

Final Report

ADVENTURE **NEXT** BALKANS

OHRID, MACEDONIA
MAY 10 - 12, 2016



Presented  ADVENTURE TRAVEL
TRADE ASSOCIATION

Host Destination of the 2016 AdventureNEXT Balkans - Republic of Macedonia



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[AdventureNEXT Executive Summary]



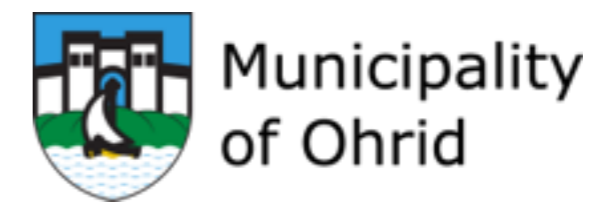
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[AdventureNEXT Partners]

Key Partners



Destination Showcase Partners



Development Partners



Travel Insurance Partner



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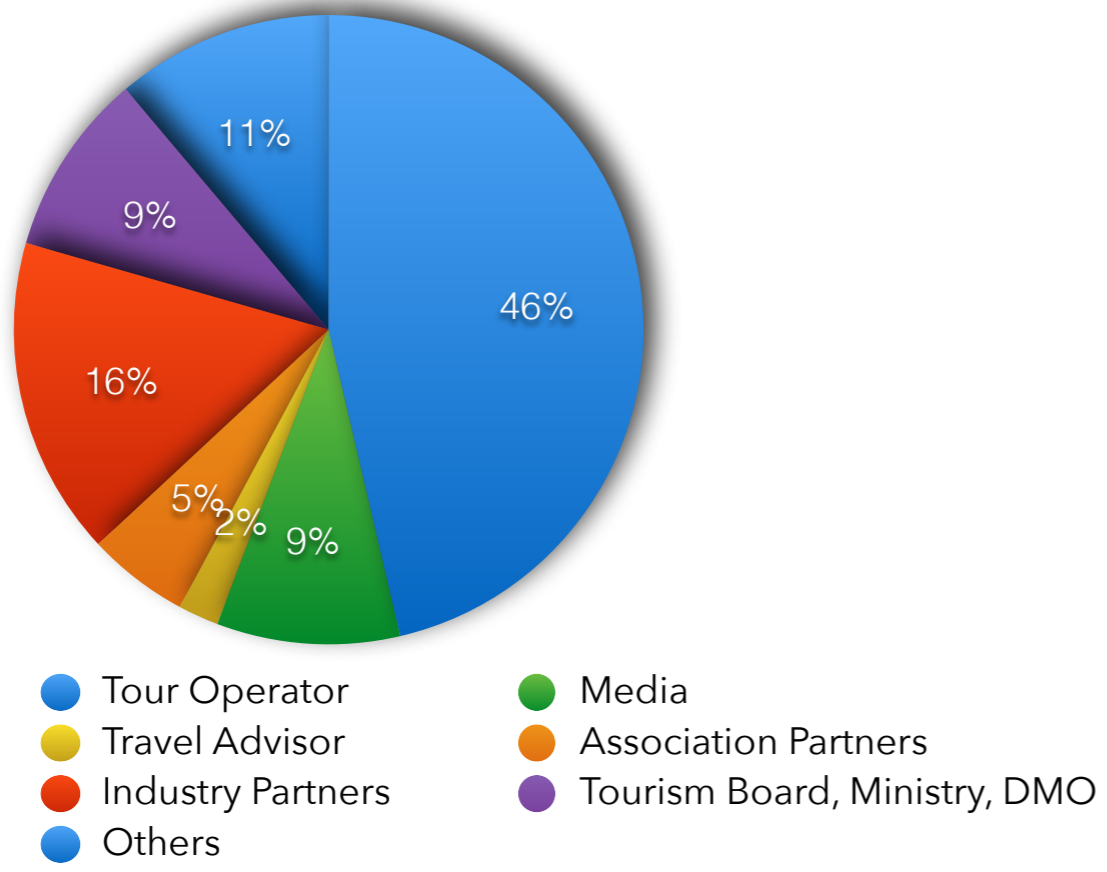
Final Report



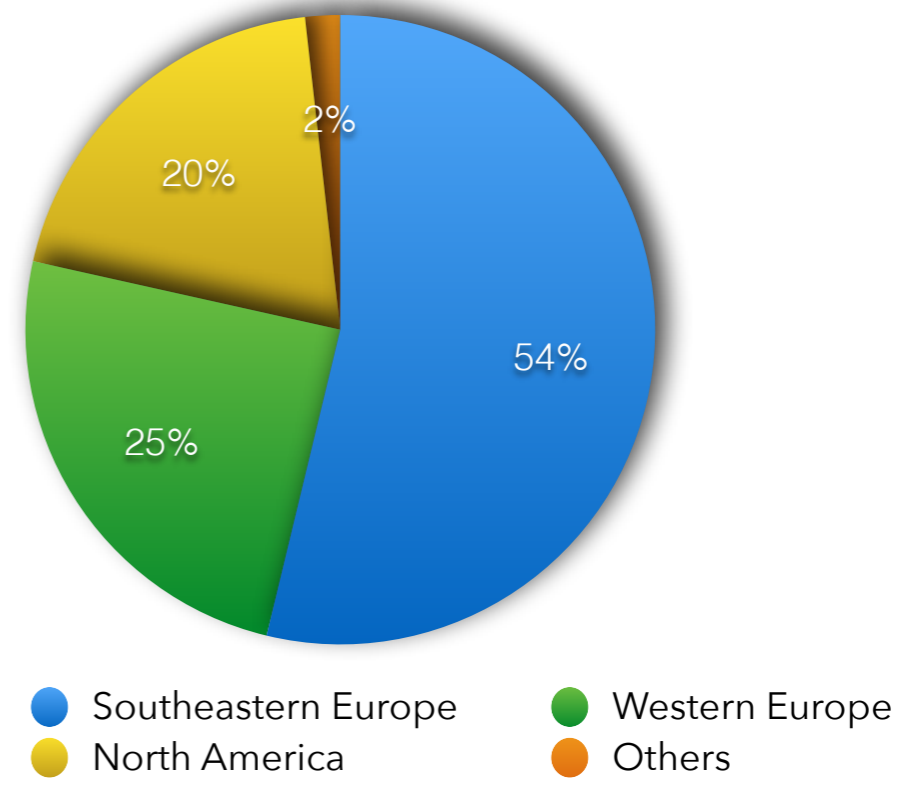
[AdventureNEXT Attendees]

- ➔ Delegates: 287
- ➔ Countries represented: 32
- ➔ International tour operators (buyers): 43
- ➔ International journalists (media): 26

Delegates by Type



Delegates by Region



[AdventureNEXT Value]



96%

of surveyed delegates* stated that the time and resources spent on attending AdventureNEXT is of value to them and their business



"I came away super-charged about Balkans with some solid ideas about how to leverage new and existing relationships to mutual benefit."

Anonymous Survey Respondent

*96 delegates completed the AdventureNEXT Balkans post-event feedback survey which represents about a third of all delegates.



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[AdventureNEXT Value]

Over 95% of the surveyed delegates were satisfied with the content offered at AdventureNEXT Balkans conference.



