

ORVIS WINGSHOOTING RENDEZVOUS

PURSELL FARMS, ALABAMA
AUGUST, 2016

WHAT DOES THE BROADER LANDSCAPE LOOK LIKE

What are we seeing outside of our normal field of view?

- Have we been overly focused on what we presume to be our wingshooting demographic?
- If so, what is surprising us? What seems to be ‘trending’. Where might new markets lie?
- How do we capitalize on a changing landscape? Can/should we be all things to all people?

WHAT DOES THE BROADER LANDSCAPE LOOK LIKE

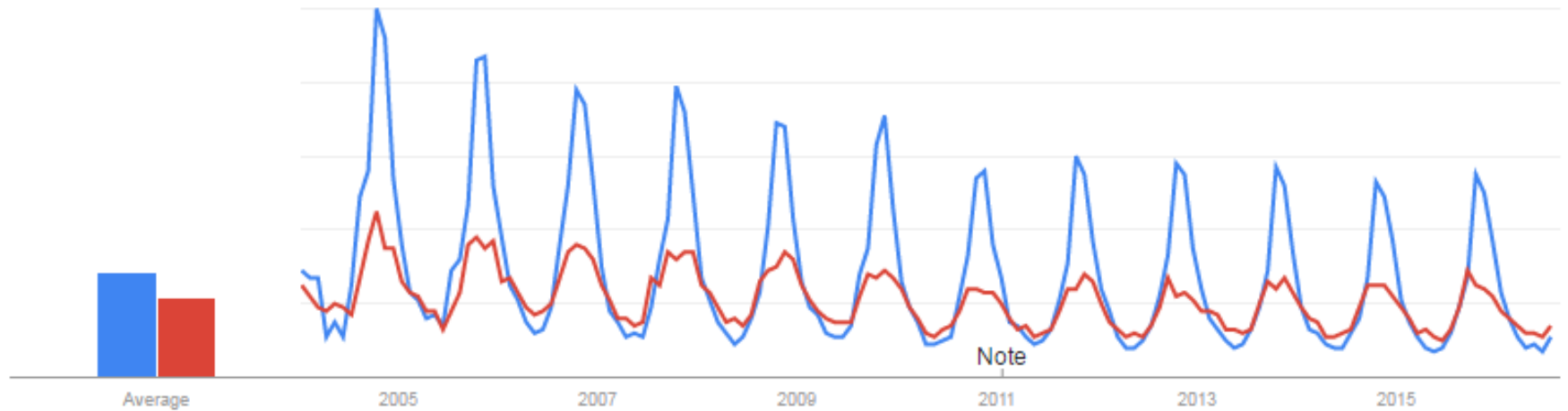
pheasant hunting
Search term

bird hunting
Search term

+ Add term

Interest over time ?

News headlines ? Forecast ?



Note

</>

WHAT DOES THE BROADER LANDSCAPE LOOK LIKE

best pheasant hunting
Search term

best bird hunting
Search term

+ Add term

Interest over time ?

News headlines ? Forecast ?



