

# ADVENTURE TRAVEL WORLD SUMMIT

LUCERNE, SWITZERLAND | OCTOBER 8-11, 2012

## PROSPER WITH PURPOSE



Switzerland.  
MySwitzerland.com



**LUZERN+**  
**ЛУЦЕРНЕ**  
THE CITY. THE LAKE. THE MOUNTAINS.

**Name**

---

**Company**

---

**Email**

---

If this program is found, please  
return it to the Check In desk



## Greening the Summit

Switzerland's prodigious efforts to 'green' the Summit included:

- Locally sourced food and beverages for the event
- Consultants to help make the Summit as ecologically friendly as possible
- Water bottles from a local supplier - and a commitment to recycle each bottle
- Swiss Passes for all Delegates for unlimited travel on public transportation all over Switzerland



# Welcome to the 2012 Adventure Travel World Summit!

**Shannon Stowell**

**President, Adventure Travel Trade Association**

We travel a lot. And sometimes, as travel professionals, it's harder for us to be amazed — to remember what it was like to travel in our earlier sojourns — so it is even more important for us to remember how deeply what we collectively offer affects people, the people who visit special places *rarely* and the people who live there *always*. During our time together in Switzerland, let us remember that if we want to survive, grow and thrive, we must rededicate ourselves everywhere to raise standards, strengthen our core values of how we conduct ourselves and work tirelessly to ensure the safety and quality of what we offer.

Here in Lucerne you will be offered the tools, inspiration, partnerships and experts to help propel you and your organization forward to *Prosper with Purpose*. The mix of speakers from business, government and NGOs promise to deliver incredible value in addition to the invaluable gift we give each

other in conversations both in the structured marketplace and in the networking events.

So together, let us be mindful of our collective responsibility to protect our industry, to avoid short cuts and to step up our accountability to the places and people we visit. In our united purpose we strengthen the image, reputation and actual performance of adventure tourism so that our sector's 'brand image' becomes synonymous with a solution to protecting some of the most critical cultural and environmental capital this world possesses. And herein lies business success as well.

We encourage you to dive into the event as always and give to get. It's not often that this tribe can come together and when we do — it's powerful.



**Jürg Schmid**

**CEO Switzerland Tourism**

Dear Friends of Switzerland,

We are delighted to welcome you to the Adventure Travel World Summit in beautiful Lucerne. Over the coming days, as you meet with fellow specialists from around the world, you will discover some of the most exciting new developments in adventure travel.

You will also have the opportunity to experience Switzerland's unique attractions — and to find out why this small land was ranked the #1 adventure tourism destination among developed countries in the 2011 Adventure Tourism Development Index.

A remarkable diversity of spectacular scenery in a compact territory allows visitors to pack a great variety of adventure activities in a short time. Traveling from one to the next is easy, thanks to Europe's densest public transport network — renowned

worldwide for its reliability. A web of more than 12,500 miles of marked trails for hiking, cycling, mountain biking, canoeing and inline skating is just one example of Switzerland's pioneering commitment to sustainable active travel. Outdoor — Swiss Made, as we call it.

The Lucerne — Lake Lucerne Region offers an ideal introduction to Switzerland as a whole. The city, lake and mountains embody the best of our country, and give an excellent impression of the variety of landscapes and adventures on offer. We know you will enjoy experiencing them first-hand!

Wishing you a wonderfully inspiring stay,



View over Lake Lucerne with the KKL Luzern. Image © Luzern Tourismus AG / swiss-image.ch

Cover Photograph: Grindjisee in the Sunnegga-Blauherd region above Zermatt. In the background the Matterhorn, 4478 m high. Image © Switzerland Tourism.



# MONDAY OCTOBER 8



Located on Mt. Pilatus is the world's steepest cogwheel railway. Image © Lucerne Tourism

# Contents

Welcome.....	4	Thursday.....	32
Monday.....	6	Attending Media.....	42
Tuesday & Marketplace.....	10	Your 2012 Summit Team.....	44
Marketplace Directory.....	12	Storytelling.....	46
Switzerland Showcase.....	14	Making Connections.....	48
Wednesday.....	20	WINTA.....	49
KKL Map.....	26	2012 Sponsors.....	52

## MONDAY 7:00 - 9:00 AM

### MAIN ENTRANCE LUCERNE HALL

#### Check-In

## MONDAY 8:30 AM - 4:00 PM

### DEPART FROM THE KKL

#### Day of Adventure

Join your fellow delegates for a Day of Adventure, brought to you by Lucerne Tourism and *Backpacker* magazine. Get ready for adventure and meet new colleagues as you explore the beautiful Lake Lucerne Region. Thank you to the Day of Adventure providers, *Backpacker* and Lucerne Tourism.



## MONDAY 4:30 PM - 5:30 PM

### AUDITORIUM

#### Summit Orientation

Join the ATTA team for a special overview designed to help you make the most of your time at the Adventure Travel World Summit. Meet members of the ATTA team, get tips on how to connect with many of the 600+ attendees and learn how to navigate the agenda including; the new Media Exchange, special evening events, Marketplace and more. First-timers and Summit Experts alike are encouraged to attend, learn and lend insight into how to best utilize your time at the Summit.



CONCERT HALL

# Willkommen, Bienvenu, Benvenuto and Bainvegni to Switzerland

Welcome to Lucerne, welcome to Switzerland. Beginning with a toast to the Summit in the Lucerne Hall Foyer, this official inauguration of the 2012 ATWS kicks off with a welcome by ATTA President Shannon Stowell and our Swiss hosts, Switzerland Tourism, Lucerne Tourism and Swiss Travel System, at the KKL, our home for the next four days. Learn from Switzerland Tourism CEO Jürg Schmid about the country's 150 year history and the future of Switzerland as an adventure travel and outdoor destination.

Switzerland.  
get natural.



JÜRIG SCHMID // CEO Switzerland Tourism

#ATWS-Schmid

Jürg has been CEO of Switzerland Tourism since November 1, 1999. Switzerland Tourism is a public corporation founded to promote tourism demand for Switzerland as a vacation, travel and congress destination. More than 200 employees work for Switzerland Tourism in 20 national representative offices across the globe. Jürg previously spent six years with Oracle Corporation, the world's second largest software provider. As a member of the Oracle Switzerland executive management, he was responsible for sales and marketing. He was then appointed regional Sales and Marketing Director, with responsibility for northern, central and eastern Europe, the CIS countries, the Middle East, Near East and Africa. Prior to that Jürg gained valuable professional experience with Hewlett-Packard and Bank Vontobel. An avid hiker and skier, he spends as much time as his schedule allows in the Swiss Alps.

Switzerland opening night continues with dinner, wine provided by the Lake Geneva region, and live music at Lucerne Hall.



HOTEL ASTORIA

## Late Night at Hotel Astoria

Join Peru at the Hotel Astoria for some late networking - and play sapito for a chance to win prizes! (Cash bar.)



## Transportation Information

For transportation purposes and admittance to all Summit functions, **you will need to carry your Swiss Pass and name badge with you at all times** for the duration of the Summit. Transportation for some Summit events will require the Swiss Pass and delegates without the Swiss Pass will have to arrange transportation options on their own. ATTA thanks the Swiss Travel System for providing Swiss Passes to Summit delegates.



## Visit Exhibitors throughout the Summit!

Lucerne Hall	Switzerland Showcase	Entrance Hall
Brazil	ATTA	<i>Backpacker</i>
Ecuador	Baumeler	Bulgaria
Innovation Norway/ Fjord Norway	Bern Tourism	Chile
<i>Men's Journal</i>	Graubünden Tourism	Global Rescue
Namibia Tourism Board	Interlaken	Tourism Ireland
<i>National Geographic</i>	Lake Geneva Region	<i>Wanderlust</i>
Peru	Lucerne Tourism	
Tourisme Quebec	Swiss Travel System	
	Switzerland Tourism	
	Ticino Tourism	
	Valais	

**TUESDAY**  
**OCTOBER 9**



*Ships of the Lake Lucerne Navigation Company.  
Image © Switzerland Tourism / Franziska Pfenniger*

**TUESDAY**  
**8:40 AM - 10:30 AM**

**LUCERNE HALL**

**The Global Marketplace – Part One**

The Marketplace features 100 inbound tour operators, accommodations and destinations from around the world, organized by region. Designed for quality over quantity of meetings, the Marketplace offers Suppliers and Buyers (outbound tour operators and specialty travel agents) an ideal setting for introductions and in-depth product development discussions. The Marketplace resumes at 1:00 PM.

**TUESDAY**  
**10:45 AM - 12:00 PM**

**CONCERT HALL**

**Featured Presentation: Adventure Tourism & Stimulating Local Economic Growth**

Shannon Stowell shares the stage with Mr. Rifai to discuss tourism's current state of affairs, growth patterns and potential. The two also explore the importance of the economic impact of adventure tourism versus mass tourism to support purposeful development of specialized forms of tourism as means of stimulating local economic growth.