77%* of the surveyed delegates came away with a more favorable perception of the Balkans as an adventure travel destination after this year's AdventureNEXT.

* Compared with 23% of delegates who came away with the same perception of the Balkans as an adventure destination as they had prior to AdventureNEXT

Percentage of surveyed attendees who would recommend ATTA event to a colleague:

96%





“One family, one aim, one objective, a lot of adventures, all without borders...it's just the beginning.”

PETRIT RIZA
AirTour Kosovo



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[The Impact]

12 Southeastern European destinations gathered to influence their future...



"The nearly 300 delegates witnessed true change occurring right before their eyes, where borders seemed to melt away, friendships and business relationships blossomed and sights shifted toward a future of healthy competition, collaboration and commitment to building a positive responsible tourism legacy."

CHRIS DOYLE

ATA Executive Director - Europe



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[The Impact]

”

“Hugely energizing, innovative, powerful connections and networking ... and fun!

Thank you ATTA - you have shaken up the region and given local suppliers and operators real faith in our ability to deliver the Balkans adventure travel experience to the world, thanks to the world class calibre of international media, buyers and adventure tourism cognoscenti who attended. The fast-paced, friendly, open and honest style of the event was a big departure from the (frankly) dull and staid tourism fairs which many of us are used to... it quite simply rocked!”

HAYLEY DELF

BLACK MOUNTAIN Montenegro

“

“Met up with **10 existing** ground agents and probably discovered another **10 to work** with.”

Anonymous survey respondent

“My most memorable experience was with **the people of the Balkans**. I remember time with the owner of a Muslim owned hotel, drinks with Albanians on their porch in the mountains, coffee with my inn keepers, etc.... The people of the Balkans are amazing!”

Anonymous survey respondent

“What was your best experience during AdventureNEXT 2016 Balkans?”

“Meeting all the **great enthusiastic local operators and suppliers**, and getting to experience the real Balkans first hand!”

Anonymous survey respondent

“AdventureNEXT in Ohrid was my first ATTA event (apart from the AdventureWEEK in 2014). I was overwhelmed both on a personal and on a professional level. The whole event was so **inspiring** and **creative**, so full of **life, energy and positive vibes**, and I felt (still feel) so proud to be part of the ‘tribe’!”

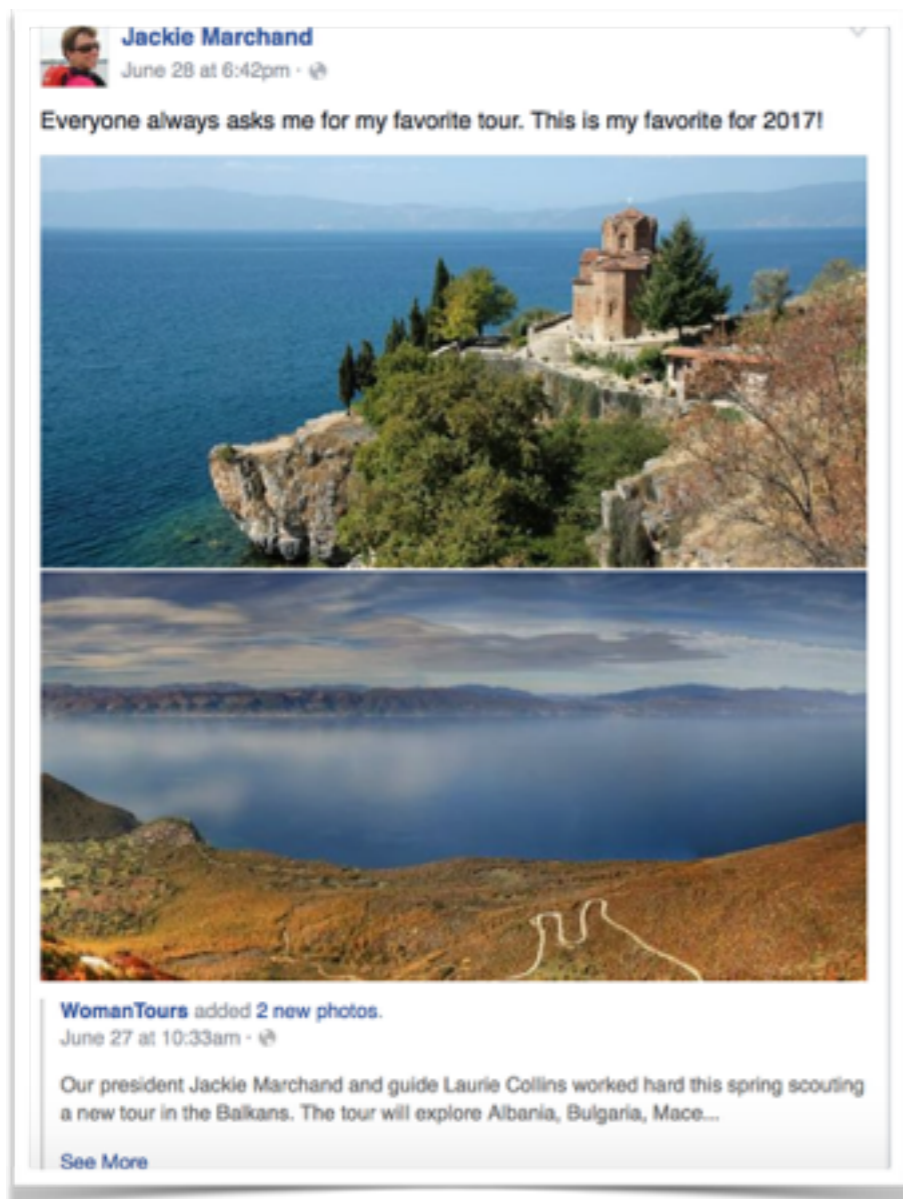
KICKI LIND

Nanoq



[AdventureNEXT Early Results]

Just a few weeks after the AdventureNEXT Balkans completion, the ATTA reported early results coming from some of the international tour operators who invested time and energy to explore the wider Balkans region



Jackie Marchand is the owner of one of the leading women-focused adventure tour operators in the US.

PRESS RELEASE
June/22/2016

For Immediate Release
Contact: Trish Sare
Tel: 1-604-731-2442
Toll-Free: 1-888-805-0061
info@bikehike.com
BikeHike Adventures Inc.

Industry Leader, BikeHike Adventures, Launches New Macedonia Tour

Vancouver, B.C. - Award winning adventure travel industry leader, BikeHike Adventures, announces the launch of its new multi-sport trip to **Macedonia**. BikeHike's Founder/Director, Trish Sare describes Macedonia as "one of Europe's last undiscovered gems."

Sare notes that while Macedonia has many notable similarities to both Greece and Turkey, this emerging destination retains an unmatched level of authenticity. "Traditions, and lifestyles, that are being lost in most other European destinations can still be witnessed in Macedonia. In so many ways, it's a country untouched by the times while also being an adventure rich region. Yet, it has remained **off the main radar of adventure travel.**"

"I'm thankful, though, to have discovered it! Macedonia's culture, remote villages and natural jewels are **just waiting for the adventure-seeking traveler** to explore them."

Sare just returned from personally leading **BikeHike's inaugural tour to Macedonia** in May 2016, and the tour now has monthly departures through the summer.

