



Strategic Marketing for the New Outdoor Customer

LESLIE PREVISH

PREVISH MARKETING
Strategic | Adventurous

Why did you come to this seminar?

Future ~~Profit~~



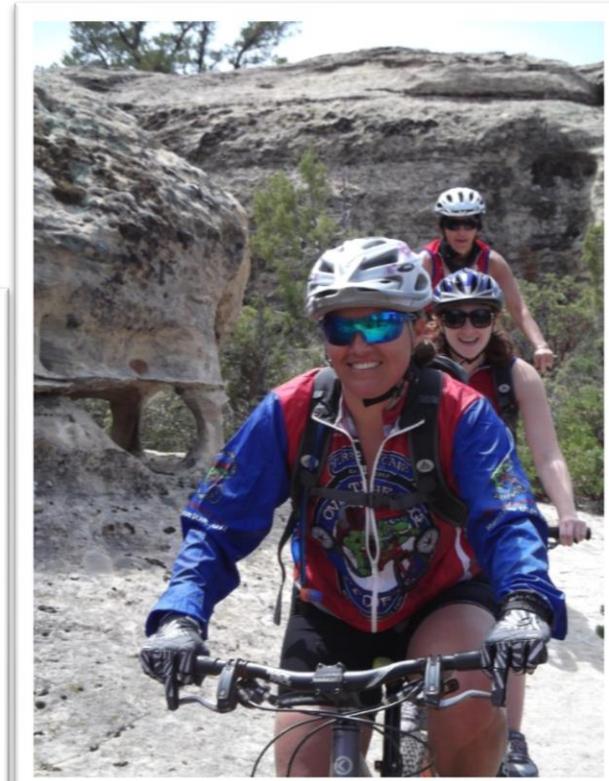
Who is reaching out?

New Trails

Ladies Rides

Hurricane MTB Festival

- 80/20 Tourists/Locals



Career targeting new customers





Harley History: Stock 1986 – Today



#1 Brand Tattoo



Leslie's
401k



\$8
Mar '09

Harley Outreach Marketing Evolution

2007: Marketing to women role!

2008-2010: + \$7 Million sales to women

2003: Research ramps up

2013: Outreach segments growing 2x rate of Core

1998: Plan for women?

1994: Tony



WHY?

Reasons to Target

HOW?

3-step Roadmap

WHEN?

