



American Society of
Landscape Architects

ASLA Landscape Architecture Industry Report

2024



ASLA Center for Landscape Architecture
Credit: Gensler

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Methodology

Strengthening the Profession

Landscape architecture is evolving—and ASLA is here to help every firm, every leader, and every professional stay ahead.

The ASLA Landscape Architecture Industry Report 2024 is a major step forward in that effort. By collecting and analyzing key data on firm structures, economic trends, workforce shifts, and emerging technologies, we're giving landscape architects the insights they need to make smart business decisions. But this report is about more than the data we collected in 2024—it's about strengthening the profession and preparing for the future.

These data show that one in four firms is going through an ownership transition—a shift that will redefine leadership and shape the profession for years to come. At the same time, firms are adjusting to new workforce expectations, including hybrid schedules and changing benefits, while also exploring the effects of AI and climate-driven design solutions. These changes are happening quickly, bringing both challenges and opportunities. ASLA's role is to help landscape architects adapt, grow, and lead through this transformation.

We know that knowledge is power. That's why this report is more than just a snapshot of where we are today—it's a tool to help landscape architects plan for what's next. Firm leaders can use it to compare their businesses to industry trends, find new opportunities, and anticipate changes in the market. It also allows ASLA to shape the resources, education, and advocacy efforts that best support our members.

As the Spotlight sections of this report demonstrate, landscape architects are problem solvers, innovators, and leaders in designing

spaces that serve both people and the planet. Running a successful practice requires more than creativity—it requires strategic decision-making, financial sustainability, and the ability to adapt to an evolving industry and world.

ASLA is deeply committed to ensuring landscape architects flourish in number and expertise. We are focused on providing support to strengthen the business of landscape architecture, ensuring that firms of all sizes have the tools and knowledge they need to thrive. Whether it's through this report, professional education, research, or advocacy, ASLA is working to advance landscape architects at every stage of their careers.

To build a thriving future for the profession, we must strengthen the business foundations that enable landscape architecture to grow and adapt. We as an industry must continue to push forward, embracing innovation, responding to trends in the industry as well as wider economy, and preparing for the challenges ahead.

The business of landscape architecture should be just as resilient and forward-thinking as the landscapes you design.

That's why ASLA is devoted to cultivating and sharing knowledge that strengthens the profession — empowering landscape architects to thrive today and lead the way toward a more sustainable and inspired future for all.



Torey Carter-Conneen, Hon. ASLA
ASLA CEO

Executive Summary

As the leading professional association for landscape architects in the United States, it is imperative for the American Society of Landscape Architects (ASLA) to stay at the forefront of industry trends and best practices. The ASLA Landscape Architecture Industry Survey Report 2024 is the first in what is planned to be a recurring assessment of the state of the profession in the U.S. Based on insights and interviews collected in 2024 from more than 300 firm leaders, the survey captures key insights into the challenges and opportunities currently facing ASLA's 16,000-plus members (see the Methodology section for more detail on survey administration and data tabulation).

The following report not only outlines the current state of our industry but also highlights how the industry may grow and change in the years ahead. The data gathered as part of the survey will empower ASLA and its members to make informed, strategic decisions that align with the evolving needs of our industry. It will allow firm leaders to compare their organization's performance against industry standards, and it can help them identify strengths and areas that may need improvement within their own organizations.

Alongside future publications, this report plays a critical role in elevating the profession of landscape architecture. ASLA members'

participation in the survey sends a strong message about our commitment to excellence and continuous improvement, positioning ASLA to stay ahead of A/E/C industry challenges. Together, we can elevate our industry to new heights, setting the standard for professionalism and innovation.

Supplemental to the survey data, profiles of individual firms provide additional insight into many of these topics. The report is intended to help inform both ASLA and its members about the current state of the industry, and to provide a basis for future engagement and advocacy.

The report is organized into four sections:

Firm Staff & Profile

Covers the size, structure, and geographic distribution of landscape architecture firms (primarily in the United States, though international offices are also represented in the data)

Economic Outlook

Looks at average annual revenues, the sectors within which landscape architects practice, and the most common approaches to business development

Recruitment & Retention

Covers wages, insurance and benefits offerings, and work schedules

Looking Forward

Examines the role of artificial intelligence in landscape architecture, changes in the demand of climate solutions, and rates of active ownership transition

Report Highlights

State of the Industry

Based on the survey responses, within the landscape architecture industry, **the typical firm has a single office with approximately four total staff and gross annual revenues of roughly \$570,000** (median values).

Distribution of landscape architecture projects in the U.S. aligns closely with the distribution of firm locations, suggesting that **most offices continue to work regionally**. The West Coast (California, Oregon, and Washington) remains the strongest market, accounting for 25% of landscape architecture firms' headquarters and 25% of all landscape architecture-related work.

Economic Outlook

The overall economic outlook for landscape architects is positive, with 86 percent of firms expecting 2024 revenues to be as high or higher than the previous year. On average, profit margins were 14%, with one in five firms reporting a profit margin of 21% or more.

Economic pressures are, however, impacting salaries and benefits, with 45% of firms reporting that they had raised wages outside of normal or annual salary increases within the last fiscal year due to market conditions.

Residential work remains a significant source of revenue, with 31% of respondents reporting single-family residential design as their primary focus. The next largest group (19%) reported parks and public spaces as their main focus.

Recruitment & Retention

On numerous topics, survey responses differed according to respondents' reported annual revenue, suggesting **fundamental differences in the day-to-day operations and experiences of smaller landscape architecture offices as compared with larger multidisciplinary firms**. For instance, 77% of firms with annual revenues of \$3 million or more reported increasing compensation within the last year in order to retain talent, compared with 3% of firms with annual revenues of \$100,000 or less.

The profession is still adapting to the effects of the pandemic, navigating changes in employee expectations around hybrid work schedules and grappling with the effects of inflation. Two out of three firms currently offer some form of a hybrid schedule, but specific arrangements vary widely across firms, with the largest share (25%) offering remote work opportunities on an ad hoc basis.

Looking Forward

The profession is experiencing an unmistakable change in leadership, with **one in four firms actively undergoing an ownership transition**.

All in all, **the survey reveals a profession with a strong foundation and positive outlook**, but one also undergoing significant evolution as a result of social and technological change.



ASLA Center for Landscape Architecture / Image Credit: Gensler