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January 28, 2020

Most Comprehensive Reputation Study in U.S. History Ranks Bass Pro Shops Third Most Reputable Retailer in America

2019 Retail Reputation Report analysis of over 5 million customer reviews ranks Bass Pro Shops and Cabela's among the very top retailers



SPRINGFIELD, Missouri – For the second consecutive year, customers have ranked Bass Pro Shops and Cabela's as two of the most reputable brands in the world for overall customer experience, according to ratings of over 5 million individuals encompassing over 30,000 locations across the country.

Bass Pro Shops moved up the list from 12th last year to rank number three, outranking other respected retail brands such as Target, Costco, Nordstrom, Nike, The Disney Store, Hobby Lobby, IKEA, Ralph Lauren, Lowe's and Neiman Marcus, trailing only Trader Joe's and The LEGO Store. Cabela's ranked No. 17 in this year's report, joining Bass Pro Shops as the top two highest ranked sporting goods and apparel stores in the nation.

“We are humbled and truly grateful to be singled out by consumers as among the very best in America,” said destination retail pioneer and Bass Pro Shops founder Johnny Morris. “This recognition speaks to the genuine friendly service our remarkable outfitters provide our customers every day. Beyond offering quality products, exceptional value and a shopping environment unlike any other, our people make the difference, and we owe this honor to the collective efforts of our entire team.”

Bass Pro Shops was founded in 1972 when Morris, an avid young angler, began selling tackle on eight square feet of shelf space in his father’s liquor store in Springfield, Missouri. Today, Bass Pro Shops and Cabela’s welcome more than 200 million visitors annually to its 200 destination retail and marine center locations across North America, and is a national leader in protecting wildlife habitat and connecting new audiences to the outdoors. The company’s diverse offerings also extend to marine manufacturing with a wide assortment of boats and ATVs under the banner of TRACKER, SUN TRACKER, NITRO, TAHOE, REGENCY, MAKO, RANGER, TRITON, and Ascend Kayaks. The company also pioneered a growing hospitality division including America’s Premier Wilderness Resort, Big Cedar Lodge, with world-class golf and outdoor recreation activities.

As part of the 2019 Retail Reputation Report, Reputation.com’s team analyzed more than 5 million consumer reviews on Google and Facebook, plus other review sites on the web, detailing in-store shopping experiences for 100 leading retailers across 30,000 locations, and also took into account data from business listings, social media, search results and consumer engagements. This analysis, believed to be the most comprehensive of its kind in U.S. history, looked at 16 key service metrics and grouped them into three categories:

- **Frictionless shopping:** Including speed of service, manager, sales assistant/staff, cashier, competence, people and courtesy.
- **Authentic relationships/brand promise:** Including product quality, affordability, availability/selection and food.
- **Environment:** Including cleanliness, appearance, product categorization/organization and parking/facilities.

Stores like no other provide unmatched shopping environments



Bass Pro Shops at the Pyramid in Memphis, Tenn., with over 22 million cubic feet of space, includes Big Cypress Lodge, a grand 105-room rustic lodge that overlooks a recreated delta cypress swamp. Guests ride the tallest freestanding elevator in North America to a cantilevered glass-floored observation deck overlooking the Mississippi River. The highly experiential store is home to two restaurants, an immersive underwater-themed bowling alley, and the Ducks Unlimited National Waterfowling Heritage Center, a free museum and conservation education center.

Bass Pro Shops National Headquarters Outdoor World the largest and most famous outdoor store in the world. Located in Springfield, Missouri, “the Granddaddy” of all outdoor stores covers over 750,000 square feet and spans 17 acres under one roof. Adjacent to the store is Johnny Morris’ Wonders of Wildlife National Museum and Aquarium. A gift to sportsmen from Johnny Morris, the not-for-profit conservation attraction was voted “America’s #1 Best New Attraction” and “America’s Best Aquarium” by *USA TODAY*.



Nationally Recognized for Excellence

- In 2018, The National Retail Federation named Bass Pro Shops as the No. 2 “hottest retailer in America.”
- In 2017, Forbes named Bass Pro Shops as one of “America’s Most Reputable Companies” in recognition of the public’s trust in the organization.
- In 2015, Forbes named the company as, “one of America’s Best Employers.” In 2015, the National Retail Foundation named Johnny Morris as one of “25 People Shaping the Future of Retail.”
- In 2008, the National Retail Foundation named Johnny Morris as Retail Innovator of the Year.

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About Bass Pro Shops

[Bass Pro Shops](#) is North America’s premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father’s liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops acquired [Cabela’s](#) to create a “best-of-the-best” experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates [White River Marine Group](#), offering an unsurpassed collection of industry-leading boat brands, and [Big Cedar Lodge](#), America’s Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as “one of America’s Best Employers.”

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