



AMERICA OUTDOORS PRESS KIT

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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.

GET OUTSIDE: FOR FUN AND HEALTH!

Getting children out in nature on short, easy explorations from a very young age not only enriches their lives and yours, but sets the foundation for a lifetime of active healthy involvement in the outdoors. Medical and social research demonstrates people derive significant health and wellness benefits from outdoor recreation and nature-based experiences. America Outdoors, through its consumer-focused site adventurevacation.com, has launched a new online resources area for consumers to learn about this research and what to do to improve their wellbeing. You don't need a National Park in your back yard to get outdoors regularly. Everyone lives close to a natural area, city park, national forest, or lake, river, or greenway trail where they participate in outdoor activities and enhance their physical and mental capacity. Outdoor adventure vacations are the best way to combine the benefits of the outdoors with exciting adventure activities and pure fun for families and adults. Professional outfitters take all the hassle and logistics work out of planning a successful vacation tailored to your interests and needs.

KID FRIENDLY AND MOM APPROVED: FAMILY TRIP EXPERTS

Families who share adventures together build strong, resilient, and respective family units. The experiences you share last far beyond the actual trip, and studies show that kids grow up and repeat those experiences for their own children, because they have such fond memories of them. AO outfitter members are experts in planning and operating [family trips](#). Many of them developed their trips based on their own families' experiences. These outfitters understand what parents want in a family vacation, and what activities, food, and experiences kids of each age group really like. Many outfitters even have special guide staff in charge of leading kid-friendly exploration and learning and fun on family trips.

TYPES OF OUTFITTED TRIPS: BURGEONING OF INTERESTS

America Outdoors members represent a who's who of the best outfitters in the Americas. Many companies are still run by the pioneers of their respective adventure activities. Over 500 members offer specialty adventure trips in 43 states and 74 foreign countries. America Outdoors' outfitter companies have been in business an average of 26 years. America Outdoors outfitter members are subject to a [code of ethics](#) that

underscores their quality approach to adventure travel operations.

- ❖ Code of Ethics
- ❖ Industry professionalism
- ❖ Sustainable Recreation
- ❖ Conservation

Members match the public's interests in most outdoor adventure activities. Their trip portfolios include the time-honored activities from canoeing, backpacking, and horseback riding, to whitewater rafting, rainforest eco-tours, sea-kayaking expeditions, fly-fishing backcountry trips, hut-to-hut ski trips, and much more.

- ❖ Bird watching and interpretive tours
- ❖ Canoe Trips
- ❖ Educational/Eco-tourism Trips
- ❖ Fishing Trips
- ❖ Guest and Dude Ranches
- ❖ Hiking trips, including Llama trekking
- ❖ Horseback Riding/Horse packing/Cattle Drives
- ❖ Hunting Trips
- ❖ Mountain Biking/Bike Tours
- ❖ Scenic Float Trips
- ❖ Sea Kayaking/Recreational Kayak Touring Trips
- ❖ Whitewater Kayaking Trips
- ❖ Whitewater Rafting Trips
- ❖ Wildlife Safaris and Tours
- ❖ Winter trips: skiing, snowshoeing, dog sledding

Many outfitters also offer lodging, from luxurious inns and cozy cabins to traditional camping, along with restaurants, retail stores, gear, and equipment. Adventure resorts will have a combination of all of these services and amenities. Outfitters also provide shuttle services, motorized outdoor recreation like jet boat trips, ATV tours, snowmobile tours, and instructional trips of all kinds. For those do-it-yourself vacationers, outfitters are also a wealth of knowledge about outdoor recreation in their local areas.

UNCONVENTIONAL THEME TRIPS: IMAGINE IT, DO IT

Each year AO's outfitter members offer additional unconventional and exciting trips with special themes to enrich your vacation experience. Some of these include:

- ❖ Girlfriend Getaways and Mancations
- ❖ Historical and Cultural Tours
- ❖ Naturalist Interpretive Tours
- ❖ Experiential Education Programs for Schools
- ❖ Learn to Fly Fish, Kayak or Ride Horseback
- ❖ Teen Age Skills Camps
- ❖ Culinary Experiences: Wilderness and International
- ❖ Wine Tasting Tours

Custom trips can also be an exceptional value and huge success for your family or group. Most outfitters are readily able and willing to create a custom trip exactly to your group's wishes, if you don't see what you want in their standard departures. Custom trips usually require a minimum number of participants, so be sure to find out what that is.

PLANNING YOUR ADVENTURE VACATION: SET YOURSELF UP FOR SUCCESS



Whether you are a first time adventure traveler or a veteran to adventure vacations, America Outdoors has a tremendous resource to help you find the experience that is exactly right for you. With the knowledge base and experience of over 500 professional outfitter members, and access to descriptions of all the locations, activities, and trip

types they cover, AO is the first place to go for in-depth research on what [kinds of trips are available](#) and for [insightful trip planning tips](#), for families and individuals. Using [adventurevacation.com](#) to help plan your adventure vacation and identify the right outfitter to meet your needs sets you up for success. A great vacation with family and friends – now that's priceless!

HOW TO CHOOSE AN OUTFITTER: BEST PRACTICES BENCHMARKS

An outfitter or an "outfitted trip" means that you will be using the services of a professional to provide instruction, to guide your trip, or to provide the supplies and equipment that you will need. There are fully outfitted trips and adventure vacations where the guide(s) stays with you for the duration of the travel experience and leads your trip. There are also partially outfitted trips where an experienced operator might rent you equipment, help you get into the backcountry, and set you up to enjoy the experience on your own. Selecting the right outfitter can be a time-consuming and overwhelming task if you've never been on an adventure travel trip before. America Outdoors

makes it easy with our extensive [Checklist for Choosing the Right Outfitter](#). Put years of adventure travel experience and best practices in every imaginable outdoor activity to work for you when you most need it, at your vacation planning stage! Set yourself up for success.