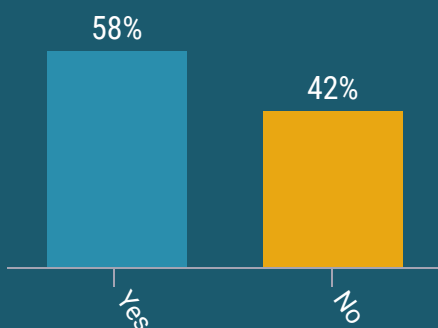


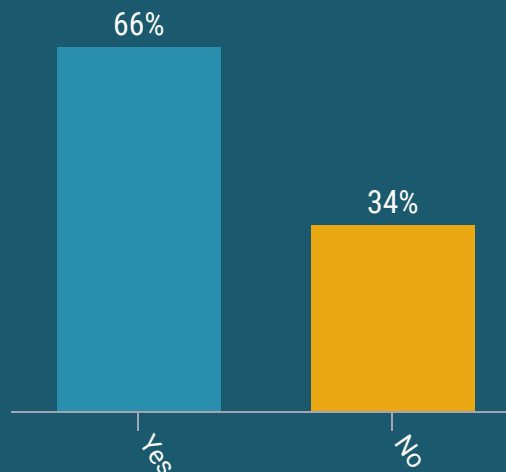
# Benchmarking Report for Outfitter Response During COVID-19

March 25, 2020

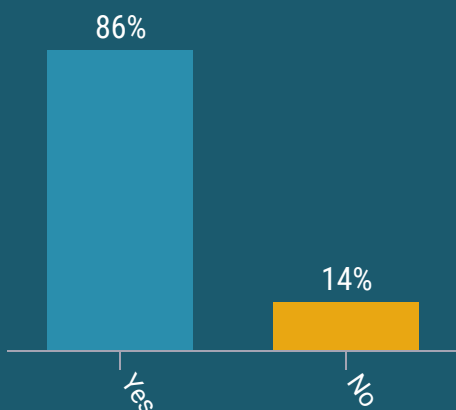
Do you have a place on your website to address the Coronavirus pandemic?



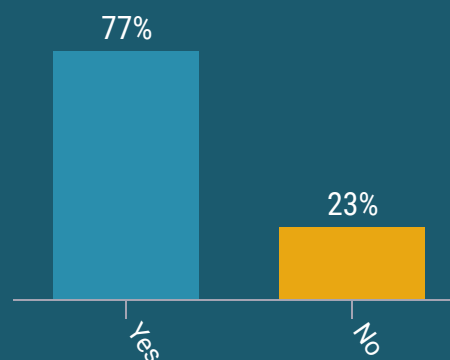
Have you altered your seasonal hiring strategy due to the Coronavirus pandemic?



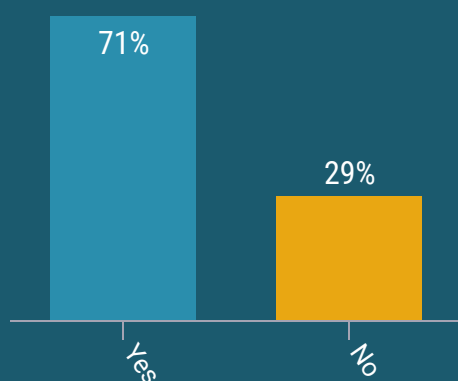
If you have advanced reservations, have you had cancellations?



Have you altered your content or social media strategy to accommodate the Coronavirus pandemic?



Have you contacted your client base about the coronavirus?



\*Results based on survey of 75 outfitter business owners, conducted March 25, 2020

