Indoorising the Outdoors
Lifestyle Sports Revisited
Dr. Lotte Salome

University of Amsterdam
Utrecht University
Fontys University of Applied Sciences
The Netherlands
Indoorising the Outdoors
lifestyle sports revisited

INDOORISING THE OUTDOORS: LIFESTYLE SPORTS REVISITED

LOTTE SALOME
Presentation plan

- An exploration of the rise of lifestyle sports in artificial settings
- Ritzer’s McDonaldization in artificial settings for lifestyle sports
- Constructing authenticity in new sport environments
- A participation typology for the consumption of lifestyle sports in various settings
AN EXPLORATION OF THE RISE OF LIFESTYLE SPORTS IN ARTIFICIAL SETTINGS
“FUCK indoor snowboarding, and FUCK 'training'. They are incredibly wasteful projects, and about as close to snowboarding as blow-up dolls are to real partners”
RITZER’S MCDONALDIZATION IN ARTIFICIAL SETTINGS FOR LIFESTYLE SPORTS
CONSTRUCTING AUTHENTICITY IN NEW SPORT ENVIRONMENTS
“But I wanted to focus on the families and the kids. I can go to Whistler and ride, but I can't take my wife and kid on the trails that I'm gonna ride. So I just spent a vacation not hanging out with my family. I have fun and they get mad. Or they have fun and I get mad. It doesn't work. But this is where mountain biking is going—whole families are doing it. You have 7-year-old kids, 15-year-old kids, 2-year-old kids, all riding with mom and dad. Dad's riding a 6-inch travel DH bike. Mom's riding a cross-country bike. Kids are riding whatever they can piece together to have fun.”
A PARTICIPATION TYPOLOGY FOR THE CONSUMPTION OF LIFESTYLE SPORTS IN VARIOUS SETTINGS
The consumer

The early days:
• Unorganised
• Young, male, risk takers
• Authentic experience

Nowadays:
• Children, elderly, women
• Mixed motives
• Mainstream
Three types of participants

I) The Exercisers

II) The Experiencers

III) The Exceeders
The Exercisers

- Predominantly active in artificial settings
- Physical fitness and getting in shape are important for this group
- Social aspects such as meeting other people and social facilitation are central in their participation
The Experiencers

- Prefer a natural, outdoor setting for lifestyle sports
- Fun/enjoyment is the most important motivation for their participation
- Motives for participation in lifestyle sports: feeling one with nature, the experience of sensations and kicks and the struggle against the elements.
The Exceeders

• Combination of both worlds: ease & efficiency of artificial settings and nature & sensations from outdoor environments
• Training indoors for performance outdoors
• Motivated by achievement, self-esteem and aesthetic factors
• The most devoted and enthusiastic participation type
“This place is going to attract everyone along the whole spectrum of riders—mountain bikers, BMX riders, cross-country guys and dirt jumpers. You have your little cycling niches, and they get along, but they don't always mix well. This bike park is kind of like a blender. We're mixing everybody into a family environment, a learning environment, an extremely fun environment. Because it's in close quarters, it's going to create friendships, bonds between people who don't normally interact. Once you start building those relationships, getting people so excited to be around other people, in such a cool place, that's going to build mountain biking, indoors and out.”
Implications

• Improvement of understanding of the needs of the variety of participants
• Smaller homogeneous markets with similar needs and motivations
• Segmentation and positioning → organization of preference- and experience-based groups
QUESTIONS?
THANKS FOR YOUR ATTENTION!