



Put your brand in the hands of **outdoor enthusiasts**, **families**, and **nature lovers** before they hit the trail

Mount Ranier National Park

TRIALS & TRAILS™ National & State Parks Sampling Program

Building on the success of our first **multi-brand experiential sampling program** for Coachella® and Stagecoach® festivals in Spring 2026 (repeating in 2027), CoOptions' Sampling Store™ is thrilled to announce its second themed lifestyle immersion sampling program with its Vacation Rental and Camping & Glamping networks — **Trials & Trails™**.

Trials & Trails™ is our *GREAT OUTDOORS* lifestyle sampling program in "home-away-from-home" lodging in and around National Parks and State Parks in the contiguous 48 states — 2,080 of our member lodging sites participating in our **Airbnb®**, **VRBO®**, and other vacation homes, private **campgrounds**, **glamping centers**, **luxury RV parks**, and **boutique hotels** networks. The program kicks off April 15 for **National Parks Week** (April 17-25) and runs through July 15th to include *Memorial Day*, *Great Outdoors Month*, *National Trails Day*, and *Independence Day* peak park attendance windows. This multi-brand vacation guest welcome kit will distribute a minimum of 50,000 and maximum of 200,000 product samples from each of only eight participating brands (giving each brand focus).

Trials & Trails™ is **category-exclusive** and **completely turn-key**, including fulfillment, packing, and tracked UPS shipping from our MN facility, multi-brand group signage including design, group collateral with brand URLs and QR codes, host photos and social posts, and shared dual-tier opt-in / rewarded consumer research (both "trial" research during stays, and follow-up "conversion" research 30 days later). Each brand will also receive a custom research and insights report after completion. **For brands that don't have sample sizes**, we can also accommodate **full-size retail products** that can be shared by guests (volumes based on # uses per package).



Demographics & Lifestyle

- **Ages:** 62% families w/ children during spring and summer months; secondary skew to active adults Gen-Z, Millennial, and Gen-X
- **Gender:** 53% male / 47% female
- **Affluence:** Skews higher HHI: 56% \$100K+ for National Parks; 45% \$75,000+ for State Parks
- **Lifestyle:** Active families, nature lovers, outdoor enthusiasts for hiking, biking, other activities



Locations / Reach

- 2,080 total locations: Airbnb®, VRBO®, other vacation rentals, private campgrounds, glamping (including cabins & yurts), and boutique hotels
- Geo-radius of 50 miles for National Parks and 25 miles for State Parks, 100% opt-in for all locations
- Up to 200,000 samples (in increments of 50,000)
- 96 samples / lodging unit for 3 months (i.e. 50K in 520 units; 100K in 1,040 units; 200K in 2,080 units)



Signage & Research

- Sample staging with props, host feedback, photos, and social posts
- Placement w/ signage on kitchen counters in homes (at check-in for campgrounds)
- 8.5" x 11" acrylic group sign and post cards with brand URLs to take home
- Included multi-brand opt-in trial; follow-up purchase conversion surveys 30 days later

Trial & Conversion Research Details

- TRIAL opt-in consumer research with 200 \$10 Amazon® eGift card rewards (consumer demographics, brand history, appeal and usage ratings, purchase intent, etc.)
- Follow-up opt-in longitudinal conversion research with 100 \$10 Amazon® rewards (purchases, pack and frequency rates, sentiment, usage, etc.)
- Dedicated brand research (please inquire)

Investment (all-inclusive)*

Product Samples: (<3 oz. gross weight**) flat fee:

- 50K samples:	\$32,500 (\$0.650 / sample)
- 100K samples:	\$57,500 (\$0.575 / sample)
- 150K samples:	\$78,750 (\$0.525 / sample)
- 200K samples:	\$95,000 (\$0.475 / sample)

* Includes packing, UPS shipping, design and group collateral, shared 2-tier consumer research, full reporting. Full-sized retail products custom quoted by # units, uses per product, and total weight per location (please provide sample and case specs).

