

America Outdoors' Staff and General Information

www.AdventureVacation.com www.AmericaOutdoors.org



About America Outdoors®

America Outdoors is a national trade association (501)(c)(6), representing the interests of over 600 professional companies that provide a wide range of outdoor recreation services and outdoor equipment to more than two million Americans each year. Our members operate in 43 states and 50 foreign countries. Member companies offer whitewater raft trips, canoeing, kayaking, horseback riding and horsepacking, camping, hiking, fishing trips, bike tours, dude ranches, and a variety of other outdoor recreation services. America Outdoors was established in 1990 with the merger of the Western River Guides Association and the Eastern Professional River Outfitters Association.

Mission Statement

America Outdoors' mission is the conservation and enhancement of quality outdoor experiences on America's lands and waters. We represent the outfitting industry and the public that the industry serves in policy-making to maintain access to recreation resources while pursuing a goal of responsible shared-use of our precious natural heritage. America Outdoors does not certify the qualifications of its members. Most are regulated by federal or state agencies in the areas in which they operate. America Outdoors members provide recreation services to approximately 1.75 million users per year.

Staff

Executive Director: David L. Brown
Director of Communications: Robin Brown
Office Manager: Patricia Weaver

Executive Director: David L. Brown

David L. Brown has been Executive Director of America Outdoors since shortly after its formation. He has served as a representative of various outfitter organizations for over 20 years. From 1980 to 1983, he directed the successful effort to preserve whitewater recreation on the Ocoee River in Tennessee. Perception Kayaks awarded him the first Conservationist of the Year award in 1981. Later, he directed the conservation effort on the Gauley River in West Virginia where he originated the Gauley River Festival. In 1989, as Executive Director of Eastern Professional River Outfitters Association, he coordinated the first Confluence convention. As Executive Director of America Outdoors in 1992, he originated and coordinated National River Cleanup Week. He has served on the Board of Directors for the American Recreation Coalition, the National Paddlesports Association, the Governor's Task Force on Tort Reform and Liability Insurance (TN) and chaired the Mayor's Waterfront Task Force in Knoxville, Tennessee.



Outfitter Members' Profile

Average number of years in the outfitting business 23
Total number of customers served per year by AO members Approximately 1.75 million

Outfitter Customer Demographics

Profile of outfitter customers:

Income:

- In 1992 the average annual individual income exceeded \$40,000¹
- In 2001 79.9% had annual household incomes of higher than \$55,000³

Education:

- 52.9% college education, 28.2% graduate degree, 18.7% high school education³
- Highly educated with bachelor's degree or above¹

Family Status:

- Adventure travelers are more likely to be married (66% vs. 56%) and have children (50% vs. 37%) than other travelers.

Occupation:

- Participants are most likely to be in management, the next category is retired, then sales, followed by teachers and then other categories.³

General participation statistics:

- Average age: 48.7 years old.³
- Over 50% of the U.S. adult traveling population or 147 million people have taken an adventure trip in their lifetime.²
- Of the 50% mentioned above, 75% of that population has taken an adventure trip in the past two years.²
- Outdoor enthusiasts who participated in outdoor activities:

	Rafting	Canoeing	Horseback
Males	61.7%	60.7%	52.4%
Females	38.3%	39.3%	47.6%
Most frequent Occupations	Manager	Manager	Manager
	Retired	Sales	Teacher
	Sales	Retired	Sales
	Teacher	Teacher	Retired ³

Sources:

¹ 1993 River Study Pilot Data;

² Travel Industry Association of America:

³ 2001 Penn State study Lead investigator, Duarte B. Morais, Assistant Professor School of Hotel, Restaurant, & Recreation Management 12/19/01

