

MONTANA

INNOVATIVE BY
NATURE



FDI INDUSTRY SPOTLIGHT OUTDOOR ECONOMY

With over 33 million acres of public lands, Montana's pristine, natural beauty makes it the finest destination for outdoor activity in the nation. Montana's vast outdoor spaces include 170,000 miles of rivers, 3,200 named lakes and mountains running across the whole state providing ample access to year-round outdoor recreational activities such as fly-fishing, hiking, hunting, biking, kayaking and skiing. Indeed, the commute to work and play is one of the shortest in the U.S., with most Montanans considering outdoor access an essential part of their quality of life. We know that in addition to enhancing the quality of life, Montana's unparalleled outdoor opportunities are attractive to businesses of all kinds because they translate into happy employees and lower turnover.

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OUTDOOR ECONOMY

CASE STUDY: OBOZ FOOTWEAR

ACQUISITION COUNTRY New Zealand

MONTANA HOME Bozeman

ACQUIRED 2018

“The acquisition of Oboz enables the Kathmandu Group to accelerate our international growth and diversifies our product mix, geography and channels to market.”

-Xavier Simonet, Former CEO, Kathmandu



Founded in 2007 in the heart of Montana’s outdoors community, Oboz makes performance and lifestyle footwear inspired by Bozeman and the surrounding Yellowstone ecosystem for backpacking, hiking and general outdoor wear. A vast and breathtaking landscape of peaks, valleys and rivers just waiting to be explored on two feet inspired the company. Outdoors + Bozeman = Oboz.

New Zealand-based Kathmandu has been Oboz’s exclusive retailer in Australia and New Zealand since 2007. Both businesses focus on innovative product design, a customer-first culture, collaborative teamwork and sustainability. Add in their shared passion for the outdoors and the acquisition of Oboz in 2018 was a logical addition for Kathmandu.



DISCOVER WHAT MANY OTHERS ALREADY HAVE ABOUT MONTANA

- Top five state for shortest average commute time
- Top ranked in the nation for entrepreneurial activity
- One of the best business tax climates in the nation
- Highly trained, loyal workforce keeps recruitment costs low
- Consistently ranked one of the best states to live in



FACTS AT A GLANCE

15 ski areas statewide

Home to
Yellowstone National Park
&
Glacier National Park

81% Montana residents participate in outdoor recreation

\$7.1 billion consumer spending on outdoor recreation

12 million+ tourists annually

33.8 million acres in public lands

3,518 river miles of Blue Ribbon Fishing