WHAT DOES THE BROADER LANDSCAPE LOOK LIKE

Clay pigeon shooting

Sport

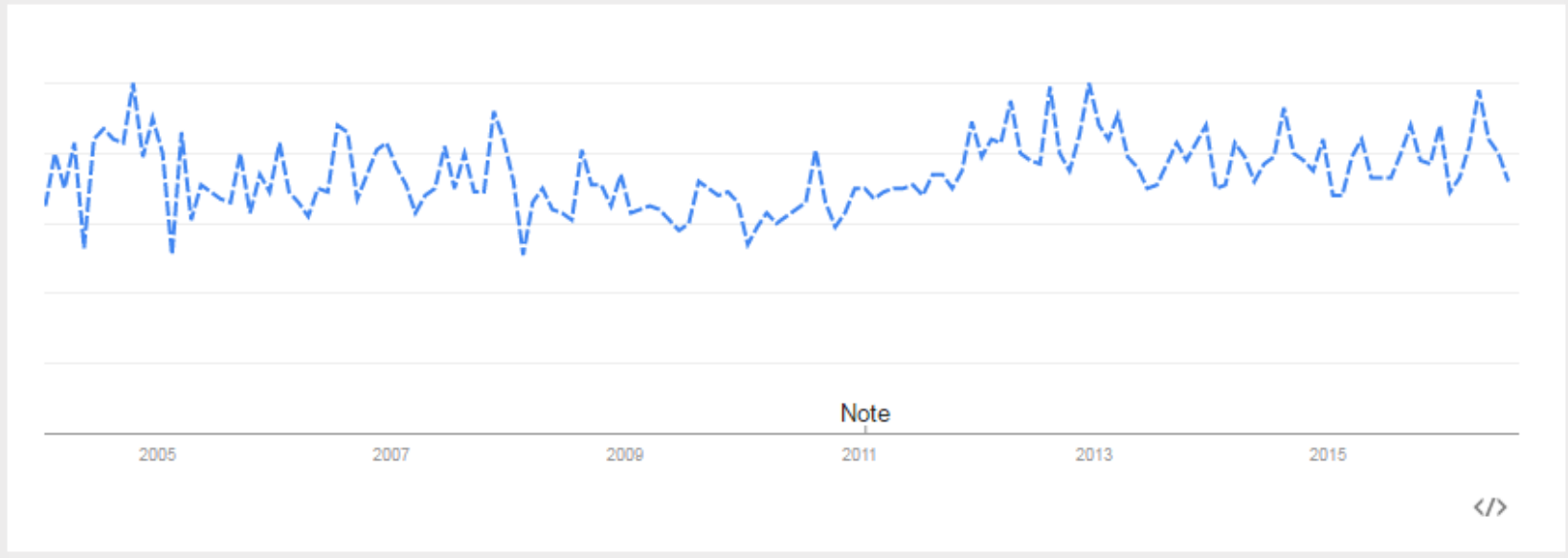
United States

+ Add location

Beta: Measuring search interest in *topics* is a beta feature which quickly provides accurate measurements of overall search interest. To measure search interest for a specific *query*, select the "search term" option. [?](#)

Interest over time [?](#)

News headlines [?](#) Forecast [?](#)



WHAT DOES THE BROADER LANDSCAPE LOOK LIKE

SCTP and SPP Make History with National Championships

July 23, 2014 By [Stephanie Mallory](#)

More than 2500 young shooters, along with thousands of coaches, family members, and supporters, descended upon the World Shooting and Recreational Complex in Sparta, Ill. last week for the largest youth shooting event ever held, the SCTP and SPP National Championships.

The July 14-19 event saw significant increases in virtually every metric over 2013's record-setting Nationals. In the SCTP event alone, competitors shot 715,000 targets, a 35% increase over last year. Shooters from 175 SCTP teams came from 26 states.

SPP also saw its own increases. In only its second Junior/Senior National Championship, SPP experienced an increase of 62% in participant numbers, hosting 326 shooters representing 39 teams from 15 states. Earlier this year, SPP hosted a separate Collegiate National Championship with close to 100 shooters from 24 squads.

WHAT DOES THE BROADER LANDSCAPE LOOK LIKE

OVER 10,000 STUDENTS TO PARTICIPATE IN 2016 MINNESOTA STATE HIGH SCHOOL CLAY TARGET LEAGUE THIS SPRING

Minneapolis, MN – 10,361 student participants from 319 high school teams will participate in the Minnesota State High School Clay Target League's (MNSHSCTL) 2016 spring season, which began April 3rd. Those are the highest numbers ever for the state, according to league officials.

"This League continues to be the fastest-growing activity in Minnesota schools," said Jim Sable, Executive Director of the MNSHSCTL, "such high participation shows the continued demand for alternative high school activities related to Minnesota's longstanding outdoor traditions."

WHAT DOES THE BROADER LANDSCAPE LOOK LIKE

What is Social Media Telling Us?



Jillian Lukiwski:
gregarious hermit,
bohemian redneck,
silversmith,
photographer
and writer in the
interior West.

The Noisy Plume

39.7K Followers
Instagram



[38,127 people like this](#)

[Kathleen Moore and 12 other friends](#)



upland_lowlife [Follow](#)

Jason S. Dowd Artist/Occasional Writer/Upland Guide. For bookings or inquiries email Hardwoodgrouse@icloud.com. "Be worthy of your game" GBE

708 posts 6,269 followers 955 following

WHAT DOES THE BROADER LANDSCAPE LOOK LIKE

What is Orvis Doing to Stay Relevant?

<http://www.orvis.com/intro.aspx?subject=14335>

WHAT DOES THE BROADER LANDSCAPE LOOK LIKE

What is working for you?
What are you seeing through a wide-angle lens?