

A top-down photograph of two people, a man and a woman, looking at a large topographic map spread out on a wooden table. The man, on the left, is wearing a green and blue plaid shirt and a black watch. The woman, on the right, is wearing a black t-shirt and a green wristband. A brown glass beer bottle is on the table near the map. The map shows various geographical features, including a river and a trail. The text 'MAPPY HOUR' is overlaid in large, bold, blue letters.

MAPPY HOUR

A happy hour for outdoor enthusiasts

mappyhour.org

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646-543-9246

About Mappy Hour

OutdoorFest's Mappy Hour is a monthly gathering of outdoor enthusiasts living in urban environments around maps, guidebooks, beer, and adventure stories.

We believe that you can live in a city and love the outdoors.

Our mission

We want to create **spaces where outdoor enthusiasts can come together** and share their passion for adventure, learn, connect and be inspired.



Press + accolades

GrindTV.com In association with
YAHOO! SPORTS

The
New York
Times

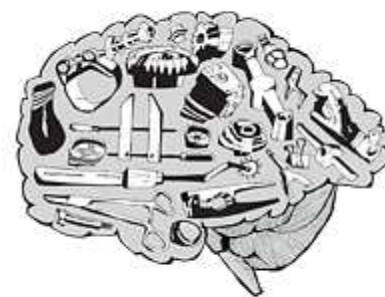
THRILLIST

POPville

well+GOOD
YOUR HEALTHIEST RELATIONSHIP



inhabitat



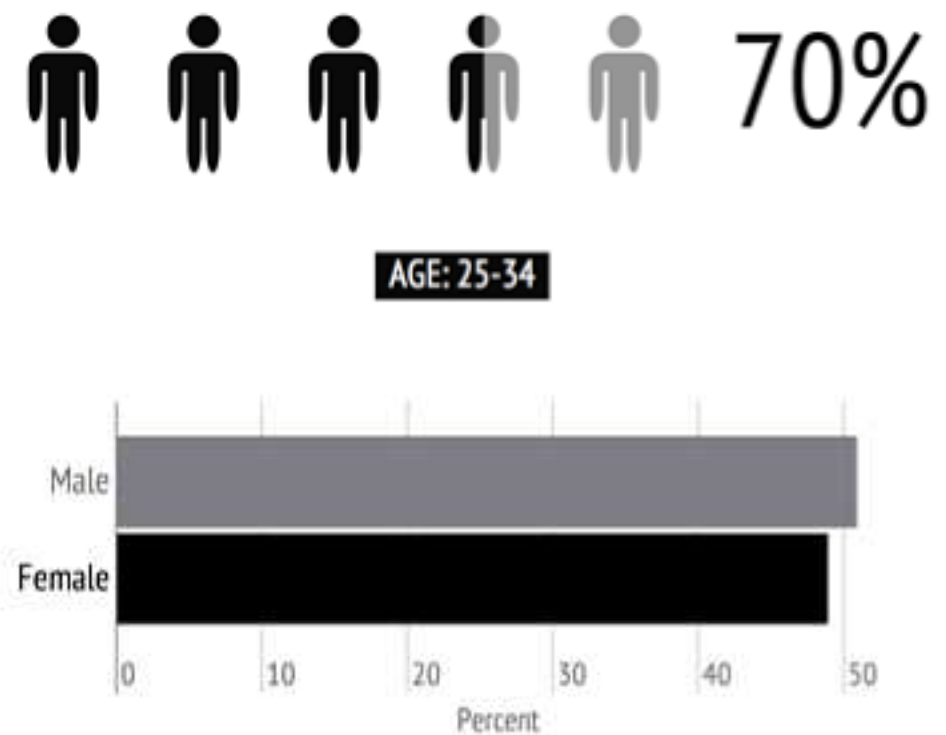
Brooklyn
Brainer

HOUSE
of genius
The genius of collaboration.

"While the [outdoor] industry keeps wringing its hands over the future, lamenting the rise of video games ... Mappy Hours are creating the future that the industry claims it is seeking." - Adventure Journal

Who we reach

Our core popular demographic includes 25-35 young professional with a close to even gender split*.



Our community

Over 10,000 members
Events in over 10 cities in the U.S.
Online community portal (9/2016 launch)



Anyone who likes outdoorsy activities should check this out!

Event Snapshot

Mappy Hour's often fill
to capacity

Venues rotate to show off new
and interesting local locations

50% returners, 50% new
participants

People stay from 1.5 - 3 hours

Success? People planning future
trips outdoors, together.

40-80 participants per event

Example Sponsors



HOSTELLING INTL. USA



Previous Partners



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