

Current Customer Base:


As 360 Outdoors is a new company they do not have a current customer base, therefore I will focus on other outdoor and hunting based businesses.

- According to the National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, during 2011, 6% of U.S. residents 16 and older participated in hunting with a total of 13.7 million hunters [17]
- Hunting is culturally important for millions of Americans [19].
- Hunting is typically viewed as a “rural” activity [19].
- In a national survey, forty-seven percent of respondents reported that they had eaten game meat obtained through hunting at some point in their lifetime. Thirty-seven percent of respondents had participated in target shooting and 20% of survey-takers stated they had helped a hunter look for signs of wildlife in preparation for hunting. While 36% of respondents did not know anyone who hunts, 64% of respondents knew a hunter. Fourteen percent of respondents stated they hunted. Of those who reported they hunted, 73% were male and 27% were females. Ten percent of respondents were males who hunted and were females who hunted.
- When asked to characterize reasons to hunt as either acceptable or unacceptable, 87% of respondents agreed with hunting to obtain food which is the most widely accepted reason included in the survey. The next most acceptable reasons to hunt were for wildlife population control with 72% of respondents selecting agree, followed by 66% that agreed with hunting to reduce a predator population. Sixty-three percent of respondents agreed with hunting to control crop damage. However, only 37% of respondents agreed with trophy hunting being acceptable.
- The U.S. Department of the Interior announced a new report by the U.S. Fish and Wildlife Service that shows that 101.6 million Americans—40 percent of the U.S. population 16 years old and older—participated in wildlife-related activities in 2016, such as hunting, fishing, and wildlife-watching.
- Many environmental and animal advocates see hunting as barbaric, arguing that it is morally wrong to kill animals, regardless of practical considerations. According to Glenn Kirk of the California-based The Animals Voice, hunting “causes immense suffering to individual wild animals...” and is “gratuitously cruel because unlike natural predation hunters kill for pleasure...” He adds that, despite hunters’ claims that hunting keeps wildlife populations in balance, hunters’ license fees are used to “manipulate a few game [target] species into overpopulation at the expense of a much larger number of non-game species, resulting in the loss of biological diversity, genetic integrity and ecological balance.”


- Fewer Americans hunt today than in recent history. Data gathered by the U.S. Fish & Wildlife Service for its most recent (2006) National Survey of Fishing, Hunting and Wildlife-Associated Recreation, show that only five percent of Americans—some 12.5 million individuals—consider themselves hunters today, down from nine percent in 2001 and 15 percent in 1996.
- Public support for hunting, however, is on the rise. A 2007 survey by Responsive Management Inc., a social research firm specializing in natural resource issues, found that 78 percent of Americans support hunting today versus 73 percent in 1995. Eighty percent of respondents agreed that “hunting has a legitimate place in modern society,” and the percent of Americans indicating disapproval of hunting declined from 22 percent in 1995 to 16 percent in 2007.
- Campers do extensive research online before they buy, however, they will look to retailers’ sales sta for ideas and recommendations. They want the best on the market in respect to function and spend an average of \$719* per year on apparel and gear. They are willing to spend more for products that enhance their outdoor experience and have shown a preference for traditional athletic and outdoor brands.
- Camping Demographic Info:

OUTDOOR CONSUMER SEGMENTS


Are more likely to be...



**THE
OUTDOOR
NATIVE**



**THE
ACHIEVER**



**THE
ASPIRATIONAL
CORE**

Click on the segment to learn more.

WHY ARE THEY VALUABLE TO OUTDOOR?

Campers are highly engaged with the outdoors and nearly half of them will continue to be in their old age. They are leading the future of the industry by being a strong advocate for conserving the nation's natural resources and creating more spaces for outdoor recreation.

SPEND MORE TIME OUTSIDE (MEAN # PER WEEK)

25* HOURS	
19 HOURS	

SEE THEMSELVES BEING A VERY ACTIVE PERSON INTO THEIR OLD AGE (TOP TWO BOX)

46%*	
35%	

BELIEVE ITS IMPORTANT THAT THIS COUNTRY CONSERVES ITS NATURAL RESOURCES

61%*	
55%	

FEEL WE SHOULD BE CREATING MORE SPACES FOR OUTDOOR RECREATION

47%*	
36%	

DEMOGRAPHICS

Compared to all outdoor consumers, they tend to be...