3-mo, 12-mo

Women: Buying power now and into the future

57% of all college degrees

92% of vacations

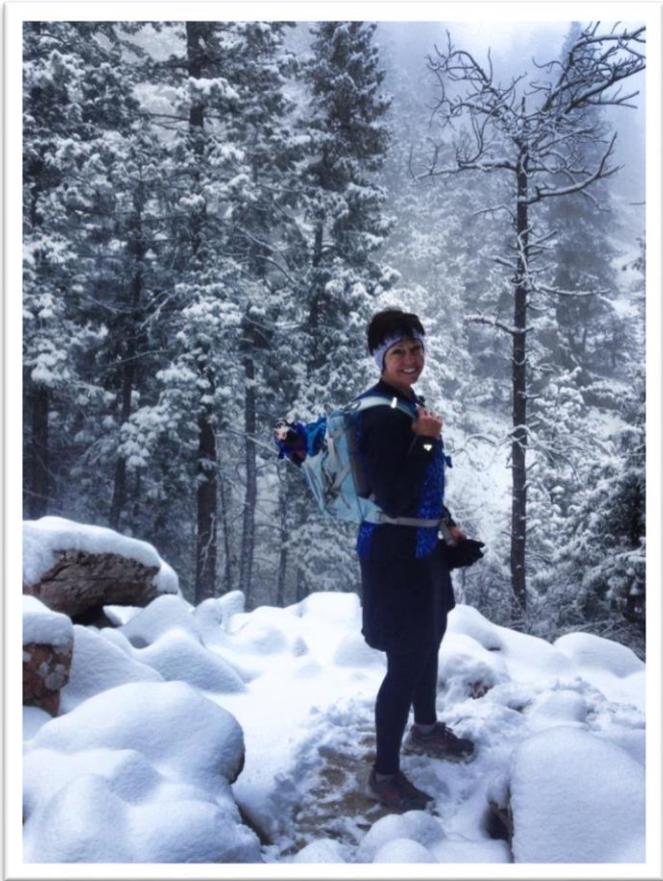


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- [Women 61.6% associate's, 56.7% bachelor's, 59.9% master's, 51.6% PhD](#)
- [92% of all vacations: http://m2w.biz/fast_facts.php](http://m2w.biz/fast_facts.php)

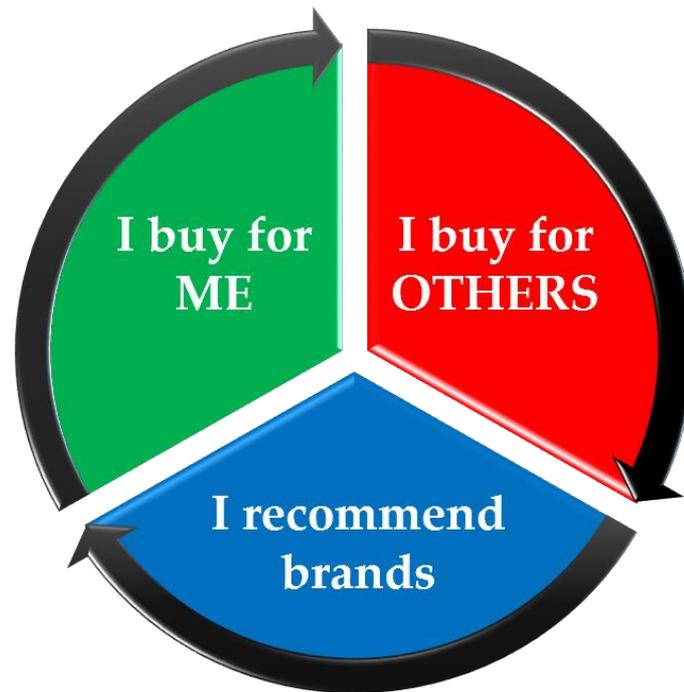
Average Adventure Traveler?

