

**Outdoor**



**Loyalty**

## **The Genesis of the Outdoor Industry- Part 1**

**We all feel like the Outdoor Industry has been around for hundreds of years. The Great Outdoors has been around since the beginning of the Creation of Earth. That being said, how does one determine when it all originated? For the sake of the bloggers out there, we will not go back to the beginning of Man Kind. We will, for argument's sake, put a timeline on the Outdoor Industry as we know it today.**

**One must go back to the end of World War Two in 1945 AD. At that moment in time, 12 million men and women, melded back into the American Culture. These were the parents of the Boomer Generation. Between 1950-1960, 10 million babies were conceived becoming the greatest generation of all times in America.**

**The other boon for America was the flood of Military Surplus goods returning along with the Military. These goods ranged from clothing to vehicles and were stored in Warehouses across America. It wasn't long before the entrepreneurs of that period saw the cache of goods to market to the U.S. population. The type of stores burgeoning everywhere became known as Army-Navy Surplus Stores. They were a huge success. When that stock pile deflated, the Korean Conflict and then 10 years later The Vietnam Military Action replenished the surplus store's inventories (right time and place). These more updated products reflected the technology of the time, and the marketing was directed to the "Boomers".**

**In the 60's, the dawn of the Outdoor Industry began to unfold. Military apparel became the "in vogue" attire on college campuses throughout the country. Outdoor military clothing and accessories became the "Uniform" for all Outdoor Enthusiasts. Outdoor Retailers appeared on the scene which meant that Outdoor Manufacturers began the evolution of these outdoor products reflecting the new technologies through feedback from Outdoor Enthusiasts (soon to become Outdoorists) as to what their needs were.**

**Surplus Stores remained, but the major advancements in product invention and innovation drastically changed the face of Outdoor Gear and Clothing. There emerged a collaboration between the manufacturers and outdoor retailers along with the esteemed leaders of the Outdoorist Community. The Surplus Stores shrank demonstratively, and accordingly, Outdoor Stores became center stage and major marketing programs researched and reached out to the Outdoorist.**

**Part II of this series of blogs by OutdoorLoyalty.com will focus on the "gear" explosion in the Outdoor Industry. Such items as Airstream Campers, Fat Tire bikes, Nalgene water bottles,**

Sport Bras, Spring Bar Tents, White Water Dories, and many more gear items that today are “common speak” in the Outdoor Industry. Tune in to the next Blog. You will love it and learn a lot about things we take for granted on our Outdoor Expeditions into the Wild.

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