAYS_VISITED A WEBSITE FOR FINANCIAL INFORMATION	26,428	124,294	48.9%	100%	100	8,445	38,019	56.1%	30.6%	115
ACTIVITIES IN LAST 30 DAYS_MADE OR RECEIVED A VIDEO CALL	33,282	161,024	63.3%	100%	100	10,273	47,956	70.8%	29.8%	112
ACTIVITIES IN LAST 30 DAYS_VISITED A WEBSITE FOR ENTERTAINMENT INFORMATION	26,361	126,017	49.6%	100%	100	8,294	37,623	55.5%	29.9%	112
ACTIVITIES IN LAST 30 DAYS_SCANNED A QR CODE	28,358	132,570	52.1%	100%	100	8,765	39,061	57.6%	29.5%	111
ACTIVITIES IN LAST 30 DAYS_DOWNLOADED WALLPAPER	4,502	21,483	8.4%	100%	100	1,469	6,311	9.3%	29.4%	110
ACTIVITIES IN LAST 30 DAYS_DOWNLOADED AN APP	24,678	117,728	46.3%	100%	100	7,594	33,938	50.1%	28.8%	108
ACTIVITIES IN LAST 30 DAYS_DOWNLOADED A RINGTONE	3,615	17,563	6.9%	100%	100	1,155	5,022	7.4%	28.6%	107
ACTIVITIES IN LAST 30 DAYS_PLAYED A SINGLE-PLAYER GAME	29,184	147,337	58%	100%	100	8,887	41,899	61.8%	28.4%	107
ACTIVITIES IN LAST 30 DAYS_#MADE AN IN-APP PURCHASE [44]	8,536	38,242	15%	100%	100	2,651	10,835	16%	28.3%	106
ACTIVITIES IN LAST 30 DAYS_PURCHASED A PRODUCT	34,930	167,714	66%	100%	100	10,505	47,229	69.7%	28.2%	106
ACTIVITIES IN LAST 30 DAYS_USED TEXT MESSAGING TO RESPOND TO AN ADVERTISEMENT	6,713	30,154	11.9%	100%	100	1,977	8,530	12.6%	28.3%	106
ACTIVITIES IN LAST 30 DAYS_VISITED ANY OTHER WEBSITE	34,937	166,909	65.7%	100%	100	10,463	47,343	69.9%	28.4%	106
ACTIVITIES IN LAST 30 DAYS_VISITED A WEBSITE FOR NEWS	37,664	180,947	71.2%	100%	100	11,253	50,527	74.5%	27.9%	105
ACTIVITIES IN LAST 30 DAYS_SENT OR RECEIVED EMAIL	41,448	201,462	79.2%	100%	100	12,029	55,607	82%	27.6%	104
ACTIVITIES IN LAST 30 DAYS_USED A SEARCH ENGINE	45,233	219,468	86.3%	100%	100	13,294	60,718	89.6%	27.7%	104
ACTIVITIES IN LAST 30 DAYS_SIGNED UP FOR A TEXT MESSAGE "ALERT" SERVICE	16,966	77,896	30.6%	100%	100	4,745	21,416	31.6%	27.5%	103
ACTIVITIES IN LAST 30 DAYS_VISITED A WEBSITE FOR OTHER LOCAL INFORMATION	25,740	124,213	48.9%	100%	100	7,588	34,012	50.2%	27.4%	103
ACTIVITIES IN LAST 30_DAYS_VISITED OR USED SOCIAL MEDIA	36,609	176,745	69.5%	100%	100	10,762	48,485	71.5%	27.4%	103
ACTIVITIES IN LAST 30_DAYS_RECEIVED A TEXT MESSAGE "ALERT"	30,853	147,376	58%	100%	100	8,800	39,925	58.9%	27.1%	102
ACTIVITIES IN LAST 30_DAYS_SEARCHED FOR INFORMATION ABOUT A PRODUCT	35,629	172,782	68%	100%	100	10,390	47,081	69.5%	27.2%	102
ACTIVITIES IN LAST 30_DAYS_VISITED A WEBSITE FOR MAPS/DIRECTIONS	38,863	187,949	73.9%	100%	100	11,266	51,256	75.6%	27.3%	102
ACTIVITIES IN LAST 30_DAYS_REDEEMED A MOBILE COUPON	15,092	69,120	27.2%	100%	100	4,282	18,629	27.5%	27%	101
ACTIVITIES IN LAST 30_DAYS_TOOK A PICTURE	47,642	235,435	92.6%	100%	100	13,544	63,196	93.2%	26.8%	101
ACTIVITIES IN LAST 30_DAYS_VISITED A WEBSITE FOR WEATHER	39,348	192,002	75.5%	100%	100	11,346	51,663	76.2%	26.9%	101
ACTIVITIES IN LAST 30_DAYS_USED TEXT MESSAGING TO COMMUNICATE WITH FRIENDS OR FAMILY	48,954	241,984	95.2%	100%	100	13,900	64,572	95.3%	26.7%	100
ACTIVITIES IN LAST 30_DAYS_USED TEXT MESSAGING TO VOTE IN A CONTEST, MAKE A CHOICE, OR GIVE AN OPINION	11,732	54,093	21.3%	100%	100	3,317	14,092	20.8%	26.1%	98
ACTIVITIES IN LAST 30_DAYS_VISITED A WEBSITE FOR HEALTH INFORMATION	26,661	127,286	50.1%	100%	100	7,128	31,717	46.8%	24.9%	93
ACTIVITIES IN LAST 30_DAYS_LOOKED AT AN ADVERTISEMENT SENT WITH TEXT MESSAGE	13,172	60,539	23.8%	100%	100	3,504	14,880	22%	24.6%	92
ACTIVITIES IN LAST 30_DAYS_READ A BOOK	15,311	73,247	28.8%	100%	100	3,895	17,406	25.7%	23.8%	89