America Outdoors® Members



A Wanderlust Adventure	Arizona Raft Adventures	Adventure Company	Outfitters	High Mountain Heli-
A Whitewater Connection	Arizona River Runners	Canyoneers, Inc.	DJ's Snowmobile	Skiing
AAAA Riverrider.com	Arkansas River Tours	Canyons Incorporated	Adventures	Highland Stage Company
AAM's Mild to Wild Rafting, Inc.	Arrowhead River Adventures	Carolina Outfitters	Downstream River Runners	Highside Adventure Tours
AAVE Teen Adventures	Artic Creek Lodge	Cascade Canoe & Kayak Centers, Inc.	Drowsy Water Ranch	Historical River Tours
ACE Whitewater	Ascent	Cascade Raft and Kayak	Early Winters Outfitting	Hiwassee Scenic River Outfitters, Inc.
ActiveTrips	Ashland Fly Shop Guide	Castle Rock Institute	Earth River Expeditions	Holiday Expeditions
Adams Lodge	Services	Catherine Freer	Eaton's Ranch	Hondoo Rivers and Trails
Adirondack River Outfitters	Aspen Achievement	Wilderness Therapy Exp.	Echo Canyon River Expeditions, Inc.	Horse Creek Outfitters
Adrift Adventures	Academy	Centennial Canoe Outfitters	ECHO: The Wilderness Company	Huck Finn Adventures
Adrift Adventures/Myke Hughes	Aspen Canyon Ranch	Chapoose Canyon Adventures	Edge of the World Outfitters	Huck Finn River Adventures
Adventure Alaska Tours	Austin-Lehman Adventures	Charlie Sands Wildwater River Trips	Elk Mountain Ranch	Icicle Outfitters & Guides
Adventure Bound Canoe and Shuttle	Aventurec	Cherokee Adventures	Elkhorn Ranch	ID & OR River Journeys
Adventure Bound River Expeditions	Averill's Flathead Lake Lodge	Cherokee Park Dude Ranch	Endless River Adventures	Idaho Adventures
Adventure Bound, Inc.	AYA	Cherokee Rafting Service	Epley's Whitewater Adventures	Idaho Rocky Mountain Ranch
Adventure Connection	Backcountry Safaris	Chili Bar Outdoor Center	Expediciones Mexico Verde	Idaho Whitewater Unlimited
Adventure Life Journeys	Backroads	Chuck Davies Guide Service,	Extreme Expeditions	Idaho Wilderness Company
Adventure Quest Expeditions	Bar Lazy J Guest Ranch	Chuck Richards	Far & Away Adventures	Imperial River Company
Adventure Rents	Bare Tracks Trophies	Circle KBL Outfitters	Far Flung Adventures	Intermountain Excursions
Adventure Sports	Barker-Ewing River Trips	Circle Z Ranch, Inc.	Fishing on the Fly	J & J Guide Service
Adventure/Discovery Tours	Beartooth Plateau Outfitters	Clancy's Guided Sports Fishing	Flathead Raft Company	Jacks Fork Canoe Rental
Adventures in Good Company	Beaver Meadows Resort Ranch	Class VI River Runners	Four Corners Rafting	Jake's Horses, Inc.
Adventures Unlimited TN	Beyond Limits Adventures	Clear Creek Rafting Company	Freer Wilderness	Jerkwater Canoe & Kayak Company
Adventures Unlimited FL	Big Bend River Tours	Clemens Canoes, Inc.	Galice Resort	Jim Thorpe River Adventures, Inc
Aggipah River Trips	Big Elk Camp & Canoe	CM Ranch	Geared To Go Services	Jim's Oregon Whitewater, Adventures in Fishing
Alafia River Canoe Rentals	Bighorn Outfitters, Inc.	Coffee Creek Ranch	Geyser Whitewater Expeditions, Inc.	JJJ Wilderness Ranch
Alaska Discovery	Bill Dvorak Kayak & Rafting Expeditions	Colorado Mountain Expeditions, LLC	Gilroy Outfitting	Kentucky Outdoor Center
Alaska Outdoor Rentals & Guides	Black Canyon Anglers	Colorado Riff Raft	Glacier Raft Company	Kern River Outfitters
Alaska Wildland Adventures	Blackwater Outdoor Experience	Colorado River & Trail Expeditions	Glacier Wilderness Guides/Montana Raft Co.	Kern River Tours, Inc.
All Star Rafting and Kayaking	Blay's Western Colorado Outfitters	Colorado River Runs, Inc.	Go Remote, Inc. Adventures	Kings River Expeditions
All-Outdoors Adventure Trips	Blazing Adventures	Colorado Trails Ranch	Grand Canyon Dories	Kittatinny Canoes
Whitewater Rafting	Blue Ridge Outing Company	Columbus Copper Canyon Travel	Grand Canyon Exp. Co.	Known World Guide
Alpine Rafting	Blue Waters Kayaking	Comanche Wilderness Outfitters	Great Northern Whitewater	Kodi Rafting
American Adventure Expeditions	Bonanza Creek Country	Confluence Expeditions	Hawley Mountain Guest Ranch	Kokopelli Rafting Adventures
American Rafting/Lakota River Guides	Boulder Outdoor Survival School, Inc.	Continental Divide Tours	Hatch River Expeditions	Kosir's Rapid Rafts
American River Touring Association ARTA	Broken Hart Ranch	Cooley River Expeditions	HC Hargrave Ranch	Kumsheen Raft Adventures
American Whitewater Expeditions	Brush Creek Ranch	Coulter Creek Outfitters	Headwaters Outfitters	Lake Mancos Ranch
Amphibious Horizons Sea Kayaking	Brush Ranch Camp	Crab Apple Whitewater	Helfrich River Outfitters	Lakeview Outfitters
Anasazi Foundation	Bucks County River Country	Crazy Horse Outfitters	Hellgate Jetboat Excursions	Lander's River Trips
Appalachian ATV Adventures	Buffalo Horn Ranch	Dave Helfrich River Outfitter, Inc.	Hells Canyon Adventures	Laramie River Guest Ranch LLC
Appalachian Wildwaters	Buffalo Outdoor Center	Denali Raft Adventures	Hells Canyon Adventures	Latigo Ranch
Apumayo Expediciones	Canadian River Expeditions	Desert Voyagers Guided Rafting Tours, LLC	Hells Canyon Raft, Inc.	Laughing Water Ranch
Aquasports	Cannibal Outdoors	Destination Wilderness	Hidden Creek Ranch	Laurel Highlands River Tours
Aramark/Wilderness River Adventures	Canoe Frontiers, Inc..	Diamond River Adventures	High Country Adventures	Lazy L&B Ranch
	Canyon Expeditions	Dinosaur River Expeditions	High Country Expeditions	Lewis and Clark Trail Adventures
	Canyon Explorations	Disabled Adventure	High Country Outfitters/Camp Wahoo, Inc.	Lion Creek Outfitters
	Canyon Marine, Inc.		High Desert Adventures	LL Bean Outdoor Disc. Schools
	Canyon R.E.O./Desert Whitewater		High Desert Drifters Guides & Outfitters	Lochsa River Outfitters
	Canyon Rim Adventures		High Mountain Expeditions	
	Canyon Voyages			