"I carefully crafted this adventure to reflect both high-energy biking, hiking and kayaking alongside experiencing Macedonia's unparalleled culture. This is an experience unlike anything you can find elsewhere in Europe," Sare reflects.

"Macedonia truly does not disappoint. Macedonia has all of the best ingredients for an adrenalin filled and **culturally rich adventure vacation.** The only complaint from travelers on our inaugural BikeHike trip was that there was too much great food. Macedonia is truly a **fantastic culinary destination**, the level of which absolutely surprised us all," Sare adds.

BikeHike's **Macedonia: Multi-sport through the Balkans** itinerary is meticulously curated to

BikeHike Adventures are Canadian-based adventure tour operator.



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[AdventureNEXT Early Results]

Shortly after AdventureNEXT, the ATTA also noted articles from many of the journalists who invested time and energy to explore the wider Balkans region - they participated in different hosted PRE-, POST- and Day of Adventures to dive deeper into the unique Balkans' experiences and now they share their stories with their global audience



[Brand Vladislavljevic, Lonely Planet](#)

[Gary Arndt, Everything Everywhere](#)

[Hendrik Morkel, Hiking in Finland](#)

A sampling of immediate media results; more on [slide 50](#)



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[AdventureNEXT Early Results]



Simon Shoepf, Bergwelten Magazine



Bridget Nurre Jennions, Paste Magazine



Javier Gonzalez, Oxygeno Magazine

A sampling of immediate media results; more on slide 50



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[The AdventureNEXT Visual Story]



As part of the philosophy of implementing an event, the ATTA brings a storytelling team to the destination of the event. The team is comprised of international photographers and videographers who visually “tell the story” of the place and the event. Accessing the link below you can enjoy a 5-minute video which expresses the AdventureNEXT Balkans 2016 story. Enjoy!

[Click here to enjoy the AdventureNEXT 2016 Videos*](#)

* Video credit when using AdventureNEXT photos and videos required. Please, use © ATTA / [photographer/ videographer] - their names are listed at the end of each video. Storytelling team names are:

- Lukasz Warzecha
- Rupert Shanks
- Evan Swineherd
- Fredrik Bye

Developed by ATTA's Storytelling Team as part of AdventureNEXT Balkans



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Final Report



In-Depth Report Table of Contents



AdventureNEXT Executive Summary	Slide 3-15
AdventureNEXT Value	Slide 17-19
AdventureNEXT Impact	Slide 21-24
AdventureNEXT Theme: Learn.Partner.Grow	Slide 25-27
AdventureNEXT Agenda Summary	Slide 28-29
AdventureNEXT Pre- And Post- Adventures	Slide 30
AdventureNEXT Day of Adventures	Slide 31
Old World, New Adventures - Opening Night Gala	Slide 32-34
AdventureNEXT Conference	Slide 35
Speakers	Slide 36
Marketplace	Slide 38-40
Buyers Investigating the Balkans	Slide 42
Regional Suppliers	Slide 43-44
MediaMeetUp	Slide 45
AdventureNEXT Journalists	Slide 47-48
International Media Results	Slide 50-51
Local Media Coverage	Slide 52-54
Regional Media Coverage	Slide 55
Social Media Coverage	Slide 56-57
Storytelling	Slide 58
Future Leaders Program	Slide 59
AdventureNEXT Partners	Slide 60-62
Host Destination Exposure	Slide 63-64

[AdventureNEXT Value]

Delegates ranked their reasons for attending AdventureNEXT as:

- 1 Partnership/Sales
- 2 Community/Networking
- 3 Professional Development
- 4 Media Relationships
- 5 Inspiration

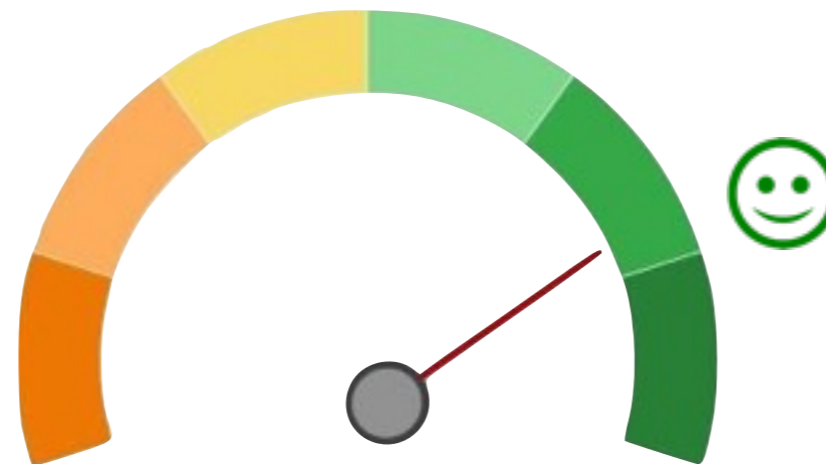
“The AdventureNext Balkans 2016 Conference provided a unique opportunity for Macedonia to show its diverse adventure tourism offer to the international buyers. Also it was an opportunity for the local suppliers to understand which aspects of their offer they should strengthen, through the feedback they received from the international buyers.”

KATHARINA STOCKER
DEPUTY HEAD OF MISSION, EMBASSY OF SWITZERLAND IN THE
REPUBLIC OF MACEDONIA



[AdventureNEXT Value]

Overall level of satisfaction with AdventureNEXT Balkans 2016*



4.1 out of 5 surveyed delegates rated it *Very Good!*



*96 delegates completed the AdventureNEXT Balkans post-event feedback survey which represents about a third of all delegates.



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[AdventureNEXT Value]



The ATTA values the time, commitment and resources used by every delegate who attends ATTA events, and for that reason the ATTA creates an environment for sharing, learning, and inspiring one another where our delegates and partners leave - in this case, AdventureNEXT - with actionable and tangible results.



“The experience exceeded my expectations thanks to the innovative way ATTA constantly mixes everyone up, maximizing networking opportunities and connections between every sector.”

Anonymous Survey Respondent



94%

of the surveyed delegates will recommend the Balkans to their friends and clients.

“I now have an entire region to sell from first hand experience. I've already been talking about it a lot back here in the USA and at first people are tentative but when I share my experience they are coming back with interest of booking a trip there themselves.”

Anonymous Survey Respondent



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[AdventureNEXT Impact]

1

Explore the Balkans

2

Connect with industry leaders from over 30 countries

3

Discover best practices for operations and leadership

4

Create regional and global business partnerships with peers and media

5

Develop and Promote your product, brand and destination to industry decision makers



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[AdventureNEXT Impact]

In addition to a vote of confidence from the United Nations World Tourism Organization (UNWTO), which presented in front of all AdventureNEXT delegates, the Regional Cooperation Council (RCC) has also recognized the event as important and held their bi-annual Tourism Expert Group Meeting during AdventureNEXT.



Marjan Hribar, M.Sc.
Special Advisor to the UNWTO Secretary-General



Dragana Djurica
Senior Expert on Competitiveness at Regional
Cooperation Council



[AdventureNEXT Impact]



Close to 300 AdventureNEXT delegates worked together to improve the overall perception of the region



AdventureNEXT regional delegates connected to **60+** leading international buyers and journalists



The United States Agency for International Development (USAID) and the Swiss Agency for Development and Cooperation continue to stimulate local economic growth and small business expansion through the development of adventure travel.



of the surveyed delegates came away with a more favorable perception of the Balkans as an adventure travel destination after this year's AdventureNEXT.