MALE



YOUNGER








HAVE KIDS
AT HOME



SLIGHTLY MORE
AFFLUENT



LIVE IN WESTERN
CITY CENTERS

	 GENDER	 MEDIAN AGE	 HAVE KIDS AT HOME	 HOUSEHOLD INCOME	 GEOGRAPHY
CAMPERS	FEMALE 43% MALE 57%*	36	54%*	43%* EARN \$75K OR MORE	WEST CITY CENTERS/ OUTSKIRTS 29%* 38%*
ALL OUTDOOR CONSUMERS	FEMALE 51% MALE 49%	41	43%	38% EARN \$75K OR MORE	WEST CITY CENTERS/ OUTSKIRTS 24% 34%

SHOPPING STYLE

Campers do extensive research online before they buy, however, they will look to retailers' sales staff for ideas and recommendations. They want the best on the market in respect to function and spend an average of \$719* per year on apparel and gear. They are willing to spend more for products that enhance their outdoor experience and have shown a preference for traditional athletic and outdoor brands.

BRANDS USED

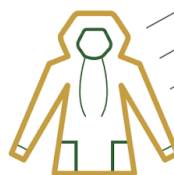


SHOP BOTH ONLINE AND IN-STORE AT THE FOLLOWING:



MASS MERCHANDISERS (E.G. TARGET, WALMART)
OUTDOOR RETAILERS (E.G. THE NORTH FACE, REI)
SPORTING GOODS CHAIN STORES
(E.G. DICK'S SPORTING GOODS, SPORTS AUTHORITY)

SOME OF THE RETAIL FEATURES THAT ARE IMPORTANT TO THEM:



- HAS SPECIALS OR SALES (64%*)
- CARRIES PRODUCTS FOR THE ENTIRE FAMILY (63%*)
- OFFERS FREE SHIPPING OR RETURNS ON THEIR WEBSITE (56%*)
- ALLOWS YOU TO COMPARE PRICES (54%*)
- KNOWLEDGEABLE SALES STAFF (53%*)

Conclusions:

- The outdoor activities industry is thriving.
- The target demographic for outdoor activities is on average slightly more affluent and tends to research their purchases in relation to these activities.
- Camping & hiking are the most popular of these activities and are viewed as the most socially acceptable.
- Hunting is less popular and tends to be viewed as more controversial.
- There are many conflicting sources of information concerning the effects of hunting on the environment and animal ecosystems but the most consistent and unbiased data suggest that the revenue raised by the sale of hunting licenses combined with the education hunters receive concerning wildlife and their natural habitats makes hunting a positive force for our environment.
- Hunting is dominated by males at a roughly 70/30 split.
- Individuals from urban areas are significantly less likely to hunt, mostly due to a lack of accessible and knowledge.

Competition:


- Circle K Ranch, 27758 CO-145, Dolores, CO 81323
Focus on Elk, Mule Deer, and Black Deer

Guided Elk and Mule Deer Hunts in the San Juan Mountains

Our experienced hunting guides will make your SW Colorado elk or deer hunt a rewarding adventure

Five-day hunt includes seven nights lodging and meals at the ranch, your personal horse, the services of a professional guide and his horse and/or truck. Includes everything except your sleeping bag, personal gear, rifle, and game license.

	1 on 1	2 on 1	3-4 on 1
Archery – Muzzle	\$4,950	\$4,300 ea.	\$3,800 ea.
Rifle Hunts	\$5,300	\$4,500 ea.	\$3,900 ea.
Combo – Hunt, Add	\$500	\$400 ea.	\$300 ea.




Drop Camp Elk and Mule Deer Hunts near Dolores and Telluride

Our drop camp tent set up is in prime habitat for mule deer and elk hunting in the San Juan Mountains

Complete tent camp with equipment set up. You bring your own food, sleeping bag with a foam pad and drop cloth or cot, personal gear, rifle, and game license. We provide all the rest and pack you in and back out with game for a 5 to 12 DAY HUNT (plus one day pack in and one day pack out). The Drop Camp Hunt is for those who like to rough it a little, camp out under the stars, and just get close to mother nature. Hunting area starts at your tent door. Add the cost of horses if you prefer to have them in camp.

Save 30% off the below rates by providing and setting up your own camp gear!

