



**AMERICA OUTDOORS**

# **2021 OUTFITTER TRENDS REPORT**





# EXECUTIVE DIRECTOR'S STATEMENT

Results from a survey of over 65 outfitter owners show encouraging numbers for the industry in a year of rebound, with close to 80% reporting a profitable year in 2021.

Outfitters who were down this year pointed to external factors, such as drought and wildfire, which constrained their operation or forced their permitting agency to close access entirely. But, for the vast majority of America's outfitters, 2021 was a great year. America Outdoors is optimistic that 2022 will continue to show strong interest across demographics to seek authentic recreation experiences in the great outdoors.



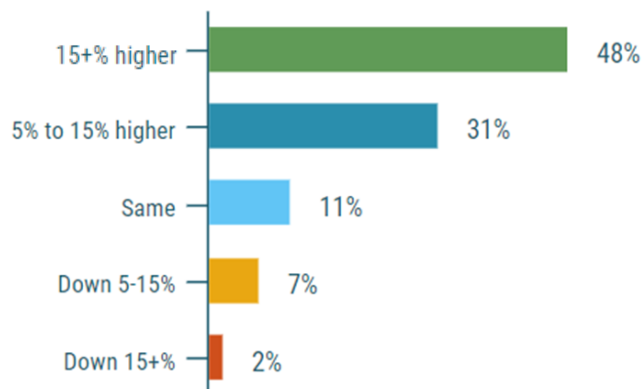
**AARON BANNON**

Executive Director  
America Outdoors

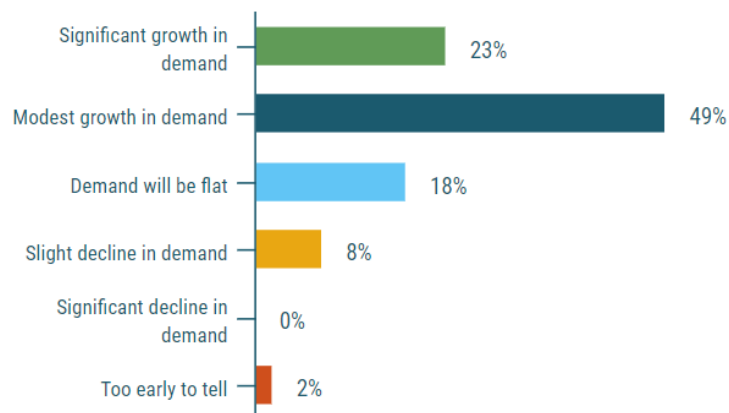


# INDUSTRY OVERVIEW

**Compared to 2020 how would you characterize the projected outcome for your business in 2021?**



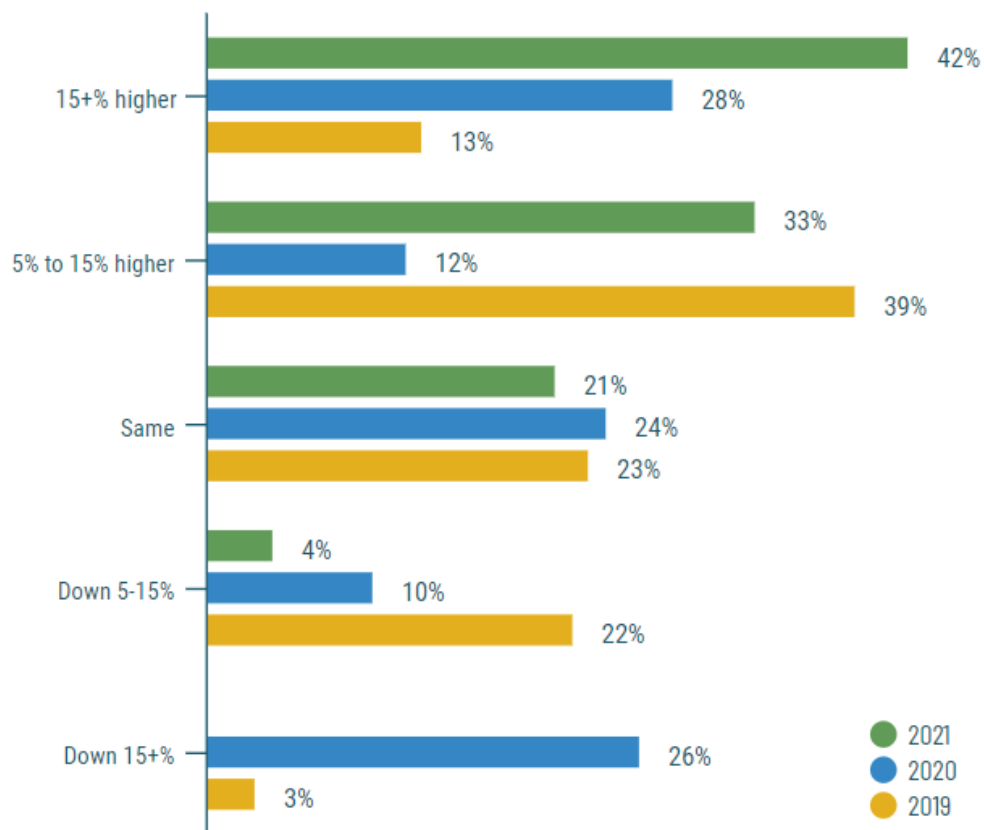
**How would you characterize future demand for your outfitting services or active travel business for 2022?**



# INDUSTRY OVERVIEW

## Year-Over-Year Comparison

How would you characterize the projected outcome (profits) for your business compared to last year?