* Compared with 23% of delegates who came away with the same perception of the Balkans as an adventure destination as they had prior to AdventureNEXT



[AdventureNEXT Impact]



Learn • Partner • Grow

Rallying around the AdventureNEXT conference theme, “Learn. Partner. Grow”, attendees used the gathering as a platform for awareness building, discovery, collaboration, business development, inspiration and long-range planning. The agenda featured regional experts from Macedonia, Albania, Bulgaria, Bosnia and Herzegovina, Montenegro and Serbia coupled with international experts from Europe and North America.



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[AdventureNEXT... Learning]

Ground suppliers had the opportunity to learn from leading adventure travel professionals and be exposed to current trends in the industry



International buyers had the opportunity to learn from the locals and the experts about the most special and exciting experiences that the wider Balkans region has to offer

Governmental and development institutions had the opportunity to learn about the tremendous opportunities for regional economic impact, trans-border partnerships, and adventure travel as a force of good to preserve and protect cultures and the environment worldwide

Journalists had the opportunity to learn from the locals about the hidden and most special places around the Balkans region, all while learning the latest trends, research and global findings in the world of adventure tourism to help inform their travel writing and reporting



[AdventureNEXT... Partnering]

Ground suppliers had the opportunity to find new partners with international buyers as well as partners from the surrounding region

Governmental and development institutions had the opportunity to find new partnerships with other governmental, media, and private sector businesses and organizations



International buyers had the opportunity to find new partners with ground suppliers as well as with other leading international industry representatives

Journalists had the opportunity to find new partners through the advanced networking and exchange of opportunities amongst the participants

[AdventureNEXT... Growing]

Ground suppliers had the opportunity to grow personally, as a business and as a destination in general

International buyers had the opportunity to to grow their businesses by exploring a new region



Governmental and development institutions had the opportunity to grow their understanding of a new era of responsible leisure tourism, specifically how economic growth can be achieved using the principles of adventure tourism

Journalists had the opportunity to grow and expand their knowledge base and understanding of the region, as well as to add depth to their writing

[AdventureNEXT Agenda Summary]



5-9 May
PRE Adventures
& Check In



11-12 May
Conference Days



10 May
Day of Adventure
& Opening Night
Gala



13-18 May
POST Adventures



More than 60 international operators and travel journalists representing 17 adventure traveler source markets explored Macedonia, Albania, Bulgaria, Croatia, Greece, Kosovo and Montenegro on fourteen unique multi-day itineraries as part of AdventureNEXT experience.

To kick off the actual conference days, 12 Macedonian adventure companies hosted more than 150 AdventureNEXT delegates who explored and sampled the progressive adventure tourism product throughout the greater Ohrid area in 20 different one-day experiences.



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[AdventureNEXT Check-In]



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[Pre- And Post Adventures]

97%

Indicated that the Pre Adventure experience increased their knowledge of the visited destination.



96%

of the surveyed delegates liked their Post Adventure experiences



“I am overwhelmed by the guides' broad knowledge and warm and caring attitude. By doing rather than saying, they really made us feel and understand the point of joining a local company and how much a professional guide can enhance your overall experience.”
Anonymous Survey Respondent



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[Day of Adventures]

Please rate your Day of Adventure:



4 out of 5 surveyed delegates rated it *Very Good!*



The Day of Adventure increased my knowledge of Macedonia



Agree

“This trip deserves international exposure and once it has I am sure it will be copied elsewhere! It really has all the ingredients, and more, for a perfect get-to-know-the-locals-day. Our guide superbly guided us through his home town, and in a very creative way. One of my best days in Macedonia! ”
Anonymous Survey Respondent”

“Wonderful guides - very knowledgeable. The idea of this DOA is simply wonderful - to learn something about history and customs through entertaining experience.”
Anonymous Survey Respondent

#MacedoniaTimeless



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[Old World, New Adventures - Opening Night Gala]

At the foot of the Galichica Mountain, where the waters of the river Crn Drim start their journey to Ohrid Lake, Macedonia welcomed adventurers, delegates, journalists and other distinguished guests for the festive opening night of AdventureNEXT Balkans.



Traditional recipes, made from organic ingredients grown and bred in the country's green fields and mountain farms, brought the delegates to a place at the same time comforting, familiar, unknown yet exciting. Local wines and rakija were offered, along with traditional and contemporary music, which led everyone to a time and place that one may have heard of, but found it hard to believe still exists.

[Old World, New Adventures - Opening Night Gala]



Two boats carried the AdventureNEXT delegates to the Opening Night Gala at Ostrovo Restaurant through the beautiful Ohrid lake.

En route, the boats paused briefly at the Bay of Bones for half of the regional delegates from one boat to switch to the other in order to meet, mix and network with the international tour operators and journalists on the other boat.



Liked the Opening Night Gala organized by the Agency for Promotion and Support of Tourism in Macedonia



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[Old World, New Adventures - Opening Night Gala]



Selected images from the Opening Night Gala



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[AdventureNEXT Conference]



Over 95% of the delegates were satisfied with the offered content.



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[AdventureNEXT Speakers]

Speakers from the Balkans region and around the world came together to share their experiences, stories and inspirations...



Antonio del Rosal
ATTA



Auron Tare
National Coastline Agency,
Albania



Blerina Ago
Albanian Rafting
Federation



Brana Vladislavljevic
Lonely Planet



Ethna Murphy
Ethna Murphy Consulting



Irene Lane
Greenloons



Jim Johnson
BikeTours.com



Jim Kane
Culture Xplorers



Kamelia Georgieva
National Trust EcoFund,
Bulgaria



Kicki Lind
Nanoq



Lyn Hughes
Wanderlust Travel
Media



Manuela Graf
Center for Study in Cultural
Development /
Cluster of Cultural Routes



Marjan Hribar
UNWTO



Milena Filipovic
Regional Cooperation
Council



Milena Nikolova
American University
in Bulgaria



Monica Price
ExperiencePlus!
Bicycle Tours



Myles Farnbank
The Wilderness Collective
UK & Ireland



Paul Easto
The Wilderness Collective
UK & Ireland



Perry Lungmus
Travel Leaders



Shannon Stowell
ATTA



Thierry Joubert
Green Visions Ecotour



Tim Neville
Freelancer / Correspondent
Outside magazine



Trish Sare
BikeHike Adventures



Veneta Andonova
AUBG/Universidad
de los Andes





“AdventureNEXT will turn out to be one of those defining moments when we put outdoor adventure in the Balkans on the world tourism map,” said Thierry Joubert, Via Dinarica Alliance member. “Not only did many international buyers visit the region, but most importantly they were hosted by a great group of regional outdoor adventure suppliers. We now have a solid base to take outdoor adventure to the next level.”

THIERRY JOUBERT
Green Visions



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[Marketplace]



"I signed up late for Balkans Next so and as a result meetings were set up for me -- and they did a great job matching me with the appropriate meetings. All of them were a good fit and the experience was useful and fun."

