



Media Kit 2015

Arkansas River Outfitters Association

Since 1980, Arkansas River Outfitters Association (AROA) members have thrilled millions of people during memorable river rafting experiences on Colorado's Arkansas River, one of the most popular rivers for rafting in the United States.

Arkansas River Outfitters Association (AROA) members are knowledgeable, experienced and licensed professionals who offer world-class outdoor fun through a wide range of white-water experiences for guests of all ages.

In addition to providing adrenaline-pumping experiences on the Arkansas River, AROA, in association with a number of state and regional organizations, works to protect the Arkansas River and its tributaries. AROA is a member of the Voluntary Flow Management Program with the Colorado Parks and Wildlife, a division of the Colorado Department of Natural Resources, Colorado Trout Unlimited (TU), and the Southeastern Colorado Water Conservancy District (SECWCD). AROA is a guardian of the management plan, providing guidance with its institutional memory while serving as a watchdog when it comes to water management.

AROA members place significant emphasis on safety and training for guides each year. While the State of Colorado requires river guides to receive 50 hours of on the water training, many AROA members surpass the state's requirements by offering individualized training that, in some cases, exceeds 100 hours. Some new guides train for four weeks before they float the river with guests. Training focuses on safety, swift water rescue, boat operation and customer service. Guides also are required to have a minimum of basic CPR. Additionally, most outfitters have emergency medical technicians and other highly trained medical staff available as needed.

Colorado's Best Whitewater | The Arkansas River

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