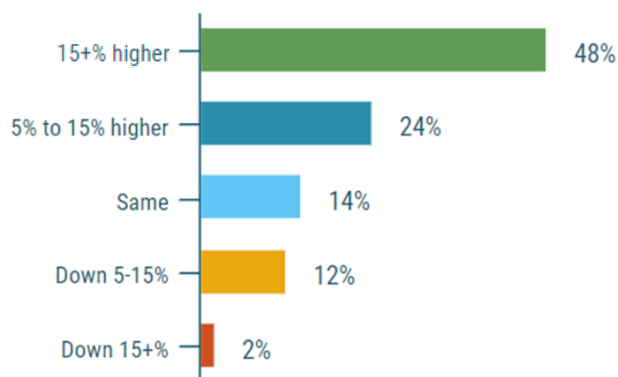




# LINES OF SERVICE REPORTS

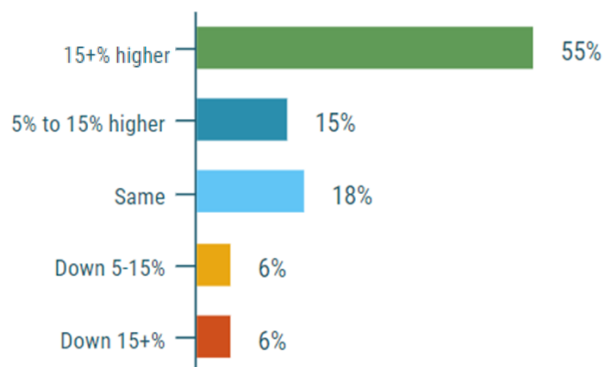
## Whitewater Rafting & Paddling DayTrips

Compared to 2020 how would you characterize the projected outcome for your business in 2021?



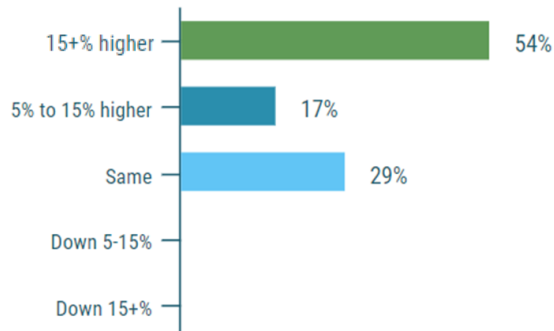
## Whitewater Rafting & Paddling Overnight Trips

Compared to 2020 how would you characterize the projected outcome for your business in 2021?



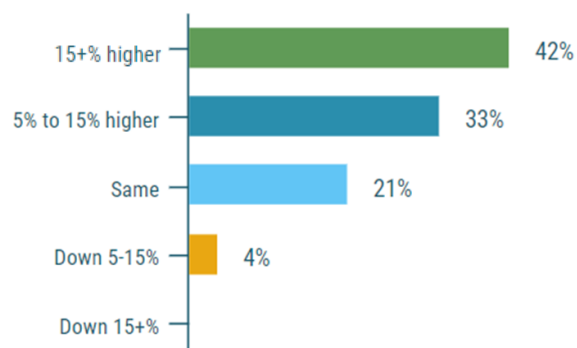
## Land-based Adventure Tours

Compared to 2020 how would you characterize the projected outcome for your business in 2021?



## Cabin Rental & Other Lodging

Compared to 2020 how would you characterize the projected outcome for your business in 2021?





A photograph of two people riding bicycles on a dirt trail through a forest. The person on the left is wearing a black beanie, a plaid shirt, and a green backpack. The person on the right is wearing a maroon beanie, a plaid shirt, and a blue backpack. They are both wearing jeans and riding away from the camera. The forest has tall trees and some autumn-colored foliage.

# INDUSTRY COMMENTS

"Hard to grow when we can't hire enough people or buy enough equipment (supply chain issues)."

"I'm concerned about inflation. Cost of doing business is going to be way up."

"Public land restrictions hurt us "

"Climate change is already impacting us considerably."

"I have never experienced this much demand for hunting trips like we are seeing now."

"The skyrocketing cost of living in our mountain communities makes housing and keeping quality staff a challenge."