Anonymous Survey Respondent



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MAY 10 - 12, 2016

[Marketplace]

The Marketplace brought adventure travel product suppliers, buyers, and media together and provided a dynamic atmosphere for introductions, learning of new opportunities and engagement in product development discussions. It was an important, business-focused component of AdventureNEXT.



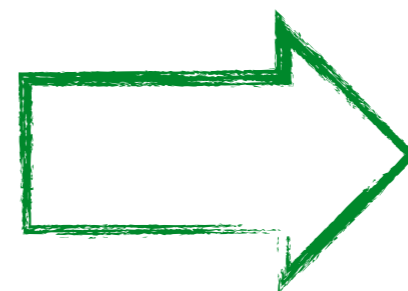
51

Regional Suppliers

&

43

International Buyers



439

Pre-Scheduled Meetings



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[Marketplace]

98% of the surveyed delegates liked their overall experience with appointments during Marketplace



99% of the surveyed delegates find the available networking time enough for building potential business relationship





"This was a great experience for me on many levels. It was wonderful to reconnect with colleagues, as well as to meet local tour operators. I had the opportunity to participate in the Western Balkans FAM trip two years ago, and was very impressed during the 2016 program to see how far local tour operators had progressed in both their offerings and the way they tell their stories. The post tour adventure in Croatia was very well organized, and gave me the jumpstart I was looking for in terms of developing an itinerary in that beautiful and interesting country. AdventureNext Balkans 2016 was an excellent experience."

DEBORAH LEWIS
Bredeson Outdoor Adventures



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[Buyers Investigating the Balkans]

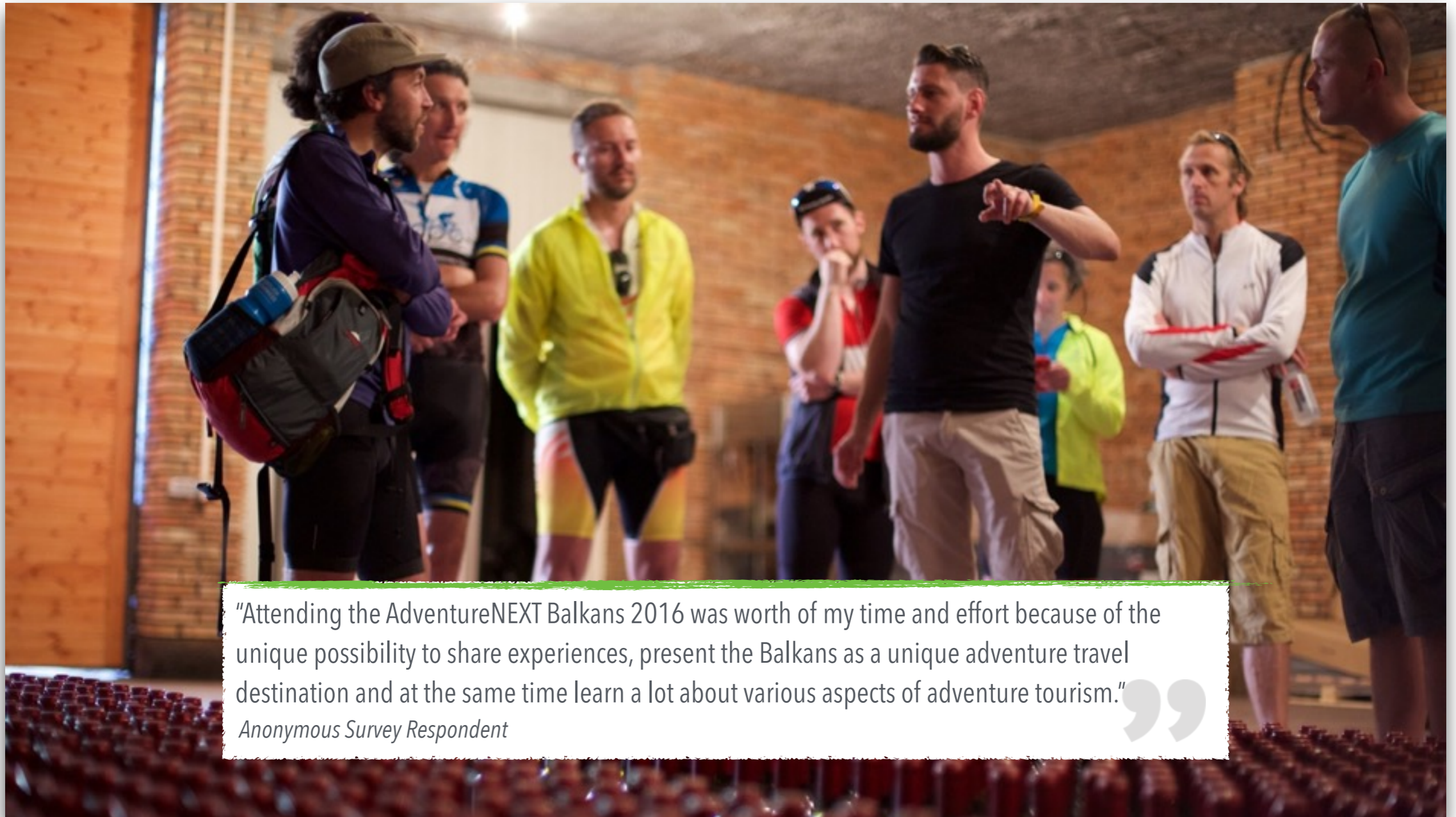
Adventures in Good Company (US)
 Allibert (FR)
 ASI Wirklich Reisen/ Alpenschule
 Innsbruck (AUS)
 Austin Adventures (US)
 Aventyrsresor AB (SWE)
 Baumeler (CH)
 BikeHike Adventures (CAN)
 BikeTours (US)
 Bredeson Outdoor Adventures (US)
 Butterfield and Robinson (CAN)
 Ciclismo Classico - Buyer (US)
 Culture Explorers (US)
 Cyclomundo (FR)
 Dana Johnson-Open Leaf Excursions
 LLC (US)
 Evergreen Escapes International (US)
 Exodus Travel (UK)
 Experience Plus! (US/ Italy)
 Faralong.com (EST)
 Go Barefoot Travel (UK)
 Greenloons (US)
 HF Holidays (UK)
 KE Adventures (UK)

Lost World Adventures (US)
 Melanie Tucker-Rare Finds Travel
 (US)
 Nature Travel Specialists (US)
 Quivertree Family Expeditions (CAN)
 Rahhalah Explorers (UAE)
 REI (US)
 ROW Adventures (US)
 Saddle Skedaddle Cycling Holidays
 (UK)
 SNP (NED)
 Spiceroads (THA)
 Summer Feet Cycling (US)
 Susana Conde - Agroturismo
 Responsable (SP)
 The Clymb (US)
 Travel Leaders - Industry Partner/
 Consortium (US)
 Tripsite.com (US)
 TSC World Travel Leaders (US)
 Wild Frontiers (UK)
 WomanTours (US)
 Women's Own Adventure (US)

“ I met 3 potentially good partners,
 all of whom I'm already in touch
 with. Mountain biking on the DOA
 was nice.”
Anonymous Survey Respondent



[Regional Suppliers]



"Attending the AdventureNEXT Balkans 2016 was worth of my time and effort because of the unique possibility to share experiences, present the Balkans as a unique adventure travel destination and at the same time learn a lot about various aspects of adventure tourism."

