



Camping: Millennials, the Connection, and the Perception

It's Thursday night; preparation, anticipation, excitement, checking and double-checking. A millennial household, complete with a dog and young children, will be leaving early the next morning to travel a few hours away to a destination they've never set eyes on before. They are one of the 2.6 million households who tried some type of new camping in 2017; and one of more than a million millennial households who did. By mid-morning Friday they'll be setting up the kids' tents, unloading gear, and settling in for a weekend of relaxation and fun. How did this adventure come together, and how could they make it happen with their work obligations? They did what Millennials have been taught to do their entire lives; they did their "homework".

Before millennials across North America pull into the park for the weekend, **technology played a pivotal part.** They confirmed on the state park website that, yes, indeed, Lot #36 is theirs. They consulted Google® Maps to verify they are within a half hour drive of medical services. An Engineering Corps website verified river level, watertemperature, and if the current speed was safe for water sports. They've been on their favorite weather app checking the forecast all week, not to mention the pollen count, almost obsessively. Social media confirmed that their college friend and her family will be meeting them there; and yes, of course, on Lot #37.

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Many of these resourceful confirmations were made by the most experienced of the generation; those who already know the resources they need to "survive". In our upcoming "How-To Guide for millennials," we will break down how exactly to use these resources, and more, for the 94 percent of the generation who say they are excited about camping in 2018, but aren't quite so experienced in improving their odds at "survival."

The 2018 North American Camping Report notes that the information readily available online to campers today results in more millennials than ever venturing into the Great Outdoors; alleviating concerns, insuring "survival", and improving their odds at having a great time and coming back. **The camping industry is the fastest growing, multi-faceted, leisure time industry in North America.** These tech-savvy millennials are educated, and are exceptionally well-informed consumers. Those who have already ventured out into the world of camping have done their "homework", and those who have yet to certainly will; so, what keeps them there?

Friday afternoon, 1:55 p.m.; camp is set up, the kids are playing at the playground, and their mother is trying, unsuccessfully, to apply sunscreen like it's war paint. The weekend has officially started. **Technology played a part in getting them there,** but that's certainly not why they came. Like nearly all who venture to the Great Outdoors, they came to relax, reflect, and enjoy time with family and friends. More than 8 in 10 millennials say that is the top reason they camp. Conversely, what allowed them to take a four day weekend? What keeps them there? According to surveyed millennials, a solid WiFi connection will enable them to take almost a full extra week of camping

**SOLID WIFI
CONNECTION=**

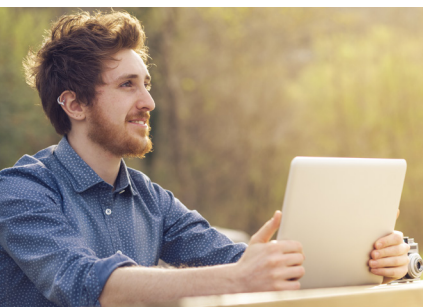


**+1 WEEK
OF CAMPING**



in 2018. They can certainly stay connected to family and friends back home; however, it allows them to do the one thing that more people are doing remotely now than ever before, “check-in” with work.

It's 2:00 p.m., time for “Dad's” weekly recap meeting, typically reserved for a conference room; however, this week it will be facilitated by mobile connectivity. Cell phone service is weak, at best, so dad fires up Winegard's Connect™ 2.0 4G LTE/WiFi extender.



Winegard, a Midwest-based leader in the design and manufacturing of quality antenna products since 1953, has a solution. As “Dad” pulls out his notes, he logs in to his laptop. The Connect 2.0 is a product that keeps mobile devices, media players, and computers

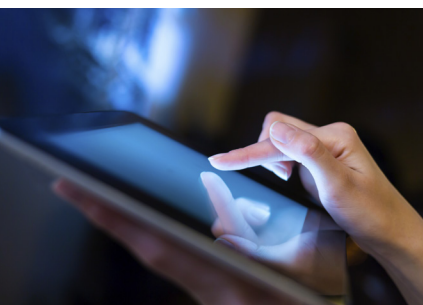
connected during travel, and yes, at the destination. Connect 4G LTE models link to nationwide 4G LTE for reliable, uninterrupted, in-motion and stationary coverage. It also enables WiFi Calling or VoIP to make phone calls when other coverage is weak. Winegard offers its own data plan, but also offers the capability to swap SIM cards with compatible carriers.

Convenient connectivity bought this young family an extra couple of days in the Great Outdoors.



The Connect 2.0 device served several purposes on the campsite: “Dad” was able to work mobile, when the kids were burnt out on putting worms on hooks, they were able to chase virtual Pokémon around the campground;

and, furthermore, everyone in the family was posting real-time videos and pictures to their preferred social media site throughout the weekend, all while checking on the security of their home. Now, on the drive home, it's “Mom's” turn to directly benefit from Winegard's



forward-thinking. The Connect 2.0 4G LTE extender also provides in-motion connectivity. While traveling down the highway, “Mom” pulls out her tablet and starts composing her thoughts; recounting the funny,

and yes, even some of the not-so-funny moments of their weekend on her blog. She has more than 3,000 followers, and like many who have informal and entertaining blogs, even receives a little extra income for featuring a few content-relevant advertisements. As this Millennial family pulls into the driveway, “Mom” hits “submit” on her post; her work is done. Now it's time to unpack and get the kids ready for the week.

Without the opportunity to connect, fewer millennials would venture to the outdoors, and they wouldn't stay nearly as long.

We live in a global community, and as opposed to campgrounds fading with the times, they are thriving into wonderful, diverse, and safe communities. Thanks in part to companies such as Winegard, when we need or want to be connected, we can be. We don't have to always be connected; but if a mobile meeting, or a weather alert, can keep us with family and friends longer, and safely, isn't that what life is about? North American parks are beautiful, and they serve as mobile communities unlike any other in the world. Being able to catch one more fish or sit around a campfire one more night is priceless to this young family. The investment in **connectivity enables them to stay outdoors longer**, create and share many memories from the trip as they happen, and have the peace of mind that all is well at home.

Easily Connect Multiple Devices



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