**TALEB RIFAI // Secretary-General of the UNWTO**

[#RTWS-Rifai](#)

Prior to his role at the UNWTO, Taleb Rifai served in several ministerial portfolios in the Government of Jordan as Minister of Tourism and Antiquities; Minister of Information; and, Minister of Planning and International Cooperation. During his term as Minister of Tourism and Antiquity, Taleb Rifai established Jordan's first Archaeological Park in the ancient city of Petra in collaboration with UNESCO and the World Bank.



**SHANNON STOWELL // President, ATTA**

Under Shannon's leadership as president of the Adventure Travel Trade Association (ATTA), the organization has grown into the largest international association of adventure travel companies with more than 800 members worldwide. His 20+ years of business experience, connections, marketing insight, environmental science education, vision and passion for adventure travel have prepared him well to serve the organization. He's co-authored a National Geographic-published book and is a frequent speaker and consultant for destinations and businesses around the world on adventure tourism.

# Marketplace Directory

## Africa

**NAM** Namibia Tourism Board\*  
[www.namibiatourism.com.na](http://www.namibiatourism.com.na)

**AF01** South African Tourism  
[www.southafrica.net](http://www.southafrica.net)

**AF02** Wilderness Safaris  
[www.wilderness-safaris.com](http://www.wilderness-safaris.com)

**AF03** South African Airways  
[www.flysaa.com](http://www.flysaa.com)

**AF04** Springbok Atlas Tours & Safaris  
[www.springbokatlaskatlas.com](http://www.springbokatlaskatlas.com)

**AF05** African Bikers Tours  
[www.africanbikers.com](http://www.africanbikers.com)

**AF06** Ultimate Safaris  
[www.ultimatesafaris.com](http://www.ultimatesafaris.com)

**AF07** Safari Legacy  
[www.safarilegacy.com](http://www.safarilegacy.com)

**AF08** Bush & Beyond  
[www.bush-and-beyond.com](http://www.bush-and-beyond.com)

**AF09** Crystal Safaris  
[www.crystalsafaris.com](http://www.crystalsafaris.com)

**AF10** Travel Marketing Worldwide: Hidden Gems of the World  
[www.travelmarketingworldwide.com](http://www.travelmarketingworldwide.com)

**AF11** Emerging Destinations  
[www.emergingdestinations.com](http://www.emergingdestinations.com)

**AF12** Summits Africa/Summits Asia  
[www.summits-africa.com](http://www.summits-africa.com)

## Asia / Middle East

**AM01** Encounters Asia  
[www.encountersasia.com](http://www.encountersasia.com)

**AM02** Ibx Expeditions  
[www.ibxexpeditions.com](http://www.ibxexpeditions.com)

**AM03** India Exotica Travels  
[www.indiaexotica.in](http://www.indiaexotica.in)

**AM04** Shikhar Travels India  
[www.shikhar.com](http://www.shikhar.com)

**AM05** Snow Leopard Adventures  
[www.snowleopardadventures.com](http://www.snowleopardadventures.com)

**AM06** Worldwide Adventures India  
[www.worldwideadventuresindia.com](http://www.worldwideadventuresindia.com)

**AM07** Pure Tibet Travel Company  
[www.puretibet.com](http://www.puretibet.com)

**AM08** Mongolian Travel  
[www.mongoliantravel.com](http://www.mongoliantravel.com)

**AM09** Lernidee Trains & Cruises  
[www.lernidee.de](http://www.lernidee.de)

**AM10** PureQuest Adventures  
[www.purequest.com](http://www.purequest.com)

**AM11** Asia Pacific Travel  
[www.asia1on1.com](http://www.asia1on1.com)

**AM12** Easia Travel  
[www.easia-travel.com](http://www.easia-travel.com)

**AM13** EcoHotels / Feynan Ecologde  
[www.ecohotelsjordan.com](http://www.ecohotelsjordan.com)

**AM14** MegaBorneo Tour Planner  
[www.megaborneo.com](http://www.megaborneo.com)

**AM15** Jordan Tourism Board  
[www.visitjordan.com](http://www.visitjordan.com)

## Latin America

**BRA** Brasil\*  
[www.visitbrasil.com](http://www.visitbrasil.com)

**CHI** Turismo Chile\*  
[www.chiletourism.travel](http://www.chiletourism.travel)

**ECU** Ecuador\*  
[www.ecuador.travel](http://www.ecuador.travel)

**PER** Peru\*  
[www.peru.travel](http://www.peru.travel)

**LA01** Baja California Sur  
[www.turismobcs.com](http://www.turismobcs.com)

**LA02** Solentiname Tours  
[www.solentinametours.com](http://www.solentinametours.com)

**LA03** Apumayo Expediciones  
[www.apumayo.com](http://www.apumayo.com)

**LA04** Enigma Adventure Tour Operator  
[www.enigmaperu.com](http://www.enigmaperu.com)

**LA05** Ecuador Adventure  
[www.neotropictavel.com](http://www.neotropictavel.com)

**LA06** Enchanted Expeditions  
[www.enchantedexpeditions.com](http://www.enchantedexpeditions.com)

**LA07** Quito Turismo  
[www.QUITO.COM.EC](http://www.QUITO.COM.EC)

**LA08** Voyage Colombia  
[www.voyagecolombia.com](http://www.voyagecolombia.com)

**LA09** Kallpa Tour  
[www.kallpatour.com](http://www.kallpatour.com)

**LA10** Say Hueque - Argentina Adventures  
[www.sayhueque.com](http://www.sayhueque.com)

**LA11** Tierra Hotels  
[www.tierrahotels.com](http://www.tierrahotels.com)

**LA12** Fantastico Sur  
[www.fantasticosur.com](http://www.fantasticosur.com)

## Industry Partners

**BAC** Backpacker\*  
[www.backpacker.com](http://www.backpacker.com)

**GLO** Global Rescue\*  
[www.globalrescue.com](http://www.globalrescue.com)

**MEN** Men's Journal\*  
[www.mensjournal.com](http://www.mensjournal.com)

**NGT** National Geographic Traveler\*  
[traveler.nationalgeographic.com](http://traveler.nationalgeographic.com)

**WAN** Wanderlust Travel Media\*  
[www.wanderlust.co.uk](http://www.wanderlust.co.uk)

**IP01** Eagle Creek  
[www.eaglecreek.com](http://www.eaglecreek.com)

**IP02** TrekTraka  
[www.trektraka.com](http://www.trektraka.com)

**IP03** World Nomads  
[www.worldnomads.com](http://www.worldnomads.com)

## North America

**NA01** Québec Tourism, Québec National Parks & Adventure Outfitters  
[www.bonjourquebec.com/](http://www.bonjourquebec.com/)  
[www.sepaq.com](http://www.sepaq.com)

**NA02** Québec City & Saguenay Fjord  
[www.quebecregion.com/](http://www.quebecregion.com/)  
[www.saguenaylacsaintjean.ca](http://www.saguenaylacsaintjean.ca)

**NA03** Québec Far North, Nunavik  
[www.krg.ca](http://www.krg.ca)

**NA04** Québec Maritime  
[www.quebecmaritime.ca](http://www.quebecmaritime.ca)

**NA05** Sacred Rides Mountain Bike Adventures  
[www.sacredrides.com](http://www.sacredrides.com)

**NA06-A** Alaska State Tourism - Table A  
[www.travelalaska.com](http://www.travelalaska.com)

**NA07-B** Alaska State Tourism - Table B  
[www.travelalaska.com](http://www.travelalaska.com)

**NA08** Summer Feet Cycling  
[www.summerfeet.net](http://www.summerfeet.net)

**NA09** Dunton Hot Springs  
[duntonhotsprings.com](http://duntonhotsprings.com)

## Europe

**SWI** Switzerland Tourism\*  
[www.myswitzerland.com](http://www.myswitzerland.com)

**LUC** Lucerne Tourism\*  
[www.luzern.com](http://www.luzern.com)

**NOR** Fjord Norway / Innovation Norway\*  
[www.fiordnorway.com/](http://www.fiordnorway.com/)  
[www.visitnorway.com](http://www.visitnorway.com)