Anonymous Survey Respondent



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BALKANS
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MAY 10 - 12, 2016

[Regional Suppliers]

What was your best experience during AdventureNEXT 2016 Balkans?

“Reconnecting with Balkan suppliers I had met at the world summit in Ireland and continuing conversations and building relationships for future.”

ANONYMOUS SURVEY RESPONDENT



- Bulgaria Personalized (BG)
- Catun (KOS)
- DMC VIS POJ (MAK)
- Dubrovnik Viator (CRO)
- Elite Travel Croatia (CRO)
- Elite Travel DMC - Lufthansa City Center (ALB)
- Enjoy Balkans (MAK)
- Fibula (MAK)
- Fiore Tours & Adventure (CRO)
- GoBalkans Travel Ltd. (MAK)
- GoMacedonia -Namiko (MAK)
- GoodPlace, d.o.o. (SLO)
- Green Visions Ecotours (BIH)
- Horse Club Bistra - Galicnik (MAK)
- Huck Finn Adventure Travel Dubrovnik (CRO)
- Kompas Skopje (MAK)
- Kosovo Holidays DMC (KOS)
- Macedonia Experience (MAK)
- Macedonia Travel (MAK)
- Meridien Ten Croatia (CRO)

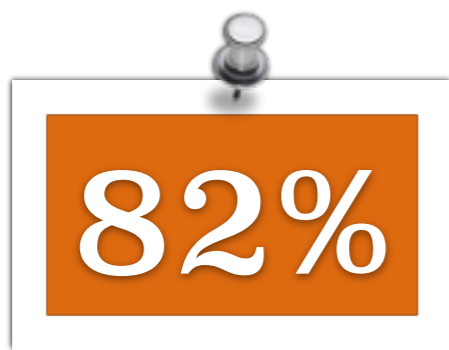
- Natural Croatia Adventure Travel (CRO)
- Odysseia - in Travel (BG)
- Outdoor Albania (ALB)
- Penguin Travel (BG)
- Personality Journeys Greece (GR)
- Plateau Cycling (BG)
- Rams Explorer (MNE)
- SAVANA Tourist Enterprises (MAK)
- Simonium Travel (MAK)
- Slotrips, Slovenia (SLO)
- Sondor Travel (ALB)
- Time for Macedonia (MAK)
- TM Adventure (CRO)
- Trails Beyond (GR)
- Trekking Hellas (GR)
- Visit Macedonia (MAK)
- Visit Meteora (GR)
- VMD Adventure Travel (CRO)
- Wild Serbia (SR)
- Zbulo! - Discover Albania (ALB)

- 3e travel ltd (MNE)
- &adventure - Croatia (CRO)
- A.C.E. Adventure (SRB)
- Adriatic Kayak Tours/ Jadranske Kajak Ture (CRO)
- Adventure & Fun Albania (ALB)
- Agency for Promotion and Support of Tourism of the Republic of Macedonia (MAK)
- Albania Rafting Group (ALB)
- Balkan Outdoor Experience + Airtour (KOS)
- Balojani DMC (MK)
- Black Mountain Ltd (MNE)
- Bohemia Ltd (BG)



[MediaMeetUp]

The MediaMeetUp offered an important discussion panel on how to best present your business in order to capture the attention of the media, how to make your destination or tours stand out, as well as what stories or topics should be key in your marketing messages and media pitches. The second half of the session offered roundtable discussion opportunities between the tour operators and the attending 20+ international media.



Rated as a Very Good AdventureNEXT Session



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Final Report



“Congratulations on a terrific AdventureNEXT. It's such a genius idea, to focus on a region, and it was obvious there that many relationships were being built, connections made, and ideas developed. No doubt, it will impact and generate so much in the way of responsible tourism in years to come. I am sure it was a massive amount of work, so well done to yourselves and all the team.”

LYN HUGHES
Wanderlust



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Final Report



[AdventureNEXT Journalists]

Angela Saurine

Escape, The Daily Telegraph, Best Weekend, Woman's Day, The Weekend Australian magazine, Voyeur, Mindfood, Get Lost, Luxury Travel

Avery Stonich

National Geographic Travel, National Geographic Adventure, Elevation Outdoors, RootsRated, Outdoor Industry Association

Bernard Frantz

i-trekkings.net

Brana Vladislavljevic

Lonely Planet

Bridget Nurre Jennions

Paste Magazine

Bryen Dunn

Huffington Post

Dave Seminara

NY Times, BBC Travel

Florian Sanktjohanser

Geo Special, Süddeutsche Zeitung, Die Zeit, Die Welt, Outdoor Magazin, Bergsteiger, Tauchen, Spiegel Online

Francisco Javier González

Oxígeno magazine

Gary Arndt

Everything-Everywhere

Hendrik Morkel

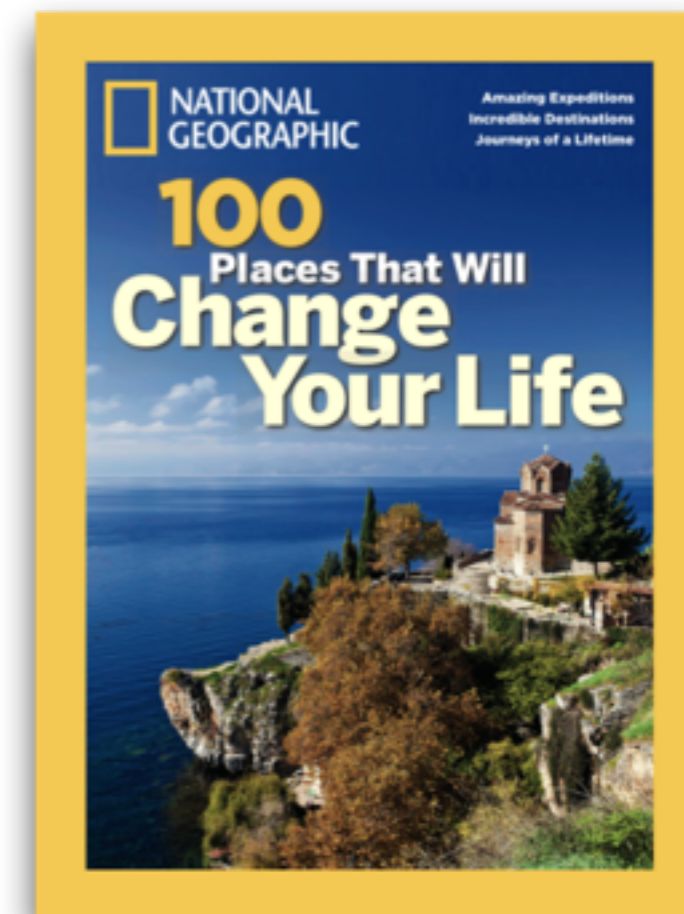
Hiking in Finland

Jackie Laulainen

Traveling Jackie, The Budget-Minded Traveler

Jordan Campbell

Freelance, Marmot Ambassador



AdventureNEXT List of journalists continues on the next page



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MAY 10 - 12, 2016

[AdventureNEXT Journalists]



