

Media Package



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Introduction

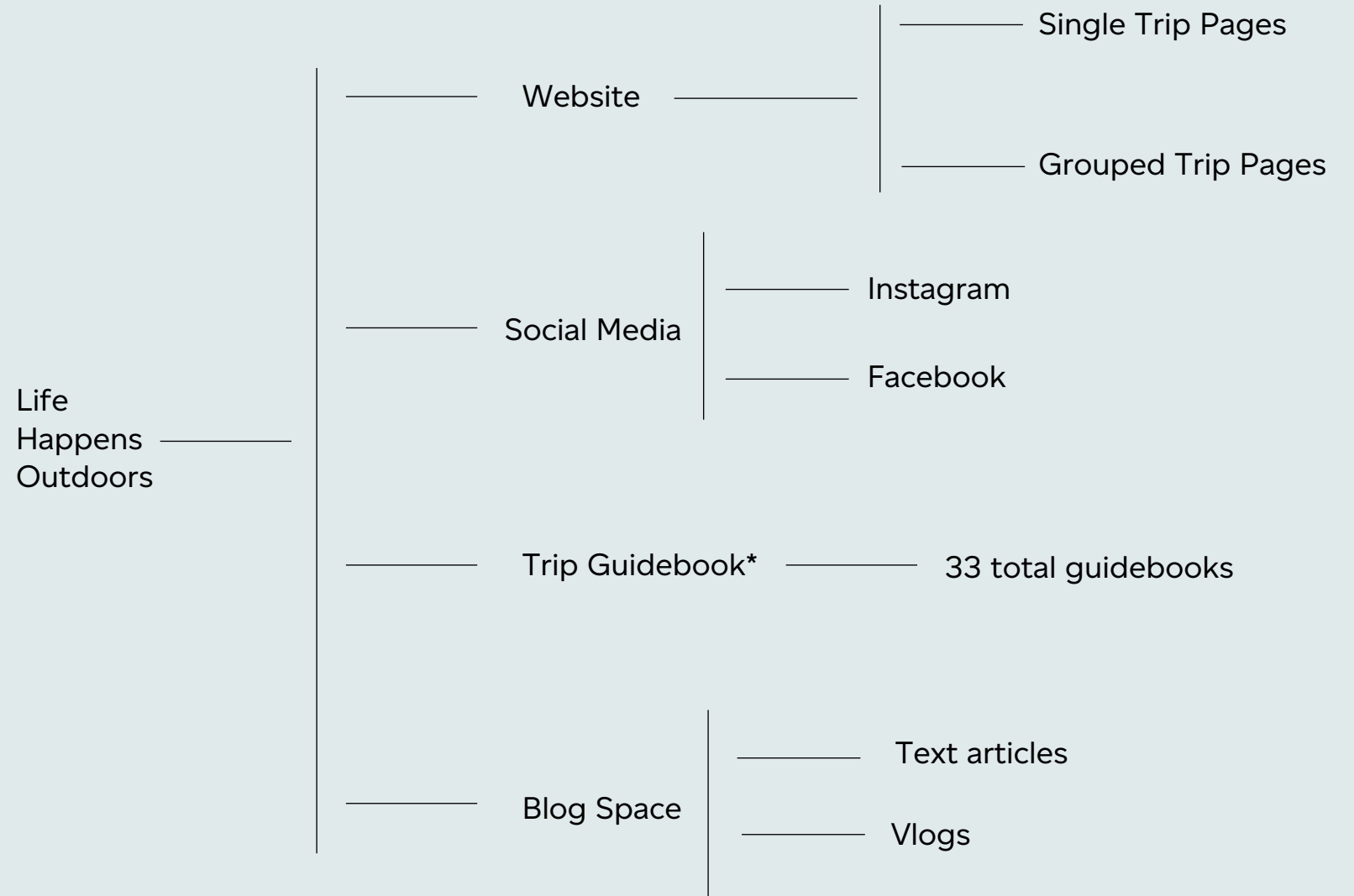
Life Happens Outdoors Ltd (company no. 09756389) was incorporated in the United Kingdom on 1 September 2015 by Rami Rasamny, its sole founding director and shareholder. After an early platform and pilot phase from 2015 to 2018, it pivoted in late 2018 and completed its first full operator year in 2019. Rami is the current Founder and Chief Executive Officer, sole director and majority shareholder. Elie Abi Akar is the current Chief Operating Officer.

The majority of our community members are typically high networth individuals holding senior positions at global corporations residing in the GCC region. Our B2B efforts have resulted in securing two major corporate accounts in the last 6 months since we started our Business Partnerships program. Our retainment rate is close to 70%, with returning members often booking up to 3 adventures per year with us.

