

# 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

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## 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