Kicki Lind

Nanoq

Michaela Trimble

AFAR, VICE, Jetsetter, Gear Patrol

Kristen Gill

BBC's The World, Public Radio International, PRI, NPR, The Seattle Times, AdventureTravelNews, MSN Travel, Travel Weekly, CBS's PeterGreenberg.com, The Seattle Globalist, The Monarch Review, Silkwinds Magazine, National Geographic, Preserving Cultures

Simon Schöepf

Red Bull Media House, Bergwelten Magazine, bergwelten.com

Tim Neville

NY Times, BBC Travel

Larissa Olenicoff

The Blonde Gypsy

Tracey Croke

Sidetracked Magazine (UK) Adventure Travel Magazine (UK) Telegraph (UK) News.com.au (Australia) Australian Mountain Bike, Travel.Play.Live (Australia), Wild Magazine (Australia), Thai Airways Inflight Magazine Mountain Bike For Her (Canada)



Lyn Hughes

Wanderlust

Yvonne Gordon

The Irish Independent, The Sunday Times (Ireland), The Guardian, The Boston Globe, AFAR.com, Greentraveller.co.uk, FoodRepublic.com, The San Francisco

Margo Pfeiff

San Francisco Chronicle. Los Angeles Times, Globe & Mail (Canada), Explore magazine (Canada)



#AdventureNEXT

Final Report





“AdventureNEXT, as every ATTA event has been once again a precious experience during which I’ve had the opportunity to know not only a new and interesting place of this planet, but also met with many media and tour operator peers. The truth is that as an adventure travel journalist the ATTA events are extremely productive and fun!”

FRANCISCO JAVIER GONZALEZ
Revista Oxygeno



#AdventureNEXT

Final Report



[International Media Results]

Within just 8 weeks of the 2016 AdventureNEXT Balkans conference, the event attracted global attention through web and print articles generated from the international journalists who joined the event



Alex Crevar, New York Times

Brana Vladislavljevic, Lonely Planet

Jackie Laulainen, Traveling Jackie

A sampling of the early media results



#AdventureNEXT

Final Report



[International Media Results]



UNESCO World Heritage Site #309: Mehmed Paša Sokolović Bridge in Višegrad

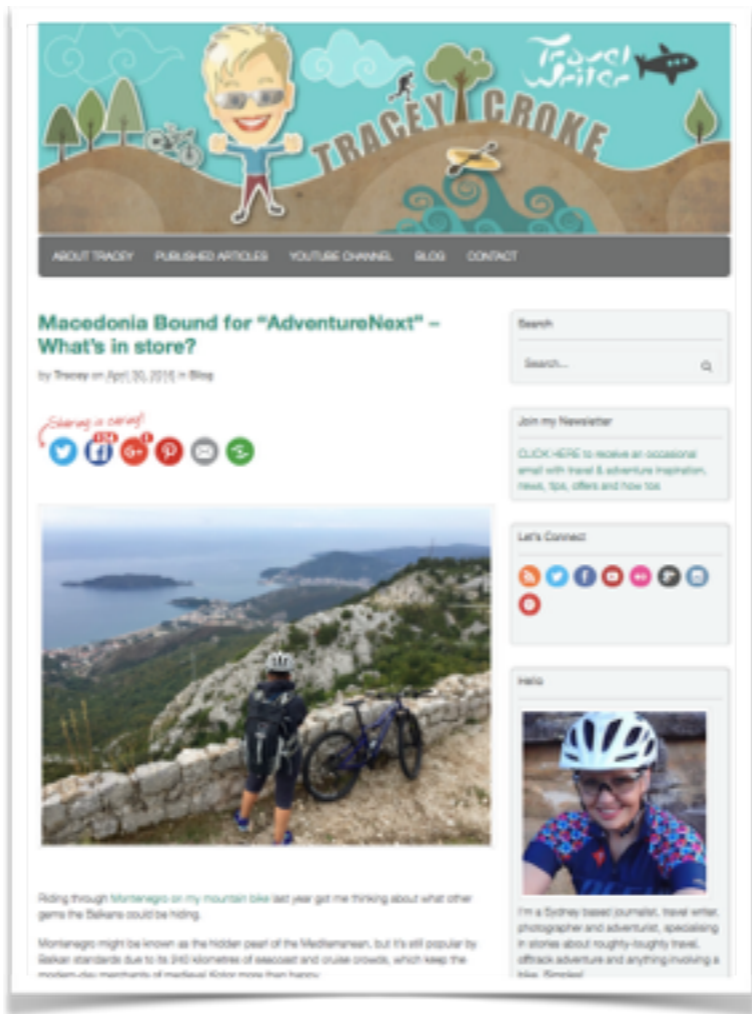
From the World Heritage inscription:

The Mehmed Paša Sokolović Bridge of Višegrad across the Drina River in the east of Bosnia and Herzegovina was built at the end of the 16th century by the court architect Mimar Koca Sinan on the orders of Grand Vizier Mehmed Paša Sokolović. Characteristic of the apogee of Ottoman monumental architecture and civil engineering, the bridge has 11 masonry arches with spans of 11 m to 15 m, and an access ramp at right angles with four arches on the left bank of the river. The 179.5 m long bridge is a representative masterpiece of Sinan, one of the greatest architects and engineers of the classical Ottoman period and a contemporary of the Italian Renaissance, with which his work may be compared. The unique elegance of proportion and monumental nobility of the whole site bear witness to the greatness of this style of architecture.

My original plan was to do a day trip to Višegrad from Sarajevo. As it turns out, without even realizing it, I passed right by the bridge on the way to Sarajevo from Serbia. I pulled over my car immediately when I realized my dumb luck, and not having paid close enough attention to my route in Google Maps.

The bridge is..... a bridge. From a visitation standpoint, there isn't much about the bridge per se which will draw people. The city is nice and the river valley is beautiful, but the reason why it is listed is for historic and architectural reasons.

Višegrad is about a two-hour drive from Sarajevo, so it can easily be visited on a day trip. The bridge is for pedestrian traffic only, so you can't drive on it, but there is a place to park just off the highway, near the start of the bridge. As there is really only one major road going through town, the bridge is almost impossible to miss.



[Tracey Croke, www.traceycroke.com](http://www.traceycroke.com) blog



The award-winning Australian travel writer Angela Saurine gave a 20+ minute interview sharing her exceptional experiences in Ohrid and Macedonia in the evening show of ABC radio in Australia on 31 May 2016.

The audio recording was available for a week after the interview took place.

Gary Arndt, Everything Everywhere

A sampling of the early media results



#AdventureNEXT

Final Report



[Local Media Coverage]

More than 140 Macedonian- and Albanian-language stories in television, print and digital media in Macedonia were delivered between May 4 and May 14, 2016 - this in addition to more media coverage about AdventureNEXT since its announcement - at the beginning of 2015



#AdventureNEXT

Final Report



[Local Media Coverage]



INOVATIVNOST.MK
Охрид домаќин на првата регионална конференција за активен туризам во Европа
5 Мај 2016

Следниот вторник (10-ти мај) во ресторан Острово, до Св. Наум, Охрид, свечено ќе биде отворена првата регионална конференција за активен туризам во Европа – AdventureNEXT-Balkans

Конференцијата AdventureNEXT-Balkans, која ќе трае од 10 до 12-ти мај, е во организација на Агенцијата за промоција и поддршка на туризмот на РМ во соработка со Меѓународното здружение за активен туризам (Adventure Travel Trade Association – ATTA) и со поддршка од Проектот на USAID за експанзија на мали бизниси, кофинансиран од Владата на Швајцарија, и проектот DME, исто така финансиран од Владата на Швајцарија.