**IRE** Tourism Ireland\*  
[www.failteireland.ie](http://www.failteireland.ie)

**EU01** Baumeler Travel  
[www.baumeler-travel.com](http://www.baumeler-travel.com)

**EU02** Bern Tourism  
[www.bern.com](http://www.bern.com)

**EU03** Swiss Trails  
[www.swisstrails.ch](http://www.swisstrails.ch)

**EU04** Graubünden Tourism  
[www.graubuenden.ch](http://www.graubuenden.ch)

**EU05** Graubünden Adventures in Arosa  
[www.arosa.ch](http://www.arosa.ch)

**EU06** Graubünden Adventures in Davos Klosters  
[www.davos.ch](http://www.davos.ch)

**EU07** Graubünden Adventures in Engadin Scuol Samnaun Val Müstair  
[www.engadin.com](http://www.engadin.com)

**EU08** Graubünden Adventures in Engadin St. Moritz  
[www.engadin.stmoritz.ch](http://www.engadin.stmoritz.ch)

**EU09** Graubünden Adventures in Flims Laax  
[www.laax.com](http://www.laax.com)

**EU10** Graubünden Adventures in Viamala  
[www.viamala.ch](http://www.viamala.ch)

**EU11** Valais Adventures in Sierre Anniviers  
[www.sierre-anniviers.ch](http://www.sierre-anniviers.ch)

**EU12** Valais Adventures in Verbier-St. Bernard  
[www.verbier.ch](http://www.verbier.ch)

**EU13** Valais Tourism  
[www.valais.ch](http://www.valais.ch)

**EU14** Valais Adventures in Zermatt  
[www.zermatt.ch](http://www.zermatt.ch)

**EU15** Valais Adventures: Aletsch Arena  
[www.aletscharena.ch](http://www.aletscharena.ch)

**EU16** Valais: Saas-Fee/ Saastal Tourismus  
[www.saas-fee.ch](http://www.saas-fee.ch)

**EU17** Interlaken Tourism  
[www.interlaken-tourism.ch](http://www.interlaken-tourism.ch)

**EU18** Interlaken Hostels & Adventure  
[www.villa.ch](http://www.villa.ch)

**EU19** Jungfrau Region  
[www.jungfrauregion.ch](http://www.jungfrauregion.ch)

**EU20** Lake Geneva  
[www.lake-geneva-region.ch](http://www.lake-geneva-region.ch)

**EU21** Ticino Tourism  
[www.ticino.ch](http://www.ticino.ch)

**EU22** S-Cape Travel  
[www.s-cape.eu](http://www.s-cape.eu)

**EU23** Mandala Tour  
[www.mandala-tour.com](http://www.mandala-tour.com)

**EU25** Montenegro Adventures  
[www.montenegro-adventures.com](http://www.montenegro-adventures.com)

**EU26** 3e Travel  
[www.3etravel.me](http://www.3etravel.me)

**EU27** Adria DMC  
[www.adriaex.com](http://www.adriaex.com)

**EU28** Montenegro Holidays  
[www.mn-holidays.com](http://www.mn-holidays.com)

**EU29** Rams Co  
[www.ramstravel.co.me](http://www.ramstravel.co.me)

**EU30** TA Explorer  
[www.montenegroexplorer.co.me](http://www.montenegroexplorer.co.me)

**EU31** Bulgaria  
[www.bulgariatravel.org](http://www.bulgariatravel.org)

**EU32** Odyssea-In Travel Bulgaria  
[www.odyssea-in.com](http://www.odyssea-in.com)

**EU33** Adventure Slovenia  
[www.adventureslovenia.com](http://www.adventureslovenia.com)

**EU34** Macedonia Experience  
[www.macedoniaexperience.com](http://www.macedoniaexperience.com)

**EU35** Outdoor Albania  
[www.outdooralbania.com](http://www.outdooralbania.com)

**EU36** Wild Georgia! Explore the Caucasus Mountains  
[www.wildgeorgia.eu](http://www.wildgeorgia.eu)

**EU37** Hike'n Sail Turkey  
[www.hikensail.com](http://www.hikensail.com)

**EU38** VMD Travel Agency Croatia  
[www.vmd.hr](http://www.vmd.hr)

**EU39** Visit Scotland  
[www.visitscotland.com](http://www.visitscotland.com)

**EU40** Wilderness Scotland  
[www.wildernessscotland.com](http://www.wildernessscotland.com)

**EU41** Futurismo Azores Adventures  
[www.futurismo.pt](http://www.futurismo.pt)

**EU42** Gotland Active  
[www.gotlandactive.se](http://www.gotlandactive.se)

**EU43** Terres Nordiques  
[www.terresnordiques.com](http://www.terresnordiques.com)

**EU44** WildSweden  
[www.wildsweden.com](http://www.wildsweden.com)

**EU45** Visit Greenland  
[www.greenland.com](http://www.greenland.com)

**EU46** Tasermit, South Greenland Expeditions  
[www.tasermitgreenland.com](http://www.tasermitgreenland.com)

**EU47** Icelandic Mountain Guides  
[www.mountainguides.is](http://www.mountainguides.is)

**EU48** Wild Norway  
[www.wild-norway.com/](http://www.wild-norway.com/)

## Polar Regions

**PO01** Oceanwide Expeditions  
[www.oceanwide-expeditions.com](http://www.oceanwide-expeditions.com)

**PO02** Polar Explorers / The Northwest Passage  
[www.polarexplorers.com/](http://www.polarexplorers.com/)  
[www.nwpassage.com](http://www.nwpassage.com)

\*These Sponsors will take meetings at exhibit tables adjacent to the Marketplace. See page 9.

**You know about the Swiss Alps and their majestic outdoor activities. But Switzerland is a land of great diversity – and new innovations. Meet seven regions that offer a wide array of adventures for everyone, including new ones such as e-biking, kick bikes and monster scooters. Or perhaps something you didn't expect in Switzerland, like spectacular canyoning, windsurfing, parasailing and even scuba diving! Learn more about all the adventures Switzerland and its regions have to offer at their stands near the front of the KKL.**



## Lucerne

Being the heart of Switzerland, the Lucerne - Lake Lucerne Region is frequently referred to as the “essence of Switzerland” — hardly another region offers so much in terms of outdoor activities in one place: mountains like Pilatus, Rigi or Titlis; the lake of Lucerne with its historic paddle steamers and breathtaking landscapes; the medieval town of Lucerne. Visit Lucerne and their partners at their stand and get more information about the outdoor paradise of Lucerne - Lake Lucerne Region.



## Graubünden

With 1,000 mountains, 150 valleys and 615 lakes, Graubünden offers something for everybody: From glamorous holiday destinations like Flims Laax, Engadin St. Moritz, Davos Klosters and Arosa to idyllic mountain villages like Engadin Scuol Samnaun and Viamala that are far from the hustle and bustle.



## Interlaken

Within a compact area, Interlaken and the region including famous peaks Jungfrau and Eiger boast a vast variety of activities – so many that the town has become a veritable mecca of adventure sport. The topography makes it possible to get your adrenaline rush in the air, on water and on the ground.

## Valais

Enjoy a gamut of emotions in the cradle of four-thousand-meter peaks and the home of the world-famous Matterhorn. Ascend mountain summits, hike sky-blue lakes or sleep in an igloo, Valais has it all. Visit the Valais stand and get introduced to our infinite treasures and our heritage in the German- and French-speaking parts of Switzerland.



## Bern

The Swiss capital city of Bern is enchanting, ancient, charming, and together with the Bern Region offers a great diversity of adventures. It is the ideal base for all your Swiss adventures. Learn more about the city and region of Bern, and their e-bike partner FLYER.

## Lake Geneva

Discover lakeside cities Lausanne and Montreux Riviera, and the alpine resorts of Villars, Chateau d'Oex, Leysin and Les Diablerets. Explore the wide, wild and diverse region of Lake Geneva.

## Ticino

Ticino, the Italian-speaking part of Switzerland where the climate is always mild, is a region rich with contrasts: palm trees and glaciers, lakes and mountains, trends and traditions. Be seduced by the ‘Dolce Vita’ Swiss-style.

THE ATTA THANKS SWITZERLAND TOURISM, THESE REGIONAL OFFICES AND BAUMELER FOR THE SUMMIT'S ADVENTURE ACTIVITIES THROUGHOUT BEAUTIFUL SWITZERLAND!

TUESDAY  
12:00 PM - 12:45 PM

LUCERNE HALL FOYER

### Standing Lunch

Norway: the perfect balance of rock and sea, adventure and infrastructure. Enjoy a networking lunch after live music and a breathtaking exhibition of balance.



TUESDAY  
1:00 PM - 4:00 PM

LUCERNE HALL

### The Global Marketplace — Part 2

TUESDAY  
4:30 PM - 5:30 PM

CONCERT HALL

### Featured Presentation

# What Successful Brands Know That You Don't: Leveraging Bloggers for Better Branding

#RTW15-Blog

Some of travel's most successful companies are engaging with the blogger community to help define, build and promote their brands. Get updated on the latest ways that bloggers and brands are partnering, find out how to identify the right bloggers for your company and build effective relationships.



ELLEN BARONE // [EllenBarone.com](http://EllenBarone.com)

Consumer travel expert, Ellen Barone, has been creating and curating intriguing, trustworthy and engaging travel advice and inspiration since 1998. With her signature blend of narrative and service journalism, editorial photography and travel technology, Ellen is a notable example of a photojournalist fusing blogging, multimedia storytelling and social media to engage with a wide and active audience.