	ARCHERY/MUZZLELOADER	RIFLE HUNTS



- Western Colorado Outfitters, 24250 Dave Wood Rd. Montrose, CO 81403

Season Dates are listed on the [Licenses Page](#)

Fully Guided Rifle Hunts / Base Camp / **Horseback

- 7 Day – 1st Season (Draw) Elk Only Season – 2×1 \$4,000 **2 openings / booking for 2019, 2020 Full**
-
- 7 Day – 2nd Season Elk or Deer Hunt – 2×1 \$4,000 **2 openings**
-
- 3rd Season Elk or Deer Hunt – 2×1 \$4,000 **Now booking**
-
- 7 Day Trophy Elk or Deer Hunt – 1×1 \$4,700
-
- 7 Day Elk and Deer Combination Hunt – 1×2 4,700
-
- 7 Day – 2nd & 3rd Season Trophy Elk and Deer Combination Hunt – 1×1 \$5,700

** If you would like to use horses on your hunt add \$600 per hunter**

* Drawing deadline is the first week of April for elk and mule deer licenses – limited number of landowner Deer vouchers.
Please call for Price and Availability.

- BIG COUNTRY OUTFITTERS, Creede Colorado

Services and Pricing

Our fully guided hunts are a seven day all inclusive deal including five full days of hunting. Our local guides know the game, the country and will give you their all for the hunt of a lifetime. Our camp cook serves much deserved home cooked meals after a long day of hunting.

Transportation to and from the [Alamosa Airport](#) in the San Luis Valley is also included.

We hunt in rugged, remote country near Creede and South Fork Colorado accessible by 4-wheel drive or horseback depending on the location and weather.

We do have hunting options that do not require the use of horses, however all horseback hunts do have a strict weight limit of 250 pounds for our hunters.

2018 Pricing.

Trophy elk hunts in unit 76 are \$4,250 per hunter for a 2 on 1 (2 clients 1 guide) or \$5,250 for a 1 on 1. In past years on average our fully guided hunters in unit 76 have taken mature bulls that scored from 280 to 350.

Bull elk hunts for the rifle and archery seasons in units 79 and 80 are \$4,250 per hunter for a 2 on 1 and \$5,250 for a 1 on 1.

Trophy buck hunts also offered in units 79, 80 and 76 are \$4,000 per hunter for a 2 on 1 or \$5,000 for a 1 on 1. We have some very nice bucks in these areas that score from from the 160s into the 180s.



- Beaver Creek Outfitters, Craig, Colorado

RATES

All hunting camps are 7 day hunts. This consists of packing into camp on the first day, five full hunting days, and packing out on the last day. Arrangements can be made for longer archery and muzzle hunts for an additional fee. We make every effort to arrange hunt dates to fit your desired times.

ARCHERY AND MUZZLELOADER

Equipped Drop Camps

- \$2300

(extra days at \$150 per hunter per day)

Full Service Guided Hunts

- Elk and Deer Combo – \$4200
- Elk Only – \$4200
- Deer Only – \$3900

(extra days at \$300 per hunter per day)

RIFLE

Equipped Drop Camps

- 1st Season – \$2500 (minimum of 4)
- 2nd Season – \$2300
- 3rd Season – \$2300

(extra days at \$150 per hunter per day)

Full Service Guided Hunt

- 1st Season – Elk Only – 1st Season – \$4600
- 2nd Season & 3rd Season
 1. Elk and Deer Combo – \$4300
 2. Elk Only – \$4300
 3. Deer Only – \$4100

(extra days at \$300 per hunter per day)

Conclusions:

- There are many guided hunt companies available for hire in Colorado (10+)
- Most of these companies hunt for Elk and Deer.
- Most offer Rifle, Muzzleloader, and Archery Hunts.
- Most offer lodging and/or camp site prep work.
- Pricing is from \$2000-\$6000 for full guided hunts.

Analyze Service:

