

It's "IN" to be "OUT"

Ten Trends That Will Rock the Outdoor World in 2005

As compiled by futurist, trends and innovation expert Jim Carroll

1 Outdoor living spaces

The outdoor living trend takes on a primary role in the home building and renovations industry.

2 Extremely extreme sports

Generation Xers use their imagination to create innovations in the extreme sports industry, continually redefining and evolving outdoor activities into countless new sports including sandboarding.

3 Vacation Vacations

Gen-Xers and boomers are making "leisure time" into "active time," turning vacations into an educational experience.

4 Energy costs/drought

Economic constraints and environmental issues result in innovative approaches to outdoor use.

5 The blooming of exterior decorators

Gardening evolves into "outdoor decorating," decks and patios evolve into the "exterior family room," and "home and garden synergy" becomes a key design goal.

6 Massive geographic location

Migration driven by baby boomer retirement, means that by 2010, 37 states – primarily sunshine and West Coast states – will feature the current demographic makeup of the state of Florida – with resultant massive increases in outdoor time.

7 The "Get Fit" mentality

Health concerns drive a new focus on "get-fit" and this trend will continue to grow in the next 10 years, fueling more focused attention on outdoor activities.

8 Perpetual adolescence rules! Boomers show interest in "anti-aging" strategies, as they seek to continue to live their "youth culture," and as a result, many focus their efforts on outdoor activities.

9 Gen-Y takes tech outside The "Nintendo Generation" redefines their outdoor environment through a wide variety of new hi-tech devices that enhance the outdoor experience.

10 Work/life balance fuels more outdoor time

Young people are actively rejecting traditional 9-to-5 jobs, and instead seeking careers that let them blend their need for outside activity with the need to work.

ALL WORK AND ALL PLAY According to Roper Reports, 64% of those polled indicated that "learning new things" was "very important" in planning their leisure time. People can take vacation and try out a dream job without risking their current one – choosing from jobs including winemaker, horse trainer, cattle rancher, a hunting or fishing guide, or other unique activities.

HAVE TIME WILL TRAVEL Those aged 55 and older spend about \$1.30 billion on travel already each year. Boomers will represent \$2 trillion in buying power by 2007.

HAPPY TRAILS The American Hiking Society is sponsoring the 13th annual National Trails Day on June 4, 2005. Their 2004 event saw some 1 million participants take part in over 2,000 trail events nationwide.

GREEN IS THE NEW BLACK According to the National Gardening Association, more than 85 million American households participate in lawn and garden activities.



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Hottest Sport Trends Under the Sun

NEW SPORTS

- SANDBOARDING – similar to snowboarding, but instead of travelling across snow, you travel across sand
- KITESURFING – similar to surfing, but instead of riding the waves, you are riding the wind
- RAP-JUMPING – combines rock rappelling and jumping
- SWOOPING – high-speed parachuting
- ZORBING – traveling down a hill in a giant inflatable ball
- SKY-TREKKING – traveling via rope through the top of a rain forest

SPORTS ON THE RISE

- SURFING CONTINUES TO BECOME MORE POPULAR AND HAS A BIG IMPACT ON RETAILERS
Quiksilver, which specializes in outdoor sportswear, saw a recent 40% increase in sales in 2004, which they attribute to growing interest in surfing
- SKATEBOARDING CONTINUES TO GROW
According to the International Association of Skateboard Companies, skateboarding is an \$8.3 billion industry, with over 12.3 million skateboarding fans
In 1996 there were 12 skateboard parks, now there are more than 740
- MORE MOUNTAIN BIKERS ON THE ROAD THAN EVER BEFORE
According to the Outdoor Industry Association, the number of mountain bikers grew from 1.5 million people in 1987 to nearly 7 million today
- SNOWSHOEING IS THE FASTEST GROWING WINTER SPORT
According to Leisure Trends, snowshoeing is up 40% over the last 5 years, with close to 5 million participants

ACCORDING TO THE OUTDOOR INDUSTRY ASSOCIATION,

America's favorite outdoor activities are:

- Bicycling - 87 million participants/20.4 million enthusiasts
- Hiking - 71.8 million participants/10.5 million enthusiasts
- Camping - 68.6 million participants/10.8 million enthusiasts

Hottest Home Trends Under the Sun

NEW HOMES

- The number of second or vacation homes is expected to double by 2010 to 10 million
- More than half of new homes now being built have a patio, porch or deck

OUTDOOR ENTERTAINMENT ON THE RISE

- Outdoor pool tables, such as the Outdoor Series 2000 Billiard Table, are built with reinforced fiberglass – the same material as used in marine vessels – and are designed to withstand the outdoor elements
- Cal Spa's Sports Bar & Grill features three flip-down televisions, a stereo system, track lighting and retractable awning
- More than a 1/2 million consumers put a heating appliance on their deck, porch or patio in 2003
- Some homeowners are spending up to \$40,000 on a "bbq island" that features not just a high-end grill, but warming drawers, serving areas and running water
- More than 91 percent of new pool buyers specify an outdoor kitchen as part of the package

ACCORDING TO THE HEARTH, PATIO AND BARBECUE ASSOCIATION,

a good chunk of the \$172 billion spent by Americans on home renovations in 2003 went to outdoor amenities:

- Close to \$3 billion on bbq's and accessories
- \$3 billion on outdoor furnishings
- \$21 billion on pools, spas and hot tubs
- \$40 billion on landscaping, hardscaping and gardens

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