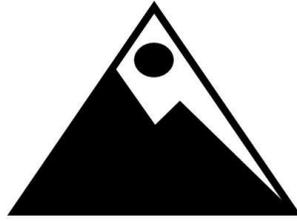


Outdoor



Loyalty

Wearable Fitness Monitors- Fitness-Outdoors-Technology

Are you one who cherishes the Outdoor Experience so as to transcend your need to be “connected” 24/7 to the latest technologies of our lives? Well, your “clean getaway” is getting more difficult to achieve. Outdoorists are embracing Wearable Fitness Devices at a very fast rate. Millennial, average age 29, have in the past couple years merged fitness with technology integrating Wearable Fitness Monitors to their lifestyle. Usage of these devices has increased over 32% for Outdoor Recreation Activities. Their motivations for becoming an Outdoorist range from collaborative outdoor activities to competitive solo ones. Millennials are engaged in a broad range of activities versus trying to master a single one.

Wearable Fitness Monitors are one of the most proliferating technologies in the Outdoor Industry. They have moved beyond just a “step/stride monitor” to a multifaceted technology to track activities such as running, cycling, swimming, climbing, etc. to monitor improvements of performance. Outdoor Experiences are becoming the coalescing of concepts such as fitness, activity, performance, lifestyle and technology. Tracking monitor advancements are beginning to blur the lines between generations from Boomers, Gen X, Millennials and Century 21ers. A “step is a step”, thus there is a standard of comparison. From climbing a 14,000’ mountain to briskly walking around a nearby park we all can embrace a day fulfilled by reaching 10,000 steps by bedtime.

The accessibility to App technology has brought about a revolution in “Wearables” offering tracking information at your fingertips. Whether, you are monitoring activities for your own fulfillment of your improvement, accumulating points for a competitive team event or being rewarded for reaching goals attempted, OutdoorLoyalty.com believes you need to set goals each day for an array of outdoor activities. Volunteering in our National Parks, participating in outdoor youth programs, service to your community by protecting our environment and many other activities, you should be rewarded for Outdoor Activities. OutdoorLoyalty.com is reaching out to Outdoor retailers to augment their existing loyalty/reward programs to include “points for participation”.

I am adding a link to this blog a study developed by OIA (Outdoor Industry Association) covering all facets of the Wearable Devices and the impact on the Outdoor Industry.

<https://outdoorindustry.org/pdf/research.sml.wearables.pdf>

Remember our tagline: Reward...Outdoor...Activities www.outdoorloyalty.com

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