Key Dates

▪ Program deadline:	January 15
▪ Art elements due:	January 22
▪ Samples due (MN):	February 29
▪ Kits ship to hosts:	April 1
▪ Program launches:	April 15
▪ Program concludes:	July 15
▪ Recap report:	August 31

** Bulky samples may incur UPS dim weight upcharges (submit sample & case specs). Samples heavier than 3 oz. gross weight custom quoted.

Trials & Trails™ is a trademark of Co-Options, Inc. and is not affiliated with, sponsored by, or endorsed by any government agency.

Coachella® and Coachella Valley Music and Arts Festival are registered trademark of Coachella Music Festival, LLC. Stagecoach® is a registered trademark of Future Festivals, LLC. CoOptions and this program are not affiliated with these companies.



Vernal Falls, Yosemite National Park

National & State Parks in the 48 U.S. Contiguous States



There are **51 officially designated National Parks** located within the contiguous 48 states (out of 63 nationwide), alongside **thousands of State Parks** that protect millions of acres of land. National Parks skew to the western United States (e.g., 9 in California, 5 in Utah, etc.). The most visited National Park is the Great Smokey Mountains. National Parks visitors source from markets across the U.S., with approximately 50% of visits from markets within 500 miles.

While National Parks highlight landscapes of significant country-wide importance, **State Parks** preserve localized natural gems, historical landmarks, and recreational spaces. In the contiguous 48 states, there are more than **10,000 State Parks**, California leading with 270 State Parks, New York in second with 215, and Washington with 212. State Park visitors source from closer distances from the parks, with approximately 90% of visits from markets within 100 miles of the parks.



Silver Falls State Park, Oregon

About Our Lodging Networks & Performance KPI's

Our [Vacation Rental Sampling Network™](#) (VRSN) of more than **15,000 Airbnb, VRBO**, other **vacation rental homes**, and boutique hotels across the U.S. connects brands with millions of guests to experience products in an immersive “home-away-from-home” environment. In strategic marketing alliance with UpClose, this exclusive network of vacation rental lodging host partners is 100% opt-in, averages 4.5 stars rating, and 75% Superhosts. Our “great outdoors” expansion network, the [Camping & Glamping Network™](#) (CGN), includes private campgrounds, glamping resorts (yurts, cabins, tiny homes), luxury RV resorts, and adventure lodges, targeting younger, more adventurous audiences. For **Trials & Trails™**, we will accept the first 2,080 locations / lodging units in our networks National & State Parks locations that opt-into the program.

Our hosts love partnering with brands to feature products in their spaces because it creates better experiences for their guests. Your brand becomes a part of this immersion, with samples individually placed for each guest in the **kitchen, bathroom, bedroom, laundry room, living area** — wherever your product best fits and where your brand usage narrative will come alive. At campgrounds, guests will receive their samples at check-in.

VRSN and CGN are our two most active and best performing sampling networks, yielding the **highest conversion rates across all our sampling platforms**. View both networks by clicking on blue links above.

PURCHASE CONVERSION & HH ADOPTION (across all programs / brands 2021 – IH 2026):

- Average **trial rate of 98%+** across programs / brands
- Average **35.4% purchase conversion** from longitudinal follow-up research 3-4 weeks after trial across all programs / brands (plus **42.9% still intending** to purchase). Category breakouts:
 - Food & Beverage Categories: Average **46.1% purchased** (44.7% still intending to purchase)
 - HBA, Household, & OTC Categories: Average **30.6% purchased** (38.1% still intending to purchase)
- Average of **44.6%** of households that purchased the brand after trial reported that their purchase replaced a competitive product already in their household

Garden of the Gods State Park, Colorado Springs



Hurricane Ridge, Olympic National Park

Themed Multi-Brand & Custom Vacation Lodging Networks Programs

Tell us who you want to reach, where, and when, and we'll build the perfect activation for your brand.

