

SUMMER 2024



# WATER SPORTS AND ACTIVITIES

## Audience Description

Enthusiasts of activities like kayaking, surfing, and fishing, typically aged 20-50.

They are adventurous, likely to spend weekends or vacations near water bodies, and interested in both equipment and experiences.

## Ad Opportunities

Tailored ads for:

- Promotions for gear sales, lessons, accessories like sunscreen, rash guards, waterproof phone cases
- Partner with travel agencies or tour operators specializing in water sports destinations
- Promote travel packages that combine activities & accommodation