America Outdoors® Members continued



Lone Mountain Ranch	North Country Rivers,	Arrow Outfitters	Snake River Kayak and	Twin Peaks Ranch, Inc.
Lost Valley Ranch	North Fork Ranch	Richard P. Helfrich	Canoe School	Unionville Ranch
Mad Adventures, Inc	North Star River	Richmond Raft Company	Snake River Park, Inc.	Upper Canyon Outfitters
Mad River Boat Trips	Expeditions	Ricochet Ridge Ranch	Solitude River Trips	Upper Missouri River
Magic Falls Rafting Co.	Northern Lights	Rios Tropicales	Songer Whitewater	Guides
Maine Whitewater	Northern Outdoors, Inc..	River and Trail Outfitters	Southeastern Expeditions	USA Raft
Maligne Rafting	Nova	River Drifters	SouthFork Resort	Vertical Ventures
Adventures,	O.A.R.S.	River Forest Rafts and	Southwest Ed-ventures	Vista Verde Ranch
Maya Expeditions	Ocoee Adventure	Campground	Spotted Bear Ranch	Waccamaw River
Mile High Outfitters of	Center	River Odysseys West,	Steens Mountain Packers	Outdoor Center
Idaho, Inc	Ocoee Inn Rafting, Inc.	ROW, Inc.	Steinhatchee Landing	Wahoos Adventures
Mirage Adventure	Ocoee Outdoors	River Riders, Inc.-WV	Resort	TN, Inc.
Tours Ltd.	Old Glendevey	River Runners' Retreat.	Sun Country Tours, Inc.	Wanderlust Tours, Inc.
Missouri River	Ranch, Ltd.	River Runners' Transport	Sunburst Adventures	Warren River
Expeditions	Optima Adventures	& Rental	Sundance River	Expeditions
Missouri River Outfitters	Interntl. Corp	River Runners, Ltd.	Center, LLC	Wasatch Powderbird
Mohican Reservation	Orange Torpedo Trips	River Trips Unlimited,	Sunhawk Academy	Guides
Canoeing	Oregon River Experiences	Rivers and Oceans	Sunrise International LLC	WATTABE
Moki Mac River	Oregon River	Rivers Whitewater Rafting	Superior Coastal Sports	Waunita Hot Springs
Expeditions	Sports, Inc.	Resort	SUWS	Ranch
Montana River Outfitters	Orion Expeditions, Inc.	Rock Gardens	Sweet Grass Ranch	Wave Trek, Inc.
Montana River Ranch	Osprey Expeditions	Rafting, Inc.	Sylvan Dale Guest Ranch	Webb Brothers Float
Montana Whitewater	Outdoor Adventure	Rock Springs Guest	Tack-A-Paw Expeditions	Service, Inc.
Mountain & River	Rafting (O.A.R.)	Ranch	Tag-A-Long Expeditions	Western Encounters
Adventures	Outdoors Unlimited	Rockin R River Rides	Tahoe Whitewater Tours	Western River
Mountain River Tours	Outward Bound USA	Rocky Mountain	Tarpon Bay Recreation	Expeditions, Inc.
Mountain Sky Guest	Ouzel Outfitters	Adventures	Ted Hatch River	White Cloud Outfitters
Ranch	Owl Rafting, Inc.	Rocky Mountain River	Expeditions, Inc.	White Stallion Ranch
Mountain Streams and	Ozark Outdoors	Tour	Ten Thousand Waves,	White Water Adventurers
Trails	P Cross Bar Ranch	Rogue River Raft Trips	Raft & Kayak	White Water
Mountain Travel Sobek	Pagosa Rafting Outfitters/ Wilderness Journeys	Rogue Wilderness, Inc.	Adventures	Warehouse, Inc.