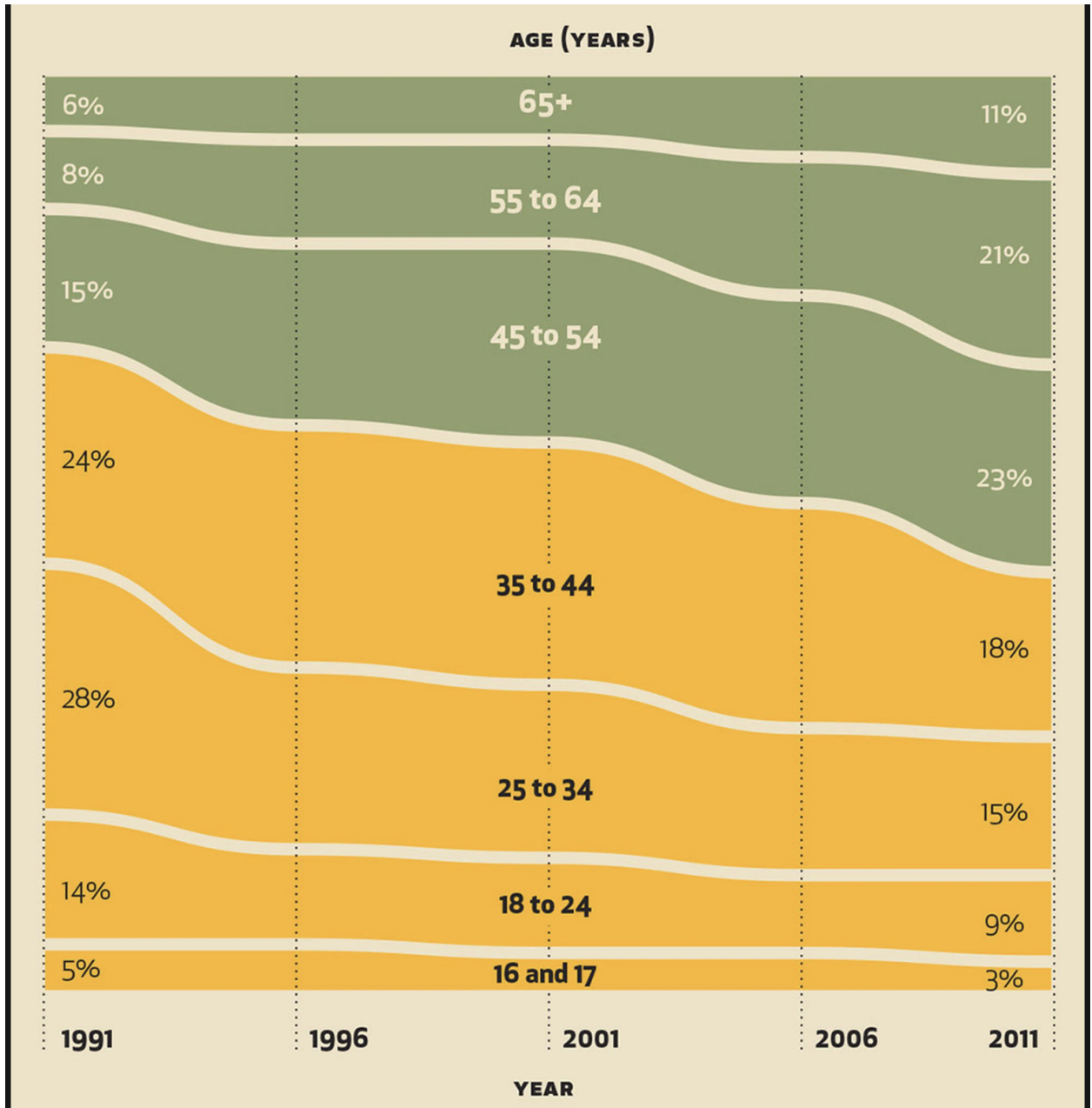
- Guided hunts offer an alternative to the traditional hunting experience by employing experienced hunters and wildlife experts to ease the challenges associated with hunting and outdoor activities in general.

- Hunt guides provided valuable knowledge to the consumer about how to hunt the desired creature.
- Hunt guides make the overall hunting experience more enjoyable by taking responsibility for the less desirable elements of hunting such as providing lodging during the hunt, dressing the animal, and providing expensive equipment.
- Hunt guides also offer valuable education and insight into the animals and their habitats. This education serves to help increase respect for nature and the environment.
- Hunt guides increase safety on a hunt by provided valuable knowledge regarding best procedures for firearm use and for dealing with the animals.
- 360 Outdoors is female friendly and offers a resource to an underserved portion of the hunting population as well as an entry way into the activity for women who might not otherwise find it accessible.
- 360 Outdoors is urban friendly and offers a gateway into the hobby for customers that have little to no experience with hunting or outdoor activity.
- 360 Outdoors is offers a way for aging people who might otherwise be unable to handle the challenges of extended outdoor activity.
- 360 Outdoors offers reasonable pricing that is competitive with industry standards.
- 360 Outdoors offers a variety of hunts for animals such as turkeys, mule deer, and elk.
- 360 Outdoors offers the opportunity to hunt on highly coveted private lands and is one of the only ways to access these hunting grounds.
- 360 Outdoors is family friendly and child inclusive, offering opportunities for children ages 12-17 to participate on a hunt for no additional charge.
- 360 Outdoors offers access to high quality expensive hunting equipment such as fire ares and bows that might not otherwise be accessible to most first time hunters.
- 360 Outdoors has a deeply ingrained sense of respect and appreciation for nature. Their love for the natural world and the animals that inhabit it are clear in all they do.
- For the founders of 360 Outdoors, Shayla and Levon, being outside in nature is a kind of therapy. They wish to share this healing and cathartic experience with others as it has helped them along their journey.
- 360 Outdoors will field dress any kills as well as provided transport to licenced processing facilities. The process of field dressing is difficult and hard work; many clients, especially first time hunters, will take real value from this service.
- 360 Outdoors is more than a business for Shayla and Levon, it is an extension of their love for nature and all the positive impact it has had on their lives. They wish