MARYBETH BOND // [GutsyTraveler.com](http://GutsyTraveler.com)

If you do a Google search for 'Women Travel Expert' you'll find Marybeth, The GutsyTraveler, ranks #1. National Geographic Author and blogger, she has been on the Oprah Winfrey Show, CBS News, CNN, ABC, NBC and in The New York Times. She has been a travel editor, journalist and radio and television expert representing digital, print and broadcast channels worldwide.



DAVE BOUSKILL // [ThePlanetD.com](http://ThePlanetD.com)

Dave Bouskill is one half of Canada's Adventure Couple, ThePlanetD — one of the leading travel websites on the internet focusing on adventure and inspiration. Teamed up with Debra Corbeil, they not only have a leading travel blog, they are also considered one of the most influential travel personalities in social media. With 36,000+ highly engaged twitter followers and a monthly readership of 160,000 and growing, they are one of the driving forces behind the digital media movement in travel.



CASEY HANISKO (Moderator) // ATTA

Casey has been involved in the marketing, sales, and business development of internationally bound tours with a deep focus on education, adventure, and responsible travel practices since 1997. Her most recent role was as VP, Marketing and Sales at international tour operator Zegrahm Expeditions, a leader in small-ship cruising and land-based expeditions.



# WEDNESDAY OCTOBER 10



Flying down the valley in the heart of Interlaken. © Interlaken Tourismus / swiss-image.ch / Markus Zimmermann

WEDNESDAY  
7:45 AM - 9:15 AM

M/S EUROPA OUTSIDE THE KKL

## Media Exchange

At this year's Summit, tour operators, ground suppliers and destinations (and/or their ATTA-approved PR/Marketing representatives) gain facilitated, face-to-face access with an impressive field of accomplished travel journalists representing digital, print and broadcast channels worldwide. This world-class gathering of journalists are available to tour operators, ground suppliers and destinations on October 10th and 11th each morning during a 90-minute span for prescheduled encounters. This event is sponsored by Bulgaria and Lucerne Tourism.



WEDNESDAY  
9:30 AM - 11:00 AM

## TRACK LEGEND – FIVE CONCURRENT SESSIONS

GENERAL  
TRACK



TOUR OPERATOR TRACKS 1 THROUGH 3



TOURISM BOARD  
TRACK



## GT Mysteries of the Media Revealed – Part 1

LUCERNE HALL

This two-part workshop — designed primarily for tour operators and destinations but with principles of universal interest to all Summit delegates — dives deeply into media strategies and tactics available today. In Part 1, our experts will give you the big picture of the rapidly changing media environment so you have the knowledge and understanding of the best practices to get your company's story effectively told.

**ERIC HISS**  
Wandermelon Media

**EVERETT POTTER**  
EverettPotter.com

## TO1 Performance “Dashboards” Measures & Management

CONCERT HALL

Gain fundamentals and deeper insights into practical dashboard models including:

- The importance of Management Information (MI) systems
- How MI systems work and a framework for development (metrics, key performance indicators, etc.)
- Challenges in developing and using MI systems daily
- Benchmarking to show how we're doing versus the competition

**PAUL EASTO**  
Wilderness Scotland

**GILES DAVIES**  
African Wildlife Capital

## TO2 Strategic Business Development for SMEs

Business Scaling & Growth Management, Succession & Exit Planning

AUDITORIUM

For mom-and-pop operators to \$100MM+ companies, gain real-world perspectives about how to deal with growth, succession planning and the major considerations entrepreneurs should think about in terms of short- and long-term planning from successful (and scarred) industry veterans intimately involved in scenario planning, and who have lived and breathed serious growth, M&A overtures and actual deals.

**MICHAEL METTLER**  
Baumeler Reisen

**NICK STAFFORD**  
LivingSocial Escapes

## TO3 Pricing in a Global Market

Strategies for Navigating Currency Risk, Value, Pricing and Commission

CLUB ROOMS 6-8

A practical insight into the opportunities for tour operator and activity providers to distribute their products in the global market. Learn how to navigate the current field of marketplaces, PayPal, Moneybookers, Credit Card acquirers and payment service providers, and reach the widest possible audience at realistic transaction fees and commission rates. Also discover what are the advantages and disadvantages of the various marketplaces and payment options.

**PHILIPPE WILLI**  
TrekSoft Ltd.

**JON FAUVER**  
TrekSoft Ltd.

## TB Optimizing Destinations for Adventure Travel

Leading Responsible Development through the ATDI Framework

CLUB ROOMS 3-5

The Adventure Tourism Development Index (ATDI) is an annual ranking of countries published by the Adventure Travel Trade Association, The George Washington University and Vital Wave Consulting. This session provides a framework to help destination managers and policymakers organize their efforts for responsible adventure tourism development. Case Studies: Mexico and Brazil share how they approached the complex task of developing destinations for adventure tourism.

**CHRISTINA HEYNIGER**  
Vital Wave Consulting

**GUSTAVO TIMO**  
Brasil Aventuras Consultoria

**ANTONIO DEL ROSAL**  
ATTA

WEDNESDAY  
11:00 AM - 11:30 AM

LUCERNE HALL FOYER

Coffee and networking break sponsored by Brasil



¡Sensacional!

WEDNESDAY  
11:30 AM - 12:45 PM

CONCERT HALL

Featured Presentations

# Environmental Engagement Through Firsthand Exploration

#ATWS-Coust

As her grandfather famously said, 'People protect what they love.' But, how do we get people to fall in love with the natural environment? How do we mobilize them to make a difference? In this discussion with ATTA's Chris Doyle, Alexandra Cousteau tells us about her belief that the key is to experience our water planet firsthand in order to understand why it is so important to protect it. Yet, in order to achieve sustainability, we must find a balance between making nature accessible — and keeping it wild.



**ALEXANDRA COUSTEAU // Co-founder of Blue Legacy and Granddaughter of Yves-Jacques Cousteau**

National Geographic 'Emerging Explorer, filmmaker and globally recognized advocate on water issues,' Alexandra Cousteau continues the work of her renowned grandfather Jacques-Yves Cousteau and her father Philippe Cousteau, Sr. She has mastered the remarkable storytelling tradition handed down to her and

has the unique ability to inspire audiences on the often weighty issues of policy, politics and action. Alexandra is dedicated to advocating the importance of conservation and sustainable management of water in order to preserve a healthy planet. Her global initiatives seek to inspire and empower individuals to protect not only the ocean and its inhabitants, but also the human communities that rely on freshwater resources.

# The Freedom to Roam

#ATWS-Leape

Natural synergy exists between the needs of the adventure travel industry and the work of WWF. The freedom to roam is integral to adventure travel - and not just in spirit. Space and access to awe-inspiring conserved land areas for adventure itineraries are essential — together, we can save them.



**JIM LEAPE // Director General of the WWF International**

Jim Leape has worked in conservation for more than three decades. A graduate of Harvard College and Harvard Law School, he began his career as an environmental lawyer before joining WWF in the U.S. in 1989. For ten years he led their conservation programs around the world, serving as Executive Vice President. From 2001 to 2005, he directed the conservation and science

initiatives of the David and Lucile Packard Foundation, one of the largest philanthropies in the U.S. As Director General, Jim Leape is the chief executive of WWF International and leader of the global WWF Network.

