



NANTAHALA OUTDOOR CENTER

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Quick Facts for Nantahala Outdoor Center

- **Business Inception (start date):** 1/1/1972
- **Number of Employees:** 800
- **Estimated Annual Revenue:** Approximately \$20 Million
- **In What Business Sector Are You Classified:** recreation
- **Target customer or Consumer:** Individuals and families looking for outdoor adventure
- **Who Are Your Competitors:** Wildwater, Rolling Thunder, Endless Rivers



Legacy in Adventure & Instruction

Leading and innovating in adventure, instruction and education since 1972.



Memorable Outdoor Experiences

Specializing in quality experiences, gear and guidance for all ability levels.



Connecting People & Places

Connecting people and places through fun, engaging and authentic interactions.

Work Hard, Play Hard

WHITEWATER RAFTING

KAYAKING



PADDLE SCHOOL

TUBING

AERIAL PARK

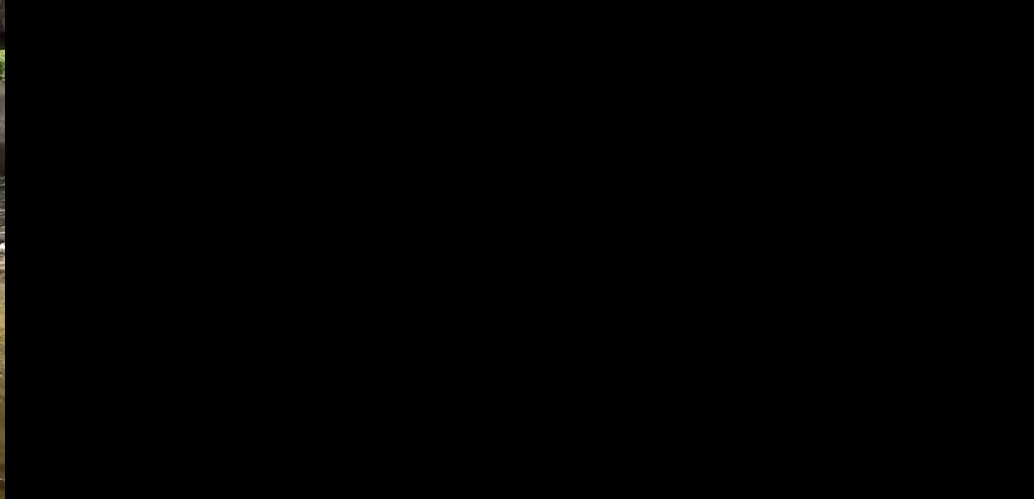
ZIPLINING

MOUNTAIN BIKING



Work Hard, Play Hard

- Retail
- Repair and Maintenance
- Human Resources
- Vehicle Maintenance
- Information Technology
- Reservations and Guest Services
- Food and Beverage
- Lodging and Housekeeping
- Accounting
- Sales
- SOLO (Wilderness Medical Training)
- Water Treatment Facilities



STEM CONNECTIONS

- On site wastewater treatment plant
- High speed fiber optic connectivity ([Starlink](#))
- State of the art point of sale and reservation systems
- Industry leading web presence and online store
- Environmentally conscious tourism
- Employees are trained to provide individual equipment recommendations based on guests' needs (footwear and other outdoor gear)
- Zipline physics, river ecology, etc. Many opportunities!

NOC CORE VALUES

Cultural standards that set the expectations for what our guests can expect from each interaction with our staff.

- 1. Lead by Example**
- 2. Service Before Self**
- 3. Do the Right Thing**
- 4. Work Hard, Play Hard**
- 5. Make it Happen**



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4 States – 8 Rivers – 1,000,000 Memories



**BIGGER THAN BRYSON
NOT JUST NANTAHALA**

**150-200 FULL TIME EMPLOYEES
800+ IN SEASON EMPLOYEES**

KAYAKS TO CLASSROOMS

Real world applications and examples of classroom content

Future employment? Stay local or go global, it's your choice with NOC!

Making global connections - guests and co-workers from around the world

Work based and experiential learning opportunities

Case studies and role plays



PROMOTE

Present to PLC, teams, grade levels, and with faculty.

Inservice PD - Share presentations for use in the classrooms.

Career fairs - Distribute NOC summer employment handout to qualified applicants.