to help others experience the positive effect being out in the wild and appreciating nature can have on a person's health, both mental and physical.

Specific Demographics

- Age of current hunters skews older:



- Baby Boomers make up one of the largest groups of hunters but are aging out:

Baby Blues

Hunting participation peaked in 1982, when nearly 17 million hunters purchased 28.3 million licenses. Hunter numbers have steadily declined since. We lost 2.2 million hunters between 2011 and 2016 alone, according to the [National Survey of Hunting, Fishing, and Wildlife--Associated Recreation](#), a report issued by the [U.S. Fish and Wildlife Service](#). In 2016, just 11.5 million people hunted. That's less than 4 percent of the national population.

WANT TO SKIP THE GLOOM AND DOOM?

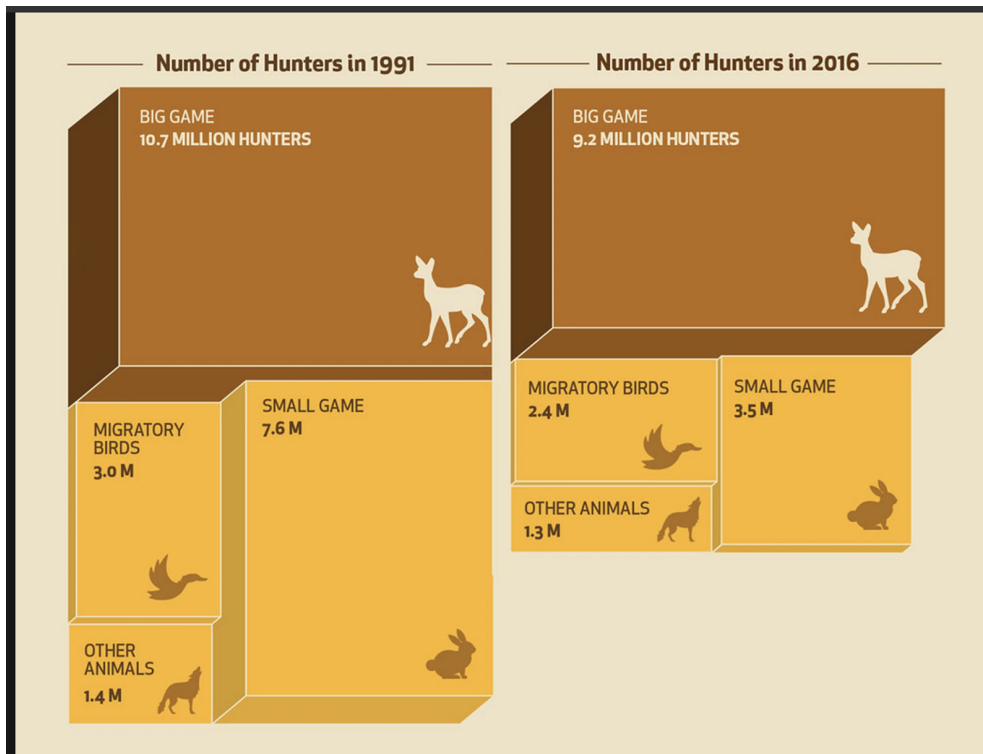
[Click here to find out the solution.](#)

Baby boomers (anyone born between 1946 and 1964) make up roughly a third of all hunters nationally. They currently range from 54 to 72 years old, which means the oldest have already crossed the threshold for aging out.

- 70% male, 30% female.
- >90% caucasian:

Shifting demographics play a big part. Hunters have historically been white men; today, more than 90 percent of hunters are Caucasian, and more than 70 percent are male. But soon—by 2044, according to [U.S. Census projections](#)—Caucasians will make up less than half the U.S. population. Plus, the rural population is staying relatively stable, while urban populations are increasing.