47-year-old female*

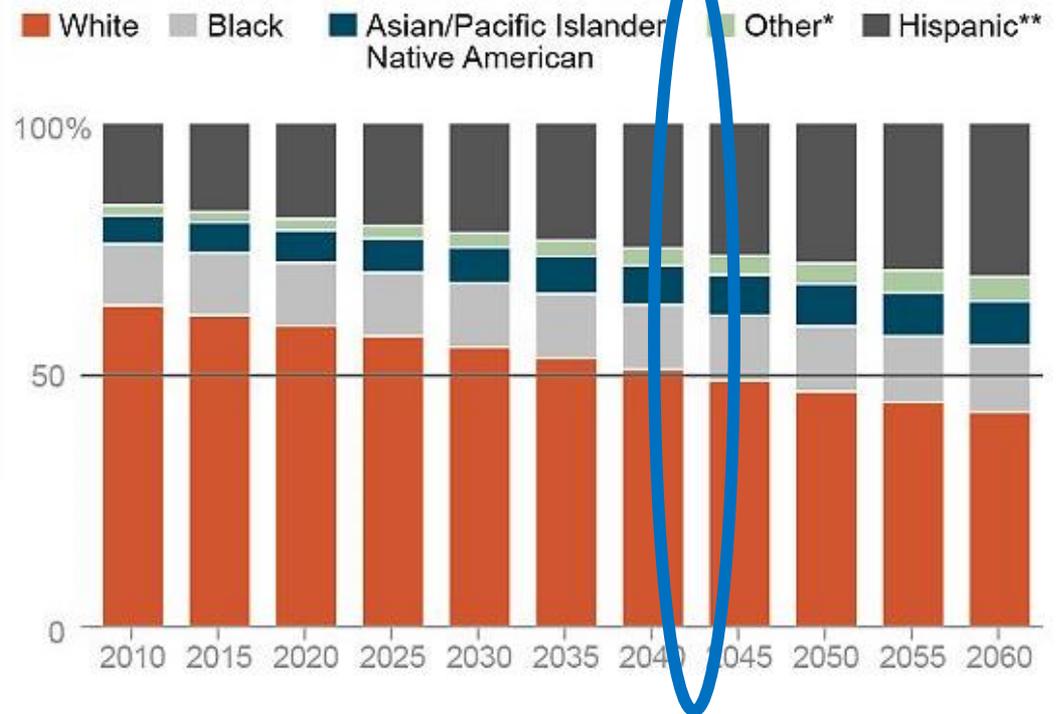


The Female Trifecta

She's worth more than you think



By 2043, Whites will be minority



Hispanics and Recreation

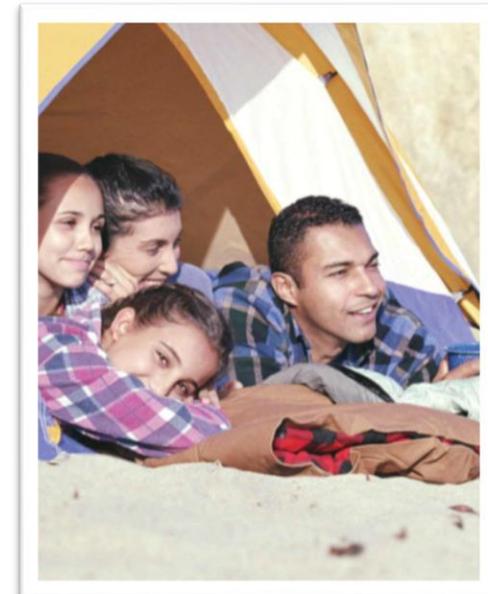
Family / kids
“Soft rugged”
Public campgrounds



The image shows the cover of the 2012 American Camper Report and an infographic titled "HISPANIC CAMPERS: A FOCUSED LOOK". The cover features the text "WILDE PARTY PEACE WEATHER S'MORES FUN ADVENTURE PLAN EASY OUTDOOR CAMPFIRE HAPPINESS ECONOMICAL ES". The infographic provides the following statistics:

- 5.64 outings**: The average Hispanic camper went on 5.64 camping trips, compared to just 4.87 camping trips that Caucasian/Non-Hispanics went on.
- 74%**: Seventy-four percent of Hispanic campers go on outings with friends.
- Public Campgrounds**: Seventy-one percent of Hispanic campers used a public campground in 2011.

Additional text from the infographic includes: "Hispanic Americans are growing in population and influence. In fact, while the overall US population is expected to grow by less than ten percent from 2011 to 2020, the Hispanic population in the US is expected to grow by nearly 33 percent." and "Currently, this large minority group is underrepresented in camping, making up only six percent of America's camping participants. In an effort to engage this important and influential group, the following section takes a focused look at Hispanic camping participants." It also notes: "Although the American Camper Report surveyed a fraction of the Hispanic camping population, this directional data provides insights into this group's unique behavior, perceptions and preferences."



Youth ... bring in NOW or your biz will fizzle out.

21% or \$1.3 trillion of annual spending NOW

50% of US workforce
by 2020

75% of Global
workforce by 2030



Youth and Recreation

Outdoor participation flat

- Want social / shared experiences

Snowsports and Millennials

- 37% of alpine
- 50% of snowboarders and freeskiers
- Gen Z?



Lifetime value of a customer?

Earn her biz at age 35, keep until she's 75



$\$500/\text{yr} \times 40 \text{ yrs} =$
 $\$20,000$

+11 Friends/Family?
 $+$ $\$220,000$

3-Step Roadmap



1. Discover & Define

Strategic Targeting

Do you really have the \$\$\$ to target
ALL women, youth, Hispanics?



Videos

Describe target audience(s) and experience(s) ...

