Benchmarking Report for Outfitter Response During COVID-19

March 25, 2020

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

- Yes: 58%
- No: 42%

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

- Yes: 66%
- No: 34%

If you have advanced reservations, have you had cancellations?

- Yes: 86%
- No: 14%

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

- Yes: 77%
- No: 23%

Have you contacted your client base about the coronavirus?

- Yes: 71%
- No: 29%

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