Mountain Waters	Panama Rafters	Rogue/Klamath River	Texas River & Jeep	Whitewater Adventures
Rafting	Paradigm Ventures, Inc.	Adventures	Expeditions	Idaho
Mountain Whitewater	Paradise Guest Ranch	Rolling Thunder River	Thaxton's Licking River	Whitewater Adventures-
Descents	Passages To Adventure	Company	Canoe Rental	CA
Moxie Outdoor	Peak Adventures Snowcat,	Rugg's Outfitting L.L.C.	The Adventure Company	Whitewater Challengers
Adventures	Skiing, & Snowboarding	Salmon Forks	The Heart Six Ranch	Whitewater Encounters
Mystic Saddle Ranch	Peregrine River Outfitters	Outfitters, Inc.	The Hideout	Whitewater Express
Nantahala Outdoor	Performance Tours, Inc.	Salmon River Lodge	The Historic Pines	Whitewater Rafting
Center	Pigeon River Outdoors	Salmon River Outfitters	Ranch	Adventures, Inc.
NOLS	Platt's Guides & Outfitters	San Juan Guest Ranch	The Northwest Passage	Whitewater Rafting,
New & Gauley	& Rustic Mtn Lodge	Santa Fe Rafting Co	The River Company	LLC
Adventures	Pocono Whitewater, Ltd.	Sawtooth Adventure	The Rivermen, Inc.	Whitewater Voyages
New England Hiking	Powderhorn Guest Ranch	Company	The World Outdoors	Wild Bill's Outfitters
Holidays	Presidio of Monterey	Scenic River Tours Inc.	Three Rivers Rafting	Wild River Adventures
New England Outdoor	Professional River	Sea Kayak Adventures	Three Rivers Resort &	Wild Rivers Expns., Inc.
Center	Runners of ME	Shadow Lake Expeditions	Outfitting, Inc	Wild Water Adventures
New River Scenic	Quest Expeditions	Sheep Mountain Outfitters	Three Rivers Whitewater	Wild Waters Outdoor
Whitewater Tours	Raft Masters	Sheri Griffith Expeditions	Center	
New River Trail Rides	Rainbow Trout Ranch	Sierra Adventures	Timberline Adventures	Wilderness Adventures
New Wave Rafting, Co.	Randall's Adventure and	Sierra Club	Too-loó-uk River Guides	Wilderness Aware
Newlands Lodge	Training	Sierra Mac River Trips	Tour West Whitewater	Rafting
Nichols Expeditions	Rapid Descent Inc.	Sierra Mountain Guides,	Adventures	Wilderness Expeditions
Nine Quarter Circle	Rapid Descent River	Inc.	Trailhead Wilderness	Wilderness Inquiry
Ranch	Company	Sierra South Mountain	School	Wilderness Journeys/ Pagosa Rafting Outfitters
Noah's Ark Whitewater	Rapid River Outfitters	Sports	Triangle X Ranch	
Rafting Co.	Raven Adventure Trips	Sixty Three Ranch	Tributary Whitewater	
North American River	Rawah Ranch	Sky Island Treks	Tours	
Runners, Inc.	Reachout Expeditions	Skyline Guest Ranch	Triple "O" Outfitters	
North American	Red Cliff Ascent	Slickrock Adventures	Triple R Ranch	
Whitewater Exp.	Red River Canoe Company	Slickrock AirGuides	Tuckaseegee Outfitters	
North Cascade Heli-	Rich Ranch/Double	Smoky Mountain	Tumbling River Ranch	
Skiing		Outdoors	Turtle River Rafting	
			Company	
				Wilderness Trails Ranch