Notes

---

---

---

---

---

---

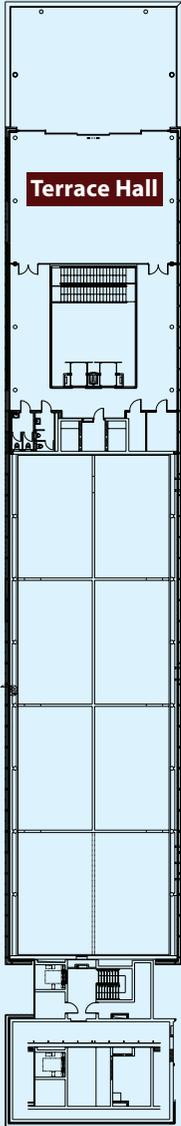
---

---

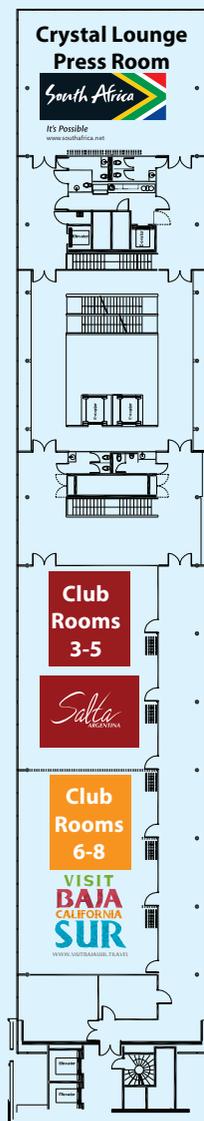
---

---

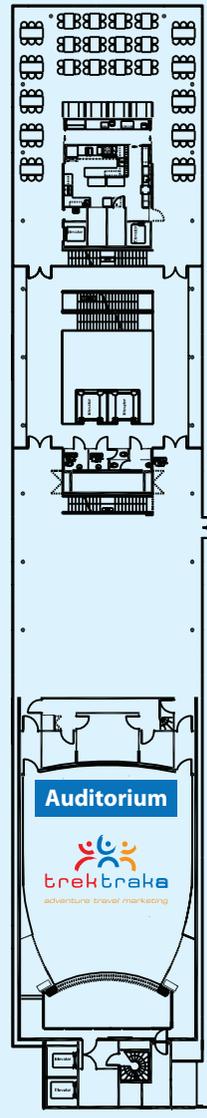
Level 5



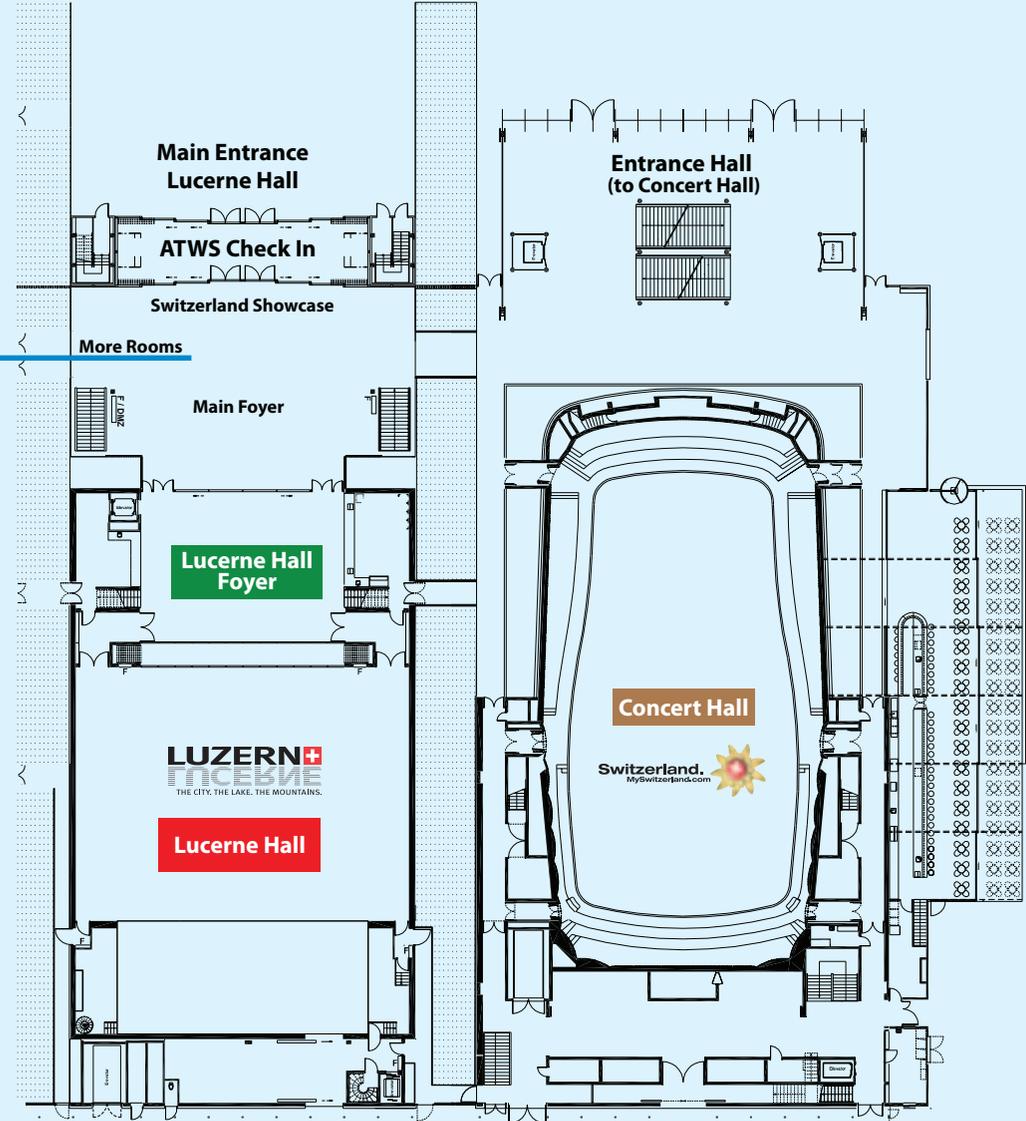
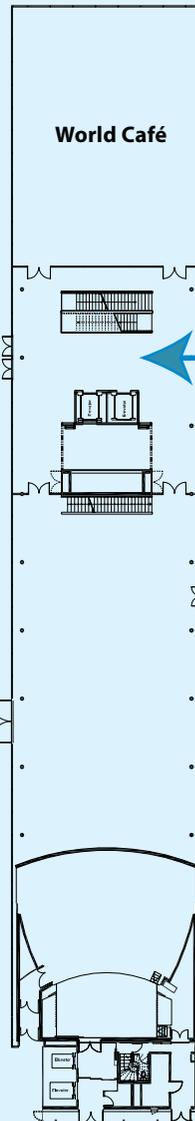
Level 2



Level 1



Level 0



WEDNESDAY  
1:00 PM - 1:45 PM

LUCERNE HALL FOYER

Standing Lunch

Since the days of fur traders, Québec has defined 'adventure'. Prior to our lunch, Québec will transport you to this vast territory where nature is your travel companion.



WEDNESDAY  
2:00 PM - 3:30 PM

FIVE CONCURRENT SESSIONS

GT **Mysteries of the Media Revealed - Part 2 Continued**

LUCERNE HALL

Building on what you learned in Part 1 (see page 21), you get hands-on coaching from top journalists and practice developing your messaging to accurately target the media — and types of articles — you seek to promote your business.

TO1 **Performance “Dashboards” Measures & Management — Repeat**

CONCERT HALL

See page 22 for session information

TO2 **Business Scaling & Growth Management, Succession & Exit Planning — Repeat**

AUDITORIUM

See page 22 for session information

TO3 **Pricing in a Global Market: Strategies for Navigating Currency Risk, Value, Pricing and Commission — Repeat**

CLUB ROOMS 6-8

See page 23 for session information

TB **Cooperation Success Stories:  
Modeling Private Enterprise &  
Institutional Partnerships**

CLUB ROOMS 3-5

Partnership matters. Hear first-hand accounts of how governments, NGOs, venture firms, associations and private enterprise intersect, cooperate and deliver responsible adventure tourism solutions which thrive.

- Case Study #1: Andrea Martinez, PromPeru  
Alfredo Ferreyros, Explorandes
- Case Study #2: Stela Samouneva, Odyseia-in Travel Company  
Lubomir Popiordanov, Odyseia-in Travel Company
- Case Study #3: Kristian Jørgensen, Norwegian Centre of Expertise - Tourism