На отворањето ќе се обратат Лела Крстевска, директорка на Агенцијата за промоција и поддршка на туризмот на РМ, Марјан Хрибар, специјален советник на генералниот секретар на Светската организација за туризам на ОН (UNWTO); Џес Бејли, амбасадор на САД во РМ; Сибил Сутер Текада, амбасадорка на Швајцарија во РМ и Шенон Стоуел, извршен директор на ATTA.

На 11-ти мај (среда), 2016, во 9:00 часот во хотелот Инекс Горница, Охрид, ќе започне првата пленарна сесија на конференцијата која ќе биде отворена за медиуми. На конференцијата AdventureNEXT-Balkans, под нотиото „Знаење. Партнерство. Раст“, ќе присуствуваат повеќе од 300 претставници од јавниот и приватниот сектор од 12 дестинации од Југоисточна Европа кои ќе се поврзат со 60 меѓународни туроператори и 25 новинари од 16 земји (од рецензирани медиуми како The Guardian, New York Times and National Geographic).

Inovativnost



TELEGRAF.MK
ОХРИД: Прва регионална конференција за активен туризам во Европа
На традиционалната конференција ќе присуствуваат повеќе од 300 претставници од јавниот и приватниот сектор, од 12 дестинации од југоисточна Европа, кои ќе се поврзат со 60 меѓународни туроператори и 25 новинари од 16 држави (од рецензирани медиуми како The Guardian, New York Times and National Geographic).

Првата регионална конференција за активен туризам во Европа „AdventureNEXT Balkans“, ќе се одржува од денеска до четврток во Охрид, во организација на Агенцијата за промоција и поддршка на туризмот на Република Македонија.

На традиционалната конференција, што ќе се одржи под нотиото „Знаење. Партнерство. Раст“, ќе присуствуваат повеќе од 300 претставници од јавниот и приватниот сектор од 12 дестинации од југоисточна Европа кои ќе се поврзат со 60 меѓународни туроператори и 25 новинари од 16 држави (од рецензирани медиуми како The Guardian, New York Times and National Geographic).

Агенцијата за промоција и поддршка на туризмот на Македонија ја организира конференцијата во соработка со Меѓународното здружение за активен туризам (Adventure Travel Trade Association – ATTA) и со поддршка од Проектот на USAID за експанзија на мали бизниси.

Telegraf

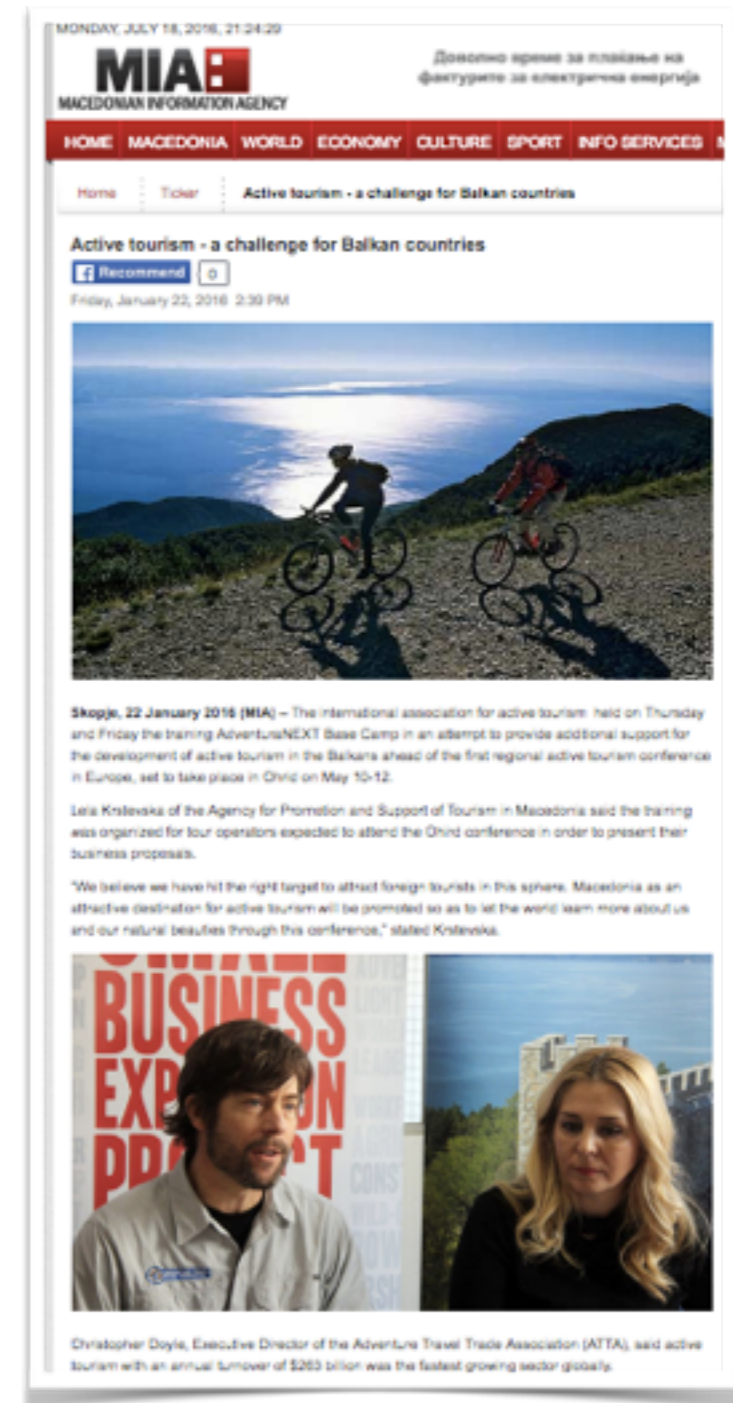


Vecer
ВО ПРЕСЕТ НА ПРВАТА РЕГИОНАЛНА КОНФЕРЕНЦИЈА ЗА АКТИВЕН ТУРИЗАМ ВО ЕВРОПА
Активниот туризам предизвик за Македонија и земјите од Балканот
22 јануари 2016 – 13:16

Лела Крстевска од Агенцијата за промоција и поддршка на туризмот во Македонија поднесе доколкушката и организацијата на туроператорите кои ќе присуствуваат на Конференцијата во Охрид со свои бизнис предлози.

Меѓународното здружение за активен туризам (ATA) и дестинации од Охрид ја поддржуваат AdventureNEXT Balkans со цел да се обединат на дестинациите подготвени за донесување на активен туризам на Балканот, а во пресет на првата регионална конференција за активен туризам во Европа, под нотиото „Знаење. Партнерство. Раст“, која ќе се одржи во Охрид на 10 до 12 мај следна година.

Vecer



MIA
MACEDONIAN INFORMATION AGENCY
Доволно време за плаќање на фактурите за електрична енергија
HOME MACEDONIA WORLD ECONOMY CULTURE SPORT INFO SERVICES

Home Ticker Active tourism - a challenge for Balkan countries
Recommend 0