



YOU DESERVE TO MAKE A LIVING, ACTUALLY LIVING.

The **\$862 billion** outdoor recreation industry employs **4.5 million** professionals across the United States who are committed to connecting Americans to the great outdoors and the health and wellness benefits they provide.

OUTDOOR WORKERS:

- **Build high-tech equipment** from boats and RVs to bikes and backpacks
- **Invent new clothing and gear** to keep people comfortable in a variety of climates
- **Lead companies** in responsible business practices, sustainability and corporate responsibility with society's best interests in mind
- **Work with and for local, state, and federal agencies** to ensure that all Americans have access to public lands and waters
- **Study terrain and nature** to design exciting trail networks, campgrounds and marinas that protect critical habitat and conserve these places for years to come
- **Analyze business metrics** to help meet the needs of new entrants to the outdoors and changing market demands
- **Guide participants** to have unforgettable experiences in treasured destinations
- **And so much more**

13%

JOB GROWTH 2020-2021
(2.9% FOR ALL U.S. JOBS)

4.5MM

JOBS ACROSS THE COUNTRY
(3% OF ALL U.S. EMPLOYMENT)

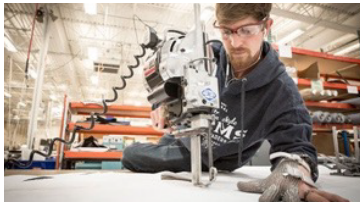
18.9%

**OUTDOOR INDUSTRY
GROWTH 2020-2021**
(5.7% FOR U.S. ECONOMY)

AND OUTDOOR CAREERS DON'T REQUIRE OUTDOOR EXPERIENCE.

So many talented people in our industry didn't grow up camping, skiing, or hiking—most jobs don't require this experience! Outdoor workers have all sorts of passions and skill sets, from technical expertise and hands-on manufacturing, graphic and apparel design techniques, to advanced business analytics, communications, and legal or critical thinking skills required to lead organizations. For these reasons, many pivot into the outdoor industry from other industries, and their skill sets are immediately valuable.

TECHNICAL SPECIALISTS



These are people who love solving design challenges, working to build things, seeing the tangible results of their labor, and don't mind being behind the scenes.

Powersports, Boat and RV Technicians

Ski Lift Technicians

Software Engineers and Web Developers

Accountants

Biologists/Ecologists

Legal

Manufacturing/Engineering

Trail, Infrastructure, and Facility Design

Permitting and Planning

Landscape Architects and Engineers

GIS/Cartography

Shipping Logistics

Business Analytics

PUBLIC ENGAGEMENT



These are people who get their energy being around other people, and like aspects of storytelling and interpretation to be involved in their work. They are most satisfied when people around them have great days in the outdoors.

Sales and Customer Service

Education/Interpretation

Community Managers

Cultural Storytellers

Public Affairs

Communications and Development

Travel Advisors

Event Planning

Client Relations

Concessions Operators

Guiding and Outfitting

INTEGRATORS



These sorts of workers aren't easily captured in one box—they have aspects of public facing and internal work woven into their job. They like crafting plans for the future, solving challenges, and communicating with a diverse set of stakeholders about the importance of the outdoors.

Land Managers

Community Economic Development

Environmental Justice

Recreation Management

Social Scientists

Risk Management

Product Design and Development

Corporate Sustainability

Outdoor Recreation/Conservation Policy

User Experience/ User Interface



LEARN MORE AT [RECREATIONROUNDTABLE.ORG/WORKFORCE](https://recreationroundtable.org/workforce)