



EUROPEAN
OUTDOOR
GROUP



IT'S
GREAT
OUT
THERE
Coalition

European Outdoor Activity Barometer

Invite to join European wide industry study

INTRODUCTION

The European Outdoor Group (EOG) and the It's Great Out There Coalition (IGOT) are seeking interest from the outdoor community to be part of an exciting syndicate study focusing on outdoor sport activities across Europe.

In June 2020 the European Outdoor Group and the It's Great Out There Coalition jointly published the results of new research on consumer participation in outdoor activity.

The wide-ranging survey explored participation levels in different outdoor activities in detail and identified variations by country, age, gender, and other demographic measures. The research also explored the barriers that prevent people getting active in the outdoors and identified opportunities for overcoming those.

Now, two years later, we are looking to repeat the study to find out if the Covid pandemic had a lasting impact on participation in outdoor activity.

The 2022 study will focus on several key metrics including:

- Participation levels in outdoor activities –
 - Walking, running, and hiking, urban, snow, water, cycling and mountain
- Leisure activities such as camping to understand trends in staycation during the pandemic and beyond
- Outdoor activity trends, with trend analysis compared to 2020 findings in six European countries UK, France, Germany, Spain, Italy, Poland, Sweden
- An additional country will be added to support the host country of the European Week of Sport 2022 – Czech Republic
- Tracking behaviours and motivations post pandemic
- Barriers that prevent people getting active in the outdoors
- Opportunities for overcoming those barriers
- Data will be available to analyse by a range of demographics, including age, gender, income brackets and family structure

BENEFITS OF JOINING THE SYNDICATE



Being part of a unique and recurring activity tracker for Europe led by an expert team

- Experts managing the whole research process from research design to analysis and reporting the results.
- Foresight Factory is a leading data-led consumer trends agency and the EOG has its own in-house head of research.
- Detailed analysis of results with presentations and bespoke reporting

Significant cost savings

- As a syndicate, the costs will be shared across the members. This will significantly reduce the cost compared to, for example if one company commissioned a specialist research agency to undertake this work.

Networking opportunities with industry stakeholders in the UK and Europe

- The IGOT Coalition has a membership that includes a wide range of outdoor companies, who work together to inspire more people to get active outdoors. The #itsgreatoutthere team also collaborates closely with organisations such as the European Network of Outdoor Sports, the European Commission's #BeActive project and other partners, to promote and facilitate outdoor participation.

European Advocacy benefits – 'value of the outdoor sector'

- Data and metrics will provide evidence of the value and benefit of the outdoor sector.
- Opportunities for this data to be reported at a wide range of industry events and in stakeholder engagement, including with outdoor sports organisations, national governing bodies, and during the opening of the European Week of Sport

WHAT ARE THE COSTS?

The project requires a minimum of €60k of cost sharing funds for the study to take place. Ideally, we hope to find a few core sponsors and in addition to this will offer two additional levels of cost sharing:

1. Core sponsors – each receives access to all results. The fee to be discussed with interested parties
2. Level 1 €6000 per company - receive an overview of each country and a deeper analysis of one specific country of choice
3. Level 2 €4000 per company – receive an overview of all countries.

All sponsors will be invited to a webinar presentation and receive a management report of key findings.

In addition, the research can be extended to additional countries over and above the those included in the 2020 study.

If a company sponsors a country they will have exclusive access to the full results.
The price assumes one sponsor per country.

| Country | Price - € |
|-----------------|--------------------|
| Netherlands | 5500 |
| Portugal | 5500 |
| Slovenia | 7000 |
| Norway | 12000 |
| Other countries | Price upon request |