WEDNESDAY  
3:30 PM - 4:00 PM

LUCERNE HALL FOYER

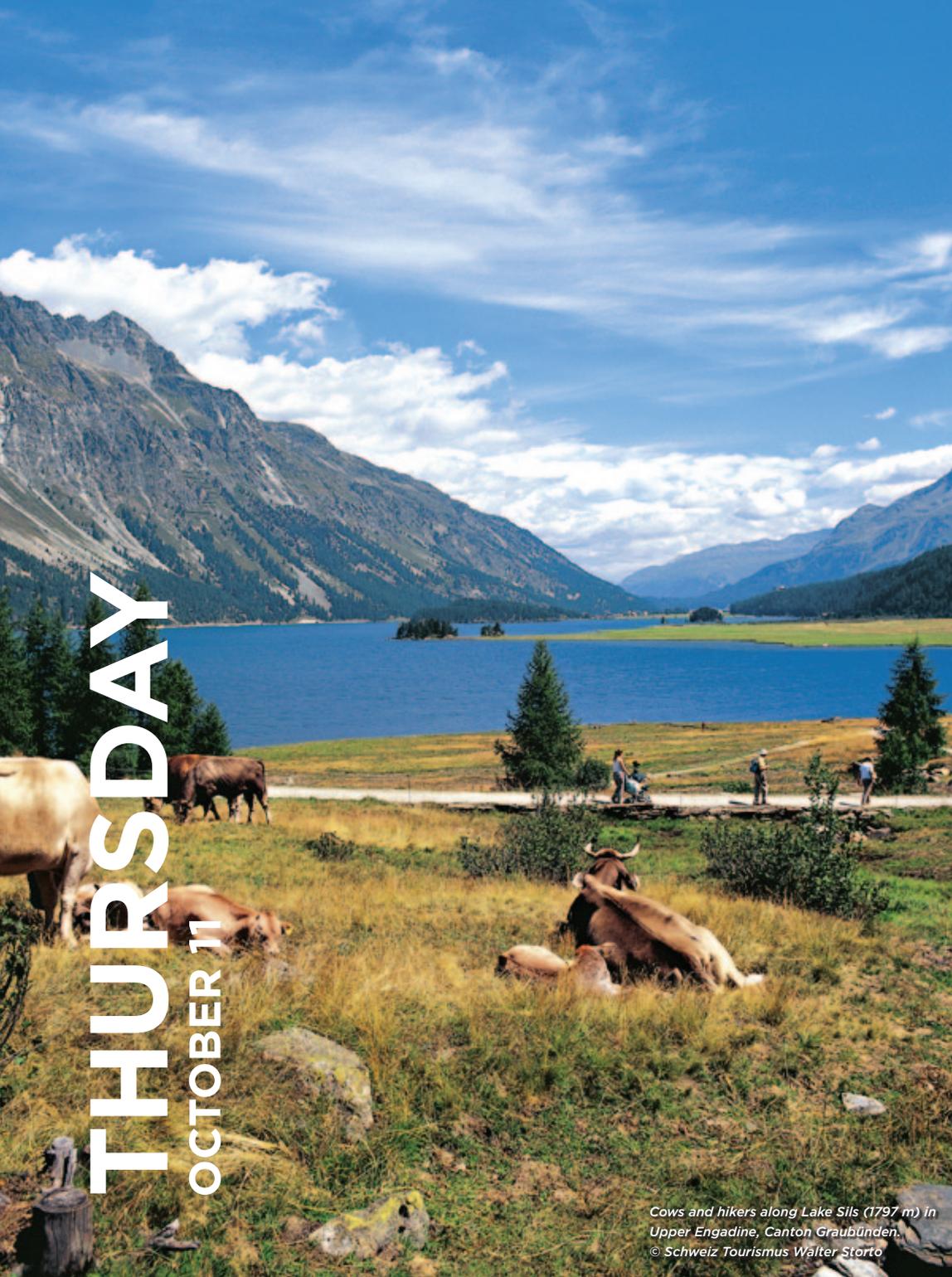
Coffee and networking break sponsored by Brasil



*¡Sensacional!*



**THURSDAY**  
OCTOBER 11



*Cows and hikers along Lake Sils (1797 m) in Upper Engadine, Canton Graubünden.  
© Schweiz Tourismus Walter Storto*

**THURSDAY**  
7:45 AM - 9:15 AM

**M/S EUROPA, DOCK OF THE KKL**

**Media Exchange**  
See page 21 for session information

**THURSDAY**  
9:30 AM - 11:00 AM

**FIVE CONCURRENT SESSIONS**

## **GT** **Mysteries of the Media Revealed – Part 1**

**LUCERNE HALL**

This two-part workshop — designed primarily for tour operators and destinations but with principles of universal interest to all Summit delegates — dives deeply into media strategies and tactics available today. In Part 1, our experts will give you the big picture of the rapidly changing media environment so you have the knowledge and understanding of the best practices to get your company's story effectively told.

**ERIC HISS**  
Wandermelon Media

**EVERETT POTTER**  
EverettPotter.com

## TO1 Tour Operators' Peer-to-Peer Exchange

TERRACE HALL

Time and space for leaders to think, reflect and plan as they work to improve their professional and organizational impact. Find inspiration. Learn. Share. Network. Fill individual knowledge gaps from colleagues and peers who have faced similar challenges and managed to win in similar situations. On-site guidance, mentor-facilitators and subject-specific round-tables provided.

## TO2 Crisis & Field Risk Management

CLUB ROOMS 6-8

From field operations and public relations perspectives, operating in isolated environments presents endless challenges for operators — medical, physical, hazardous materials...even the risks emanating from the human psyche of fear. This workshop provides management tools for on-the-ground risk management in isolated areas of tourism, from human capital development in staff training and preparation, all the way through to post-incident crisis communications.

**JEFF CHATTERTON**  
Checkmate Public Affairs

**MICHEL GIRARDIN**  
Michel Girardin & Associates - South Africa

## TO3 Supply Chain Development & Management

AUDITORIUM

Dive into the world of finance and conservation professionals who combine experience in the international financial and business services sector, with a dynamic track record of entrepreneurial conservation financing and related enterprise development in complex operating environments, while engaging with local communities and innovating product across Africa and Europe.

**MAXI LOUIS**  
Namibian Association of Community Based  
Natural Resource Management Support  
Organizations

**GILES DAVIES**  
African Wildlife Capital

## TB Preparing for International Export

CLUB ROOMS 3-5

Offering adventure tourism education for destinations and businesses, a new ATTA/ UNWTO program delivers a framework for success for destinations pursuing responsible tourism development. Focused on capacity building for small businesses and policymakers, the three-module program is built around:

- Adventure Tourism Concepts
- Adventure Tourism Product Development from Concept to Commercialization
- Policies, Standards and Management

Gain an overview of the program's structure, key elements of each module and gain helpful insights to self-evaluate existing products.

**CHRISTINA HEYNIGER**  
Vital Wave Consulting

**GUSTAVO TIMO**  
Brasil Aventuras Consultoria

THURSDAY  
11:00 AM - 11:30 AM

LUCERNE HALL FOYER

Coffee and networking break sponsored by Brasil



THURSDAY  
11:30 AM - 12:45 PM

CONCERT HALL

Featured Presentation

# The Art of Digital Storytelling

#ATWS-Story

Google is the new guidebook and phone pics the new postcards, so how can we best share our stories online? Find out from three different pros—the digital storyteller, the destination marketer and the online publisher—how to get fingertips tapping, eyelids twitching and travelers dreaming about your trips and destinations.



**ANDREW EVANS // National Geographic - Digital Nomad**

Andrew Evans is a contributing editor at *National Geographic Traveler* and *National Geographic's* "Digital Nomad." In addition to writing features, essays and a column for the magazine, he travels the globe, creating interactive travel experiences for readers using the internet, digital mapping and social media. In 2009, Evans rode from Washington to Antarctica — primarily by bus — sharing the uncharted 12,000-mile journey with his readers in real-time online. Since then, he has continued traveling for National Geographic, creating real-time interactive travel narratives for readers, from his 2-month, 20,000-mile journey around Australia to his vast exploration of Canadian hinterlands.



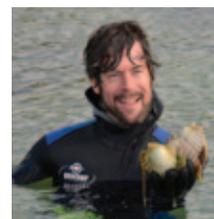
**ETHNA MURPHY // Fáilte Ireland**

Ethna's current position at Fáilte Ireland is that of Manager, Destination Development – Strategic Planning and Policy. As a manager in the Destination department, she is responsible for supporting holiday experiences that drive the development of the tourism destinations within Ireland. Previously she acted as Hospitality Marketing Manager and she supported the development of the emerging Food Tourism product. Ethna has worked on a wide range of projects while with Fáilte Ireland and previously, CERT, including the development of Optimus - Business Excellence Programme.



**ROSS BORDEN // Matador Networks**

Ross Borden is the CEO of Matador Network. Since starting Matador in 2006 he has worked with dozens of brands and destinations on custom content and viral marketing campaigns. He is an expert at destination/tourism marketing and in 2012 will be speaking at travel/tourism conferences in Berlin, Mexico, Switzerland, Colorado, London, New York and Zimbabwe. He has lived in Spain, Kenya and Argentina and currently splits time between New York and his native San Francisco.



**CHRIS DOYLE (Moderator) // ATTA**

Since 2004, Chris has played a key role in the ATTA's strategic direction and development and is actively engaged in the organization's research, marketing, public relations and communications efforts. He served as Vice President between 2004-2011, and currently serves as ATTA Executive Director – Europe. A well-traveled active adventure traveler and long-distance runner, Chris is also the creator and Editor for AdventureTravelNews.com, the tourism industry's leading digital journal for the global adventure tourism sector serving a readership of more than 35,000. Since 2005, he has directed the content and execution for each of the Adventure Travel World Summit conferences.

THURSDAY  
1:00 PM - 1:45 PM

LUCERNE HALL FOYER

### Standing Lunch

Learn how to 'love life' by discovering the four distinct worlds of Ecuador! Networking lunch to follow.



THURSDAY  
2:00 PM - 3:30 PM

## FIVE CONCURRENT SESSIONS

### GT Mysteries of the Media Revealed - Part 2 Continues

LUCERNE HALL

Building on what you learned in Part 1 (see page 33), you get hands-on coaching from top journalists and practice developing your messaging to accurately target the media - and types of articles - you seek to promote your business.

