



Bass Pro Shops, North America's premier outdoor and conservation company, announces new Outdoor World location in Columbia, South Carolina

New destination retail location will serve outdoor enthusiasts in Central South Carolina with a wide assortment of quality gear at low prices, backed by genuine, friendly expert service



SPRINGFIELD, Mo. (Oct. 15, 2026) – Bass Pro Shops announced plans today for a new destination retail location in Irmo, South Carolina, to serve the greater Columbia region.

The new 110,000-square-foot Bass Pro Shops retail destination will be located along Broad River Road in Irmo, just three miles from beautiful Lake

Murray, one of the Southeast's premier destinations for boating, fishing and outdoor recreation. The store is expected to open in late 2027.

The new location will mark Bass Pro Shops' fourth destination retail location in South Carolina and further strengthen the company's commitment to serving customers across the Palmetto State. Conveniently located in the heart of South Carolina, the Columbia destination will offer a wide selection of quality products at the best prices around, backed by the genuine, friendly expert service Bass Pro Shops is known for.

"It is a true honor for us to serve the sportsmen and women who call this beautiful region home," said Johnny Morris, legendary angler, noted conservationist and Bass Pro Shops founder. "With Lake Murray offering some of the finest bass fishing in the country and generations of families enjoying the outdoors together, we're proud to become part of that tradition."



The Midlands region of South Carolina is steeped in a rich outdoor heritage, offering abundant opportunities for fishing. The area has hosted many of the sport's premier events, including Major League Fishing and Bassmaster competitions, and serves as a gathering place for generations of anglers, boaters and outdoor enthusiasts.



Experiential retail destination with immersive outdoor features

The new Bass Pro Shops destination will honor the region's rich conservation legacy through a completely unique custom design created specifically for the Columbia market. Every Bass Pro Shops location is designed as a tribute to the region it serves. The signature creativity and attention to detail are hallmarks of every experience from Johnny Morris, who often is referred to as "The Walt Disney of the Outdoors" for his knack of creating experiences that connect people with nature.

People leave a Bass Pro Shops store with more than a bag of outdoor gear. They leave with a smile, a greater appreciation for nature and a dream of spending more time fishing, hunting, camping and hiking.

Proudly standing alongside customers to support conservation

Conservation forms the heart and soul of Bass Pro Shops and is an ethic that dates to the earliest days of the company. Alongside the customers they serve, Bass Pro Shops over the past decade has proudly donated more than 10% of earnings to support conservation efforts in local communities and across North America.

At each of the company's locations throughout North America, customers are invited to "round up" at the register and online through the Bass Pro Shops and Cabela's Outdoor Fund to join the cause and advance programs aimed at conserving habitat and wildlife, advocating for sportsmen's rights and connecting new audiences to the outdoors.



10% discount every day to honor those on the front lines

The Bass Pro Shops Legendary Salute Program honors veterans, active military, law enforcement officers, firefighters, and state fish and wildlife agency employees, with a 10% discount on almost everything in all Bass Pro Shops locations in the United States and Canada.

This program honors those who have or are currently serving on the front lines in South Carolina and throughout the country who defend our freedoms, including our opportunities to hunt, fish and spend time in the great outdoors.

Nationally recognized for excellence

Bass Pro Shops consistently earns recognition from prestigious national media outlets. In January 2026, Newsweek named Bass Pro Shops

“America’s Most Trusted Outdoor Retailer” for the fifth consecutive year, and Newsweek also recently recognized Bass Pro Shops as one of **“America’s Most Admired Workplaces.”**

At the new Columbia location, Bass Pro Shops is expected to employ more than 120 Outfitters eager to serve customers and their pursuits in the great outdoors. Employment information, when available, will be posted at basspro.com/careers.



[Click here](#) to watch a special movie about Bass Pro Shops

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About Bass Pro Shops

[Bass Pro Shops](#), North America’s premier outdoor and conservation company, was founded in 1972 when avid young angler Johnny Morris started selling tackle out of his father’s liquor store in Springfield, Missouri. That was the company’s sole location for the first 13 years, and it has since grown to nearly 200 retail locations throughout North America. 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 united with [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 Newsweek as

“America’s Best Outdoor Retailer” for four consecutive years and “America’s Most Trusted Retailer for Outdoor Gear.”

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