Figure 2: “Men aged 18-49 Behavior Analysis”. Retrieved November 2nd 2024 from

<https://insights-mrisimmons-com.lib.pepperdine.edu/essentials/crosstab>

	MEN AGED 18-49	
	Index	
ACTIVITIES MADE AN IN-GAME PURCHASE	↑	265
ACTIVITIES USED INSTANT MESSAGING	↑	251
ACTIVITIES LISTENED TO MUSIC	↑	246
ACTIVITIES ACCESSED SOCIAL MEDIA	↑	240
ACTIVITIES IN LAST 30 DAYS PLAYED A MULTI-PLAYER GAME	↑	156
ACTIVITIES IN LAST 30 DAYS WATCHED A MOVIE, TV PROGRAM OR OTHER VIDEO	↑	144
ACTIVITIES IN LAST 30 DAYS LISTENED TO PODCASTS	↑	137
ACTIVITIES IN LAST 30 DAYS WATCHED LIVE TELEVISION	↑	135
ACTIVITIES IN LAST 30 DAYS VISITED A WEBSITE FOR SPORTS	↑	133
ACTIVITIES IN LAST 30 DAYS WATCHED A DOWNLOADED OR STREAMED TV PROGRAM	↑	132
ACTIVITIES IN LAST 30 DAYS WATCHED A FULL LENGTH MOVIE	↑	129
ACTIVITIES IN LAST 30 DAYS WATCHED A LIVE CLASS OR EVENT STREAMING	↑	126
ACTIVITIES IN LAST 30 DAYS USED A MOBILE "APP"	↑	119
ACTIVITIES IN LAST 30 DAYS WATCHED A VIDEO CLIP	↑	117
ACTIVITIES IN LAST 30 DAYS LISTENED TO RADIO	↑	116
ACTIVITIES IN LAST 30 DAYS VISITED A WEBSITE FOR FINANCIAL INFORMATION	↑	115
ACTIVITIES IN LAST 30 DAYS SCANNED A QR CODE	↑	111
ACTIVITIES IN LAST 30 DAYS VISITED A WEBSITE FOR NEWS	→	105
ACTIVITIES IN LAST 30 DAYS READ A BOOK	↓	89

Figure 3: "Men aged 18-49 Behavior Analysis". Retrieved November 2nd 2024 from

<https://insights-mrisimmons-com.lib.pepperdine.edu/essentials/crosstab>



Figure 4: “Hoka Speed Goat 6 x Zentrek”. Mockup Canva October 2024

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