- Primarily big game hunting:



- Millennials are under represented and do not have easy access to hunting:

Rethinking Recruitment

So what is effective? Workshops, like those offered by the [Becoming an Outdoors Woman](#) programs, get more of the folks who enroll to buy hunting licenses.

“We know that model works,” Willard says. “The challenge has been, most agencies do a handful of those programs in their state every year. And that’s not enough to really move the needle. It’s not scalable. So what we’re working on is to take that model that works, and scale it.”

Other agencies are testing programs designed to target the locavore movement that has captivated urbanites.

"Hipsters want to hunt. But they don't want to hunt the way a rural farm boy from Illinois wants to hunt."

“Hipsters want to hunt. But they don’t want to hunt the way a rural farm boy from Illinois wants to hunt,” Dunfee says. “They don’t want to dress the same way, they don’t like focusing on antlers, they don’t like taking pictures of their animals. But they want local, sustainable, ecologically conscious meat. And within our efforts, there are few places to realize those values.”

- Most hunters live in rural areas. Rural populations have remained steady against the national average while urban populations have increased.
- Urban areas are underserved.

Conclusions:

- As Baby Boomers make up the largest section of hunters they should remain a large part of the marketing strategy.
- Once of the reasons boomers “age out” of the hobby is due to the physical strains of the hobby (extended outdoor activity, physical exertion, camping); a possible tactic would be to target hunters who love the hobby but feel they are no longer able to participate for physical reasons.
- Boomers have disposable income. (needs reference)
- As millennials are the largest growing possible market, and research shows they are the best possible adapters to the field, they should be the secondary target.
- Baby boomer advertising should be focused in rural areas and in places targeting 55+
- Millennial ads should be focused in urban areas and in places targeting 16-35

Persona's

Lisa & Gray:

- Lisa (hispanic, 23) and Gray (cacasian, 21)
- Lisa is originally from Washington State. She went to college in state and decided to stay after graduation.
- Gray is a Denver native.
- Both now live in Castle Rock, CO.
- They have no kids but have discussed the possibility of having some in 5-10 years.
- Lisa is a young professional working at a financial firm in Denver. Gray is a recent college grad with an entry level position in IT.
- Their annual household income is just over 100,000k
- Lisa loves the outdoors and looks forward to her weekends to get out of the city. She enjoys hiking, mountain biking, camping, and rafting.
- Gray is also a lover of the outdoors. His flexible work schedule allows him to work remotely, which he often exercises by taking local camping trips with his buddies. He enjoys hiking, mountain biking, and camping.
- Gray has some extended family who hunt but has never been himself.
- Lisa has no connection to hunting but her love of the outdoors has seeded an interest.

- Gray and Lisa are practical with their money on the whole. They prefer organic, high quality meat over cheaper alternatives. They value experiences over possessions and therefore tend to favor things like going out to shows and taking vacations vs. purchases new cars or expensive clothing.
- Gray tends to purchase technology like laptops and smart devices. He wears mostly affordably middle range business casual for work and athletic, outdoor brands on the weekends.
- Lisa likes kitchen gadgets and expensive mountain bikes. She wears name brand business chic for work and athletic, outdoor brands for the weekends.

David & Mary

- David is a caucasian male, age 67.
- Mary is a caucasian female, age 62.
- David is native to Colorado, born in Montrose
- Mary moved here when she was a child with her father who was in the army. The family retired in Colorado Springs.
- They now live in Grand Junction, in a small single level home they purchased as a retirement property.
- David is a retired Construction Manager.
- Mary is a retired High School English Teacher.
- Their combined retirement funds is a fixed budget of 95k a year but as the couple own their modest home and the cost of living in rural Colorado is significantly cheaper than the city, they have disposable income.
- David is in relatively good health but suffers from joint pain in his hands, knees, and back.
- Mary is in good health but is starting to feel her age as well.
- Hunting is a family tradition for David, he first went with his father when he was 13. He took his sons hunting and then his grand sons.
- Mary is less excited about hunting but is supportive of David. She has accompanied the family on hunts several times but does not enjoy the work of setting up and maintaining a campsite, nor the extended hikes to fertile hunting grounds.
- David would love to keep hunting but feels he is too old now to really get out there.
- Mary loves the outdoors and spending time with the family but wishes it was not so much work.
- The couple enjoy going to the movies, eating at local restaurants, participating in local social clubs, visiting their grandchildren in Colorado Springs, and cabin camping along the eastern slope of the Rocky Mountains.

- David is an avid fisherman.
- Mary loves to cook; grilling over an open fire is one of the things she likes most about camping.