<https://www.youtube.com/watch?v=zHSqZyarMJ4>

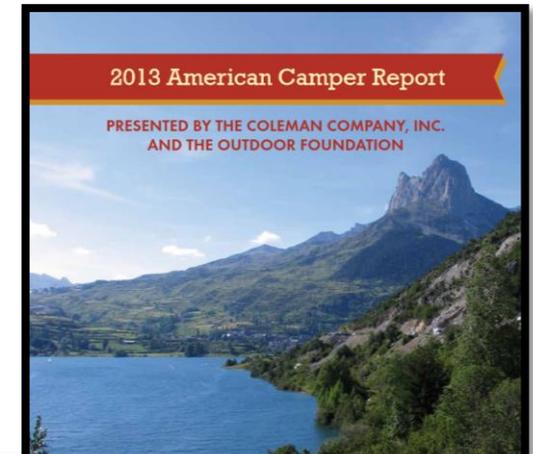
https://www.youtube.com/watch?v=tUBDx_OuiPw

1. Discover & Define

Research

Corporate and industry partners
Competitive Analysis

- Who are they targeting?
- How?



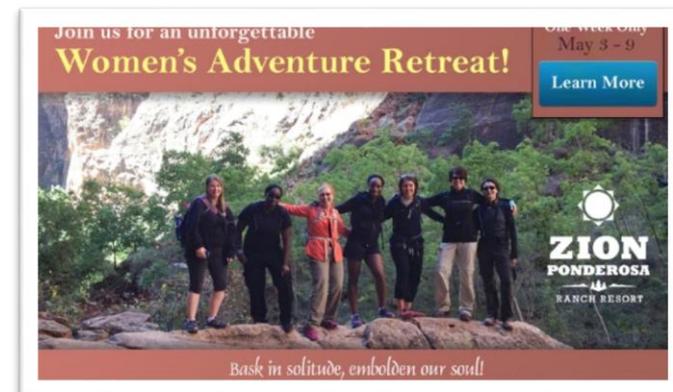
1. Discover & Define

Clear Focus

Who is your customer NOW?
In the **FUTURE?**

Target > Experience

- Young men > Freestyle skiing
- Hispanic moms > Family camping
- 40-ish women > Adventure retreat



1. Discover & Define

Profile

Ex: Families (Moms) > Hiking and Camping

- Aim for 3 strategies; process to develop one ...