### TO1 Tour Operators' Peer-to-Peer Exchange - Repeat

TERRACE HALL

See page 34 for session information

### TO2 Crisis & Field Risk Management - Repeat

CLUB ROOMS 6-8

See page 34 for session information

### TO3 Supply Chain Development & Management - Repeat

AUDITORIUM

See page 35 for session information

# TB Benchmark Destination Marketing Strategies

CLUB ROOMS 3-5

Remember when destination marketing consisted only of branding, consumer brochures, trade shows and FAM/press trips? Today, destination marketers have access to new tools and techniques designed to help tell a destination's unique story and connect and communicate directly with travelers. We'll showcase two real case studies from Ireland and Namibia where destinations leverage social media, celebrities and trade partnerships to reach travelers in new and innovative ways.

ETHNA MURPHY

Fáilte Ireland

CHRIS SEEK

Solimar International

THURSDAY  
3:30 PM - 4:00 PM

LUCERNE HALL FOYER

Coffee and networking break sponsored by Brasil



¡Sensacional!

THURSDAY  
4:00 PM - 5:00 PM

CONCERT HALL

Featured Presentations

## Adventure with Purpose

#ATWS-Wade

What's our purpose? Why are we involved in adventure travel? Darrell, who leads the world's largest adventure travel company, shares the values central to responsible growth. Learn what drives his insatiable desire to change the way the world travels and what it means for your organization - large or small.



**DARRELL WADE // CEO of PEAK Adventures**

Darrell has over 22 years experience in adventure travel, having co-founded Intrepid Travel with his best mate, Geoff Manchester, in 1989. Now CEO of PEAK Adventures, he leads a strategic venture between Intrepid Travel and the world's largest leisure travel group, TUI Travel PLC. It consists of over 20 businesses with combined revenue of circa over AUD \$400 million. Together, they take

340,000 passengers to all seven continents. Several of the brands included are Adventure Center, The Adventure Company, Country Walkers, Exodus, Gecko's, Headwater, Imaginative Traveller, Sawadee and TrekAmerica.

## In Search of the Future

#ATWS-Torres

What's next in the world of search? For Google Travel? ATTA President Shannon Stowell discusses with Rob Torres, head of Google Travel, what's in store for travel in the online world. Brace yourselves for change...and join the conversation.



**ROB TORRES // Managing Director of Travel at Google**

With over 20 years of travel industry experience, Rob Torres serves as Google's Managing Director of advertising and marketing for the travel sector. In this role, Rob oversees the strategy development and profitable growth of integrated and innovative advertising campaigns. His group serves some of the largest travel brands in

the U.S. Prior to joining Google, Rob was Vice President of Strategic Hotel Partnerships at Expedia.com. During his seven-year career at Expedia, Rob managed a team that had global responsibility for 30 strategic accounts, generating gross bookings in excess of \$2 billion.

THURSDAY  
5:00 PM - 5:30 PM

Closing Ceremony

Ahead of our closing Summit festivities, Shannon Stowell recaps the week's highlights and reasserts the ATTA's vision to propel our global community of adventure companies and organizations into thriving advocates that move tourism at large towards sustainability and poverty alleviation.

THURSDAY  
6:00 PM - 8:00 PM

LUCERNE HALL

Closing Dinner Celebration

A closing dinner not to be missed! Forty-two percent of the entire nation of Namibia is under conservation management. So they are giving away FORTY-TWO stays at lodges in Namibia in celebration of the 2013 Summit in Namibia!



THURSDAY  
9:00 PM

HOTEL SCHWEIZERHOF

'Red & White' End of Summit Party

Delegates are invited to wear red and white clothing to Jordan's end-of-Summit festivities at the Hotel Schweizerhof.



# Attending Media

Dozens of international journalists, bloggers and photographers are registered for the Summit, many of whom are featured on these pages. Journalists will be identified by their Press badge. An asterisk (\*) indicates a freelance journalist and where they regularly contribute.



**ELLEN BARONE**  
Independent travel content producer, *EllenBarone.com*



**MARYBETH BOND\***  
*National Geographic, GutsyTraveler.com Blog, TravelGirl Magazine*



**DAVE BOUSKILL**  
*ThePlanetD.com*



**JORDAN CAMPBELL\***  
*Climbing, Outside, Men's Journal, National Geographic Adventure*



**DEBRA CORBEIL**  
*ThePlanetD.com*



**PATRICK CRAWFORD**  
*OnTheSnow, Skiinfo*



**SHANNON DAVIS**  
*Climbing magazine, Backpacker magazine*



**JONATHAN DORN**  
*Backpacker, Climbing, SNEWS, Outdoor Retailer Daily, National Park Trips*



**ANDREW EVANS**  
*National Geographic's "Digital Nomad", National Geographic Traveler*



**ANA FIGUEROA**  
*About.com, AARP.org*



**MARIA FONTOURA**  
*Men's Journal*



**JOSLIN FRITZ**  
*Wanderlust and Lipstick*



**JEFFREY GAYDUK**  
*Leisure Group Travel, Student Travel Planning Guide, InSite on Sports Events*



**KRISTEN GILL**  
*Kristen Gill Media, Wanderlust and Lipstick*



**WENDY GEISTER**  
*The Adventure Post*



**GRAEME GREEN\***  
*Wanderlust, National Geographic Traveler, The Guardian, The Independent, Metro, The Daily Express, Geographical, Vacations, Travel, South China Morning Post*



**ANNIKA HIPPLE\***  
*Ethical Traveler, Sierra Magazine, Berlitz Travel Handbooks*



**ERIC HISS\***  
*Conde Nast Traveler, Delta Sky, Robb Report*



**LYN HUGHES**  
*Wanderlust*



**EVELYN KANTER\***  
*USA TODAY, FoxNews.com/travel, SmarterTravel.com, JaxFax*



**CHRISTOPHER KEYES**  
*Outside Magazine, OutsideOnline.com*



**CAMERON MARTINDELL\***  
*Elevation Outdoors Magazine, National Geographic, Australian Geographic*



**DON MANKIN\***  
*Huffington Post, Active Over 50, Vibrant Living Magazine*



**SUZANNE MORPHET\***  
*Globe and Mail, Dallas Morning News, The Australian*



**CAREN OSTEN GERSZBERG**  
*The New York Times, National Geographic Traveler*



**STEPHANIE PEARSON\***  
*Outside, O, the Oprah Magazine, Discovery.com*



**MICHAEL POLIZA\***  
*Stern magazine, Traveller's World and many others*



**EVERETT POTTER\***  
*Everett Potter's Travel Report, Travel + Leisure, Forbes Life, The Daily, National Geographic Traveler*



**NORIE QUINTOS**  
*National Geographic Traveler*



**GIGI RAGLAND**  
*Women's Adventure Magazine*



**GREGG BLEAKNEY\***  
*VeloNews, Paved, New York Times, Sierra Club, National Geographic Books, Bicycling, Outside, The Adventure Cycling Association*



**KATE SIBER\***  
*Outside, The Boston Globe, National Geographic Traveler, National Geographic Adventure Online*



**VERONICA STODDART**  
*USA TODAY*



**THERESA STORM\***  
*Postmedia Network newspapers (largest Canadian news chain), Up! (WestJet's in-flight), WestJet Vacations*



**MARCUS WOOLF**  
*The Adventure Post*

## Summit Emcee

### MOE CARRICK // Moementum



Moe Carrick enthusiastically loves to help leaders transform themselves and their companies. When she is not doing that, she loves to play outside in glorious Central Oregon and can often be found digging in her garden or running local trails. Over the years, Moe has woven a cohesive and provocative tapestry of personal leadership experiences, Fortune 100 consulting, academic and institutional learning, keynote addresses, authorship, strategic partnering and masterful facilitation. She has been a sounding board for the ATTA team for several years now, so it is most appropriate that she returns for another year as a Summit emcee.

## Thanks to the following individuals for their Summit contributions

**Jordan Campbell**  
Marmot

**Nancy Harrison**  
Adventure Media

**Judy Karwacki**  
Small Planet Travel

**Everett Potter**  
Everett Potter's  
Travel Report

**Kelsey Tomascheski**  
TUI North American  
Specialist Division

**Jeff Chatterton**  
Checkmate Public  
Affairs

**Eric Hiss**  
Wandermelon  
Media

**Alexia Nestora**  
Lasso  
Communications

**Mandip Singh Soin**  
IBEX Expeditions

**Dave Wiggins**  
Widness & Wiggins  
PR

## Advisory Board

The ATTA would like to thank the following individuals for their participation with the ATTA Advisory Board.

