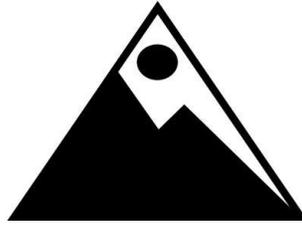


Outdoor



Loyalty

Nepal- A Journey Back to Life



On April 25, 2015, a tremendous earthquake, of the magnitude 7.8, devastated Nepal. On May 12, 2015 an after-shock, of the magnitude 7.3 with the same approximate epicenter, erupted around the capital city of Kathmandu. The initial response to the earthquake, that ravaged the capital city and the mountain region (including the Himalayan Range) just north of the epicenter, came immediately from The Nepalese and surrounding country's rescue teams. The Outdoor Industry was one of the first responders to the tragedy occurring in Nepal. The epicenter was approximately 140 miles west of Mt. Everest and 130 miles east of Annapurna. OIA (Outdoor Industry Association) and ATTA (Adventure Travel Trade Association) focused on the Outdoor Industry, including outdoor retailers and manufacturers. The request was to

supply outdoor gear and apparel to the search and rescue teams (First Responders) to help in the initial rescue efforts in the Mountain Region of Nepal. This effort included Kathmandu, as well as the towns and villages within the radius of the devastation. Keep in mind that the infrastructure in these areas was unstable, thus making an impact to this area much more complicated. Sherpa guides were at the scene focusing on the rescue of climber and trekker casualties in the mountain areas. Keep in mind that this was the beginning of the major organized mountain climbing season as well as many other travel groups and individuals. In other words, this was the "sweet spot" for adventure travel to the region.

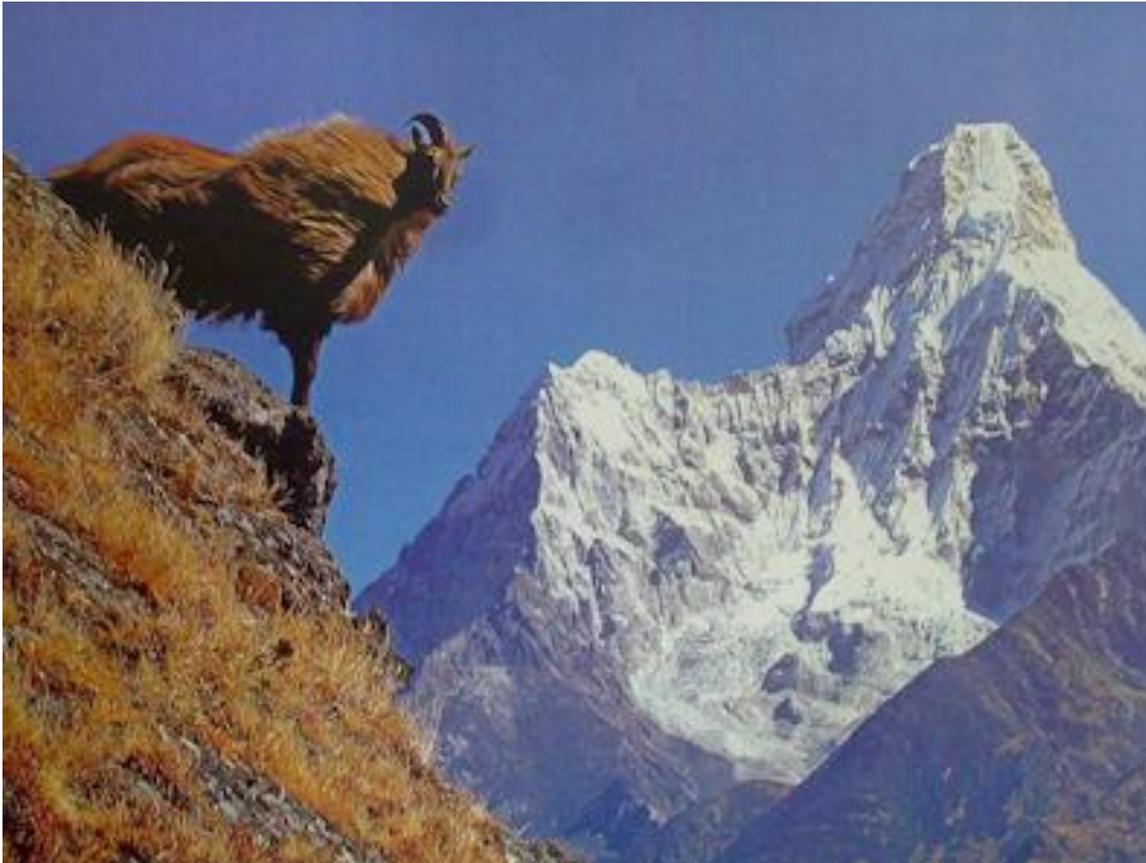


Photo provided by the Apa Sherpa Foundation.

Around mid June OIA and ATTA found out what their "real" mission should be. "After a month and a half, beating our heads against the wall, we gave up and admitted that we weren't a disaster relief organization", said Shannon Stowell, President of the ATTA. OIA and ATTA came to the conclusion that the best and most

effective support was to

help with business continuity for the tourism industry in Nepal. Through consistent communications with agencies, there in Nepal, the beginnings of a global marketing strategy to replenish the "Nepal Brand" and tell the World that Nepal is alive, and Adventure Experiences are back up and running.

The largest percentage of tourists visiting Nepal are Outdoorists. Tourist's numbers, after the disaster plummeted 90%. The Nepal tourist industry infuses over \$780 million into the economy every year. This represents almost 5% of it's GWP. The annual GWP for 2015 is estimated to be down 65% from 2014. The below numbers show how affected the breadth of the crisis has been:

Magnitude 7.8, 300 aftershocks, 500,000 homes destroyed 22,300 injuries, 8,891 deaths...

Nepal	2014	2015	Stats...
Annual tourist visits	800,000	368,000	65% down

Growth of GWP	5.1%	3.0%	59% down
Tourism as a % of GWP	\$1.6 Billion.		8.9%
2 yr projected tourism loss (post quake)			\$583 Million



Apa Sherpa on top of Mt. Everest. Photo provided by the Apa Sherpa Foundation.

With this new Marketing Strategy by OIA and ATTA, it is becoming the blueprint for Nepal and future disasters around the World that affect the Adventure Tourist Industry. The Himalayan Mountain Range has 10 of the 8,000 meter summits and above in the World and the majority of them are available for climbers, trekkers,

bicyclers and kayakers in 2016 and beyond. The support systems and businesses are operation at full capacity.

The Indomitable Spirit of the Nepalese People (27 million strong) can be seen from sunrise to sunset everyday bringing back the "soul" of Nepal. This disastrous event is not the first, nor is it the last Challenge they will face. We at OutdoorLoyalty.com applaud their courage and devotion to preserving their rich tradition of their culture. What they have to share is a cherished outdoor experience that has been on all of our bucket lists. All they ask for, is for Outdoorists to visit their country and experience the adventure on whatever level you choose.

OutdoorLoyalty.com will continue to blog updates on the state of Nepal and the Nepalese People in regards to the Outdoor Industry. We urge all Outdoorists to contribute to the relief projects in any way possible. OIA and ATTA, along with many International Agencies, are in it for the long run to help restore the Adventure Spirit around the World. As a true Adventurer consider to return or initiate a venture to this most spectacular and beautiful country of Nepal. You will be greeted with open arms and experience Mother Nature at her most wonderful self.

Here is a link to "Jerry Mika About Apa Sherpa" video on YouTube:

<http://www.youtube.com/watch?v=xbb4LMo8jHU&sns=em>

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