Top Motivator

- Fun, new experiences for each family member



Top Barrier

- Extreme and not family-friendly

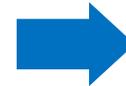
Message

- Activities for all ages and interests



Strategy

- Provide experiences to learn new skills and improve current ones



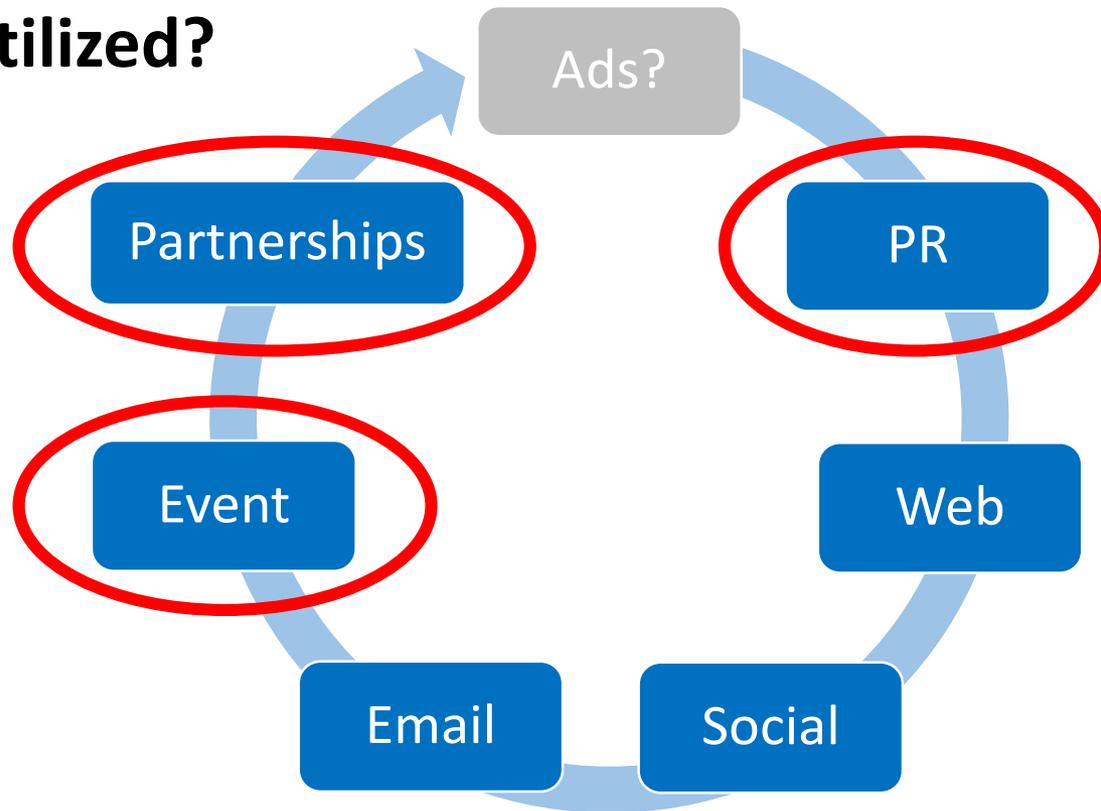
Tactics

- Host fun, "intro" event
- Video, images of all ages
- 360 targeted marketing

2. Plan

Targeted marketing avenues ...

Most underutilized?



2. Plan

Selective partnerships

Align with your mission, extend your reach



2. Act & Track

Goals and ROI

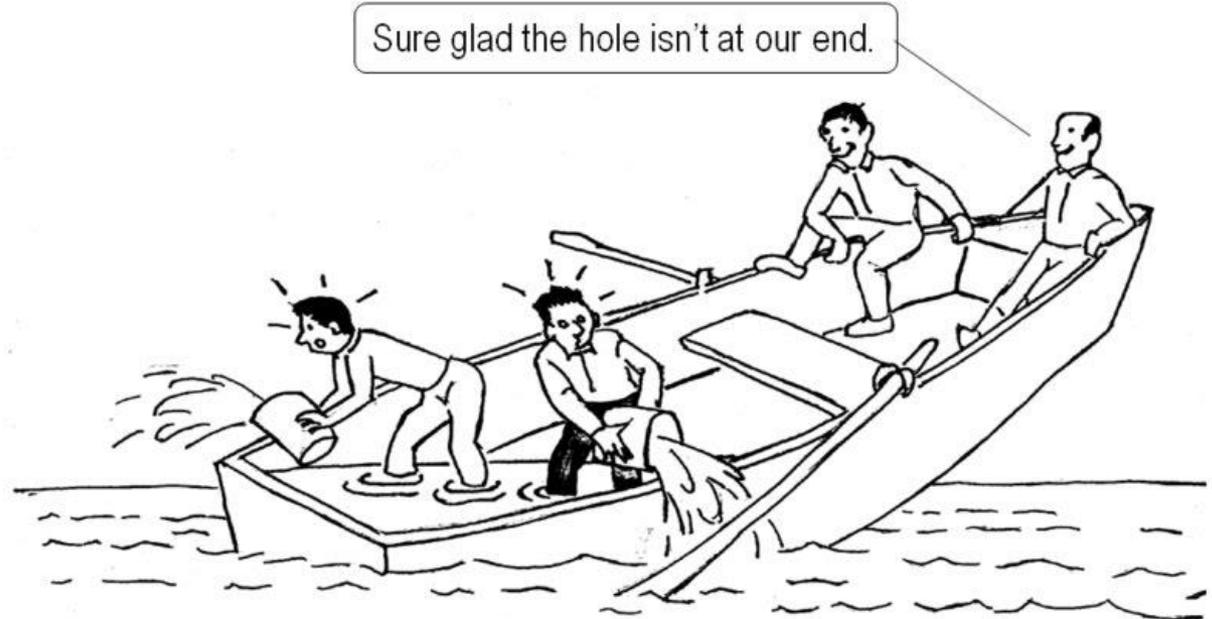
Specific and measurable
Monitor and adjust