Previous Clients and Partners



Asset Map



* Guidebooks are digital booklets that contain all the information regarding an adventure experience, from a detailed itinerary and gear list, to weather expectations and cultural highlights in the destination country.

Single Trip Page Example

LIFE HAPPENS OUTDOORS

ADVENTURESMEET LHOBLOGFAQSCONTACT USMY LHO

Chilled OutEcuador

FIND YOURSELF IN ECUADOR



TELL YOUR FRIENDS

DISCOVER THE NEXT ADVENTURE

JUMP TO

Inclusions

Dates & Prices

Gallery

FAQs

ZIP LINE THE ANDES, RAFT THE AMAZON AND EXPLORE CRATERS OF ACTIVE VOLCANOES!

Ecuador is the land of volcanoes, waterfalls, glaciers, beaches and the Amazon! It's the adventure destination with a capital T and if the natural beauty isn't enough, it's got the incredible culture, history and food to match. Our adventure in Ecuador includes trekking along volcano craters, rafting in the Amazon, ziplining across the hills and sleeping in guest houses deep in the jungle run by indigenous tribes. Coupled with great hotels, amazing food and spectacular scenery, this one's a no brainer for anyone seeking an adventure holiday in South America.

TRIP TYPE
Multi Adventure

FITNESS LEVEL
Chilled Out

SKILLS PROFILE
No Requirements

DURATION
8 Days

DESTINATION
Ecuador

ACCOMMODATIONS
Hotel

ALL INCLUSIVE PRICE
£2,450

- ✓ Dedicated LHO Team Leader/Photographer
- ✓ Carefully Selected and Certified Guides
- ✓ All Accommodation Throughout the Itinerary
- ✓ 4* Hotel Accommodation in Quito
- ✓ 4* Hotel Accommodation in Papallacta
- ✓ 3* Hotel Accommodation in Banos
- ✓ Unique Hacienda Accommodation in Utavalo
- ✓ Unique Homestay Experience
- ✓ Accommodation in the Amazon
- ✓ All Meals Throughout the Trip
- ✓ Welcome and Farewell Dinners in Quito
- ✓ Safe Drinking Water Throughout the Trip
- ✓ Airport Transfers to and from Quito Airport
- ✓ All Transportation Within the Itinerary
- ✓ Daily Transportation of Personal Luggage
- ✓ Permits and Certificates
- ✓ Fitness and Nutrition Guides
- ✓ Gear Shopping Assistance
- ✓ LHO Base Camp (Office) Support

BOOK NOW

Contact Us

HAZEM
Get to Know Your Team Leader

RAFTING
RAFTING THROUGH THE RAPIDS OF THE AMAZON

ZIPLINING
ZIPLINING THROUGH THE JUNGLE OF THE AMAZON

TREKking
TREKking THROUGH THE MOUNTAINS OF THE AMAZON

ACCOMMODATION
ACCOMMODATION THROUGHOUT THE ITINERARY

TRANSPORTATION
TRANSPORTATION THROUGHOUT THE ITINERARY

SAFETY
SAFETY THROUGHOUT THE ITINERARY



SIGN UP TO OUR NEWSLETTER

EMAIL



Grouped Trip Page Example



ADVENTURESMEET LHOBLOGFAQSCONTACT USMY LHO

MULTI-ADVENTURES

Dreaming of an epic adventure holiday? Who said it has to be challenging? We've handpicked experiences that take you to spectacular locations, bring you the healing power of the outdoors, and engage all your senses with unique and exciting activities. The "Find Yourself" adventures are for those of us who need a reset of the mind, body and soul.

FIND YOURSELF IN ECUADOR

Ecuador is the land of volcanoes, waterfalls, glaciers, beaches and the Amazon! It's the adventure destination with a capital T and if the natural beauty isn't enough, it's got the incredible culture, history and food to match. Our adventure in Ecuador includes trekking along volcano craters, rafting in the Amazon, ziplining across the hills and sleeping in guest houses deep in the jungle run by indigenous tribes. Coupled with great hotels, amazing food and spectacular scenery, this one's a no brainer for anyone seeking an adventure holiday in South America.

Multi Adventure

Chilled Out

No Requirements

CHECK IT OUT



FIND YOURSELF IN NEPAL

Looking to excite the mind, body and soul? From ziplining over the highest mountains on earth to meditating at the World Peace Pagoda and from paragliding over incredible lakes to yoga with a guru in a remote ashram. This is an experience that will change the way you go on holiday forever.