America Outdoors® Members continued

Wilderness Ventures
Wilderness Voyageurs
Wildman Whitewater
Ranch
Wildside Adventures
for Women
Wildwater Expeditions
Unlimited, Inc.
Wildwater Ltd. Rafting
World Wide River
Expeditions
WTR Outfitters
Wy-East Expeditions
Yacu Amu Rafting
Yellowstone Raft
Company, Inc.
Zephyr Whitewater
Expeditions
Zoar Outdoor

America Outdoors® Commercial Members

ABN-AMRO Merchant
Services
Accelerated Card Company
Access Development
Corporation
Achilles Inflatable Craft
ACR Electronics, Inc.
Adventure Connections of
Montana
Adventure Safety
International, LLC
Adventure Sports Online/
Outdoor Mind
Adventure Travel Media
Source
AIRE
All River Equipment/Star
Inflatables
All Star Wholesale
ALPS Mountaineering
American Innotek, Inc.
Backcountry Inc.
Blackfoot Manufacturing
Buffalo Canoes
Camp Chef
Canoe & Kayak Magazine
Carlisle Paddles, Inc.
Catherine Hansen-Stamp
Caviness Woodworking Company
CBIZ
Chota Outdoor Gear
Chums, Ltd.
Circle J "Cabins on Wheels"
Clavey River Equipment
Colorado Western Insurance
Company
CoolWorks.com
Custom Inflatables
Davey Coach Sales, Inc.
Demaree Inflatable Boats
Down River Equipment, Co.
East-West Printing
e-Raft.com
G.A. Printing
Gattuso Distributing
Gearhead
Go Play Outdoors
High Range Designs
High Wind Productions
Holland & Hart LLP
Huge Sportswear
Hyside Inflatables

Interactive Outdoors, Inc./
Wildernet.com
Interstate Graphics of
Morristown
Jack's Plastic Welding, Inc.
Lakeshirts
Leaffield Marine Ltd
Life is Good, Inc.
Lowe Alpine Systems
M.H. Reese and Associates
Man of Rubber
Maravia Corporation
Men's Journal
Microbiologic LLC
MOOVING-Aquadesign
Morrison Printing Co., Inc.
Northwest River Supplies
OPI
Osage Canoes, Inc.
Ouray Sportswear
Paddler/Paddle Dealer
Magazine
Partner Steel Co., Inc.
Real American Actionwear
River Travel Center
Robb Software Solutions
San Segal Sportswear
Sattler Insurance Agency
Seattle Sports
Shred Ready, Inc.
Sotar
Spirit Wireless
Summit Activities Center Inc.
Techstyles Sportswear, Inc.
The Duck Company/Backcountry
Clothing
The Kohout Company
Thompson-Gusic Ins.
Group Inc.
Tour Tech Systems, Inc.
Trinity Solutions, Inc.
Valley Paddles, Inc.
Van Gorder Law
Offices, P.C.
Vanguard Inflatables
Whitewater Photography
Wilderness Medical
Associates
Witz Sports Cases
Worldwide Outfitter and
Guides Assc.
Zodi Outback Gear