2. Act & Track

Everyone on Board

Top-down, bottom-up support
Dedicated & diverse staff



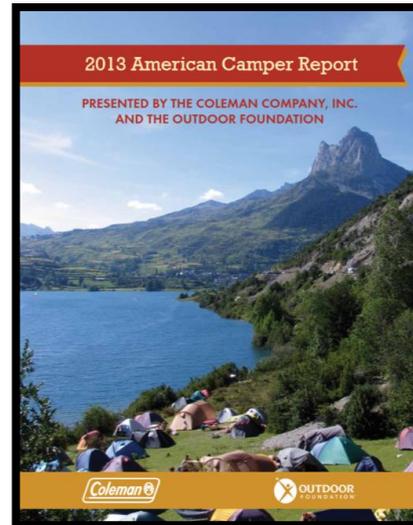
WHEN? Next 3 months

Share key takeaways at Staff Summit

- Identify outreach champion
- Top 3 immediate changes?

Partner and industry resources

- What do you know?



WHEN? Next 12 months

Profile 1 target audience and experience

Plan 3 strategies to Act & Track

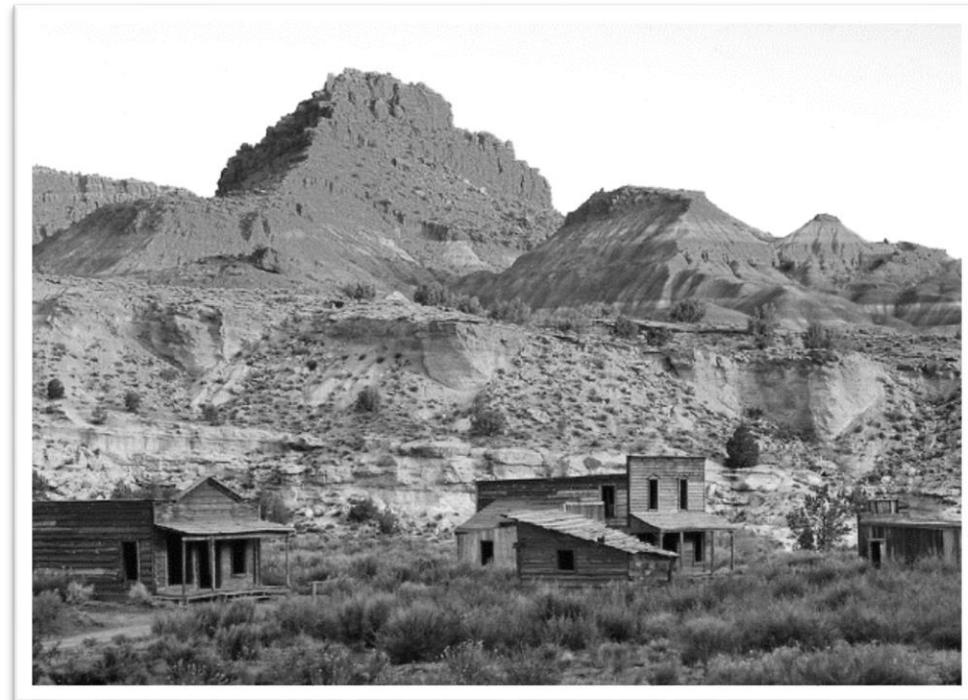


Be Strategic and Thrive ...



ST. GEORGE UTAH
EVERYTHING FROM A TO ZION

*Or end up like
Pariah, Utah ...*



QUESTIONS?

Leave business card for presentation

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