Multi Adventure

Chilled Out

No Requirements

CHECK IT OUT



FIND YOURSELF IN ARCTIC NORWAY

There is no place like Norway. Better still, there is no place like Arctic Norway! This year, we'll be island hopping in the Arctic on our Kayaks as we explore the Northernmost reaches of this incredible planet. If you can walk and swim you can do this!

Multi Adventure

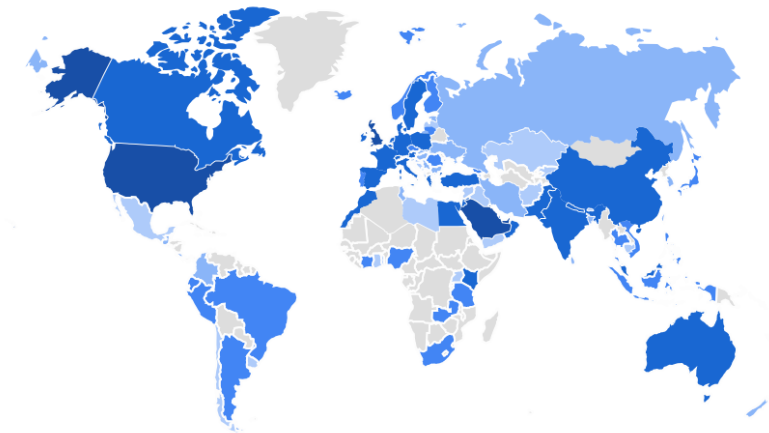
Moderate

Learn New Skills

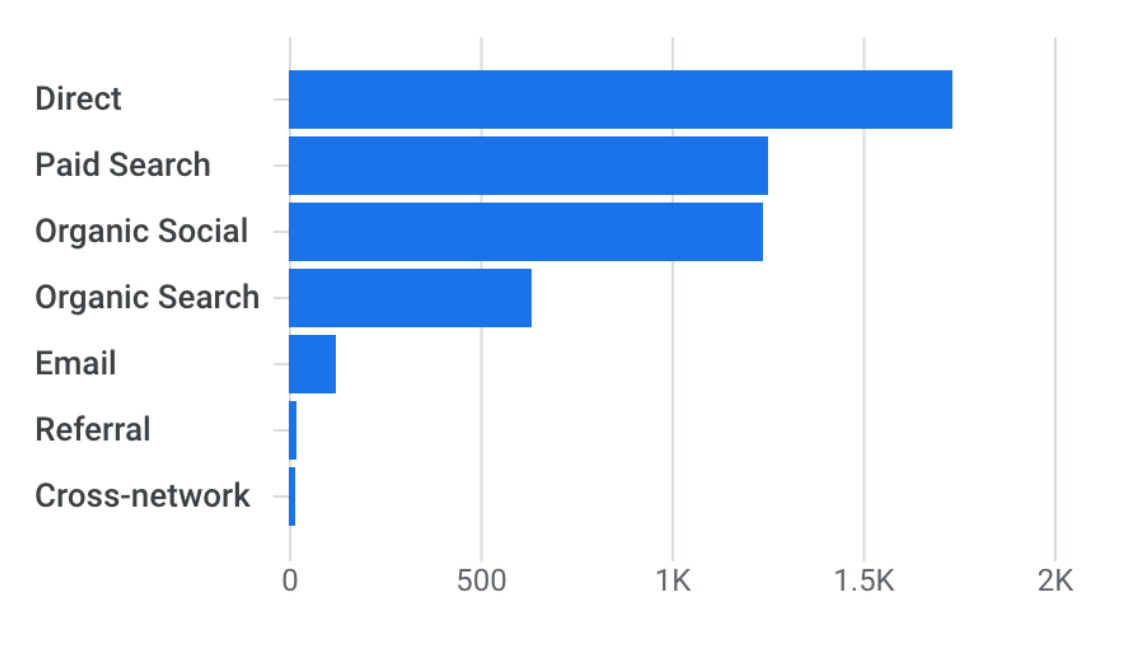
CHECK IT OUT



Website Metrics



COUNTRY	USERS
United Arab Emirates	935
Lebanon	575
United States	426
Saudi Arabia	396
Singapore	376
United Kingdom	325
Kuwait	253



Average engagement time
1m 14s

Event count
41K

Users
5.2K

Results are from August 15, 2023 to September 15, 2023

Socials Metrics

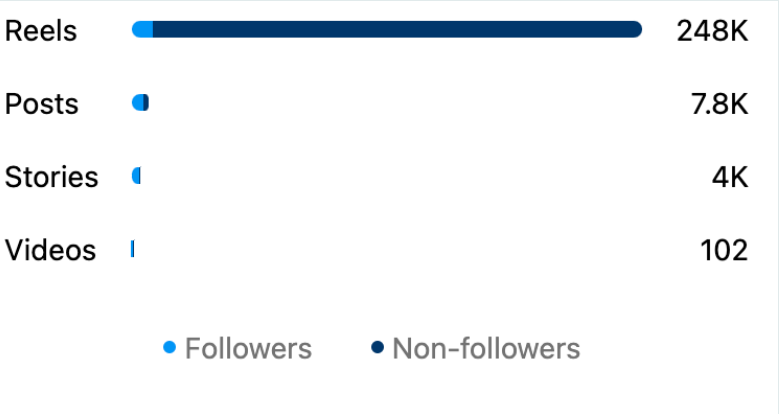
Reach ⓘ

459,919

Accounts reached

Followers 9,894

Non-followers 450,025



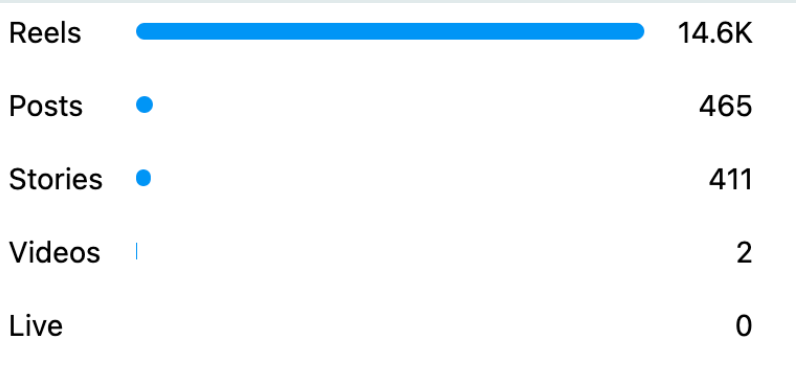
Engagement ⓘ

12,511

Accounts engaged

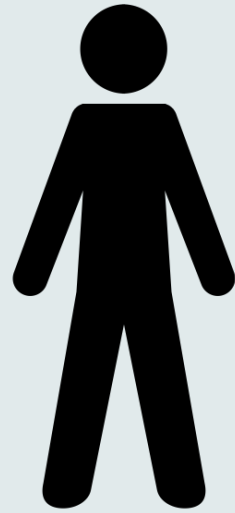
Followers 1,501

Non-followers 11,010



Results are from August 15, 2023 to September 15, 2023

Customer Profile



Customers spend an average of 3000GBP or 3650 USD or 13,400 AED

1 minute and 14 seconds is the average time spent on the website per user

Senior level and middle management corporate positions

60% are residents of the UAE

65% are female

Customer Habits

- Customers typically spend 1200 GBP or the equivalent of 1500 USD or 5,500 AED on gear upon purchasing one of our adventures.
- They typically spend 300 GBP + or the equivalent of 365 USD or 1,340 AED on travel insurance.
- They also spend an average of 500 GBP or the equivalent of 610 USD or 2,235 AED on round-trip flight tickets.
- Customers seek our expert advice on gear, flights, and extra accommodation for the experience upon booking one of our adventures. We will often accompany a customer to shop for the right gear when they are residing in the UAE, Kuwait, Qatar, Saudi Arabia, and Egypt.
- Customers are more often than not fitness enthusiasts or full blown athletes. They will often increase their spending on training and fitness gear upon returning from one of our adventures.

Customer Habits Real-life Examples



Community members outfitted in Marmot and Icebreaker gear recommended by LHO Team Leaders.



Customer Habits Real-life Examples

Community members outfitted in Marmot jackets recommended by LHO Team Leaders.



Customer Habits Real-life Examples

LHO Ambassador outfitted in full Marmot gear on assignment in the Alps.



Packages

Our advertisement packages give you access and exposure to our high networth, loyal community members and to our prospects equally, utilizing all our assets for maximum value to your brand.

Package	Website	Social Media	Guidebook
Bronze	X	1 sponsored Ad	1 full page spread in 1 guidebook of choice
Silver	X	2 sponsored Ad	10 full page spreads
Gold	1 single trip page	3 sponsored Ads	20 full page spreads
Platinum	1 grouped trip page	3 sponsored Ads	33 full page spreads

Rate Card

Our media packages are priced in a way that gives you the most possible return on every pound you spend.

Package	Duration	Price	Exclusivity
Bronze	1 month	3000 £	4500 £
Silver	2 months	5000 £	6500 £
Gold	1 quarter	8000 £	10,000 £
Platinum	1 quarter	12,000 £	15,000 £



www.lifehappensoutdoors.com

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COMEBACKDIFFERENT