- Malia Asfour — Director, Jordan Tourism Board North America
- Eric Brodnax — SVP eCommerce & Marketing, National Geographic Society
- William L. Bryan, Jr., Ph.D. — Founder, Off the Beaten Path
- Urs Eberhard — Executive VP Markets & MICE, Switzerland Tourism
- Paul Easto — CEO, Wilderness Scotland
- Richard Edwards — Founder, ecoism
- Fernando Escudero — Tourism Promotion Institute of Salta; Founder, AAETAV
- Alfredo Ferreyros — President, Explorandes
- Nicky Fitzgerald — Pangaea Associates
- Kristian B. Jørgensen — Managing Director, Fjord Norway Tourist Board
- Manal S. Kelig — Co-founder, Gateway To Egypt
- Kurt Kutay — Founding Director and President of Wildland Adventures, Inc. and non-profit Travelers Conservation Trust
- Praveen Moman — Co-founder and Managing Director of Volcanoes Safaris
- Helen Nodland — Director, Member Sales & Service at Virtuoso, Ltd.
- Gustavo Timo — Co-founder of ABETA
- Richard Weiss — CEO, Strategic Travel Consulting, USA
- Mei Zhang — Founder, WildChina

## Meet the ATTA Team



**SHANNON STOWELL**  
President



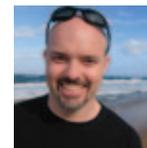
**MURRAY BARTHOLOMEW**  
Membership Administration



**CHRISTOPHER DOYLE**  
Executive Director, Europe &  
Editor, *AdventureTravelNews*



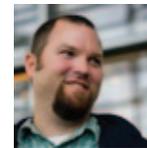
**ALICE GIFFORD**  
Member Advocate



**CHRIS CHESAK**  
Vice President, Business  
Development



**NICOLE PETRAK**  
New Media & Assistant Editor,  
*AdventureTravelNews*



**JASON RECKERS**  
Vice President, Operations



**REBECA YAÑEZ**  
Membership Director, Latin  
America



**CASEY HANISKO**  
Vice President, Marketing &  
Communications



**MEREDITH GUZY**  
Business Development



**ANTONIO DEL ROSAL**  
Executive Director, Latin  
America



**CARRIE HORNER**  
Special Projects



**AMBER SILVEY**  
Director, Event Operations



**JENNY HOLM**  
Summit Coordinator



# TELLING OUR STORY

## COLLECTIVE STORYTELLING

As you participate in the Summit, network with your fellow delegates and reminisce about your Summit adventures, we encourage you to share your stories online. As many of you know, we are an adventure tribe, this means only by sharing your perspective can we truly develop our collective story.

Please use these social media outlets and tags in order for all delegates to be able to follow and connect easily.

**SUMMIT HASHTAGS:** **#2012ATWS** Summit  
**#SWISSPSA** Pre-Summit Adventures  
**#SWISSDA** Day of Adventure

**SESSION HASHTAGS:** See specific sessions in this program.

**PHOTO AND VIDEOS:** Share via Facebook, YouTube and Instagram, please use Summit hashtags and ATTA as keywords.

**PHOTO CONTEST:** Upload and tag your photos to Flickr with #2012ATWS and we'll pick the two best photos that represent "Tribe" and "Adventure." You'll win a free pass to next year's Summit in Namibia!  
**Deadline for entries is October 17, 2012.**

\*By tagging these photos you give ATTA permission to reuse in our marketing. Over the course of the Summit we may share photos and videos of adventures and activities with all delegates during sessions or via social media channels. All photos will be properly attributed.

## ATWS Storytelling Team

The ATTA has assembled a team of storytellers to help us capture the energy, adventure, inspiration and knowledge from the Summit through video, photos and your stories. We thank you for your support as this team conducts interviews and shoots video and photos during the adventures and Summit programming.



**SCOTT ADAMS**  
Birchbark Media



**GREGG BLEAKNEY**  
Gregg Bleakney  
Photography



**JOHN CANNING**  
Media Sherpa



**MARK CRAWFORD**  
Unreasonable Media



**KRISTEN GILL**  
Kristen Gill  
Travel Writing &  
Photography



**CAMERON  
MARTINDELL**  
offyonder.com



**EVAN  
SWINEHEART**  
Unreasonable Media

The 2012 ATWS Storytelling Team, a project driven by the ATTA, is made possible by the support of Switzerland Tourism.



# Making Connections

## Summit Experts

The ATTA wishes to thank the following individuals for their continued support and enthusiasm for the annual ATWS. These 'Summit Experts' have attended 7 or more Summits over the years — if you have a chance to meet them this year we encourage you to tap into their breadth of knowledge:

- |                  |                      |                   |                 |
|------------------|----------------------|-------------------|-----------------|
| ■ Allie Almario* | ■ Nancy Harrison     | ■ Kurt Kutay*     | ■ Trish Sare    |
| ■ Eric Brodnax   | ■ Christina Heyniger | ■ Don Mankin      | ■ Richard Weiss |
| ■ John Canning   | ■ Judy Karwacki      | ■ Steve Markle    | ■ George Wendt  |
| ■ Peter Grubb    | ■ Bryan Kinkade      | ■ Marcelo Meneses |                 |

\*Not attending 2012 ATWS

## Summit Connections

Download the Summit Connections App on your iPhone or Android and have full access to the Summit Agenda (including any last minute changes), full Speaker bios and Twitter handles (if applicable) and the option to communicate with your fellow delegates.

Jump into  Ireland



To find Summit Connections in the App Store, simply search for **2012 ATWS** to download the app to your iPhone or iPad. On an Android, simply search for **2012 ATWS** in your Marketplace or Play Store.

*Support for the smartphone app was generously provided by Ireland.*

Summit Delegates' pocket knives generously provided by:



**VICTORINOX**

## WORLD INDIGENOUS TOURISM FORUM

BRINGING WISDOM, VALUES AND AUTHENTIC EXPERIENCES TO THE WORLD

Friday, October 12, 2012

Registration: [www.winta.org](http://www.winta.org)

Location: Auditorium, Hochschule Luzerne-Business, Zentralstrasse 9, Lucerne



- |                   |  |
|-------------------|--|
| 8:00am - 9:00am   | <b>Event Registration &amp; Morning Coffee/Tea</b><br>Meet aboriginal leaders, industry experts and fellow participants before the main event begins.  |
| 9:00am - 9:15am   | <b>Opening Prayer &amp; Welcome</b><br>Words of welcome from our host, the Institute of Tourism in Lucerne, as well as from our strategic partner, the ATTA. Meet WINTA leaders.   |
| 9:15am - 10:30am  | <b>Session 1: Round-Table Introductions</b><br>The strength of Indigenous Tourism comes from the diversity of people and organizations. We begin the forum with a round-table introduction of attendees. We wish to know one another and develop the mutually beneficial relationships that will lead us to adopt common purposes.                               |
| 10:30am - 10:50am | <b>Mid-morning Break</b>   |
| 11:00am - 11:10am | <b>Orientation</b>   |
| 11:10am - 12:00pm | <b>Session 2: Indigenous Values and Responsible Tourism Development</b><br>Indigenous leaders and industry experts will assist in defining authentic Indigenous Tourism, and how working with Indigenous peoples can enhance the tourism experience for travellers, tour operators, destinations and local communities, while improving the natural environment. |
| 12:00pm           | <b>Lunch &amp; Networking</b><br>Join us for a complimentary light lunch and another opportunity to network.   |
| 12:15pm - 12:50pm | <b>Keynote Presentation: Working with Indigenous Peoples</b><br>Explore real-world examples of responsible Indigenous tourism development - meet the people involved, hear their stories and make a connection.  |
| 1:00pm - 1:50pm   | <b>Session 3: The Business of Indigenous Tourism - Global Opportunities</b><br>Experienced tour operators delve deeper into some of the challenges and opportunities of developing successful Indigenous tourism ventures.   |
| 2:00pm - 2:50pm   | <b>Session 4: Cultural Tourism - The Paradox of Authenticity On-Demand</b><br>Challenge common perceptions of who decides what is and what isn't "authentic" Indigenous culture. How do modern Indigenous communities offer traditional cultural experiences? Can authentic culture be staged effectively?   |
| 3:00pm - 3:50pm   | <b>Session 5: "Social Knowledge" and Building an International Community</b><br>A guided exploration into the powerful tools made available through the social web that can be used to inform, educate and inspire about Indigenous tourism.   |
| 4:00pm - 4:30pm   | <b>Closing Thoughts &amp; Prayer from WINTA</b>  |



## HOST DESTINATION

Switzerland.  
MySwitzerland.com



**LUZERN**   
**FACEBUE**  
THE CITY. THE LAKE. THE MOUNTAINS.

## KEY SPONSORS



## SUPPORTING SPONSORS



## CONTRIBUTING SPONSORS



## SPONSORS

Baumeler

Global Rescue

Orbitz.com

South African Tourism

Bern Tourism

Greenland

Ripon Printers

Swiss Travel System

ExOfficio

Hummingbird

Salta

Ticino Tourism

Fishbowl

Lake Geneva Region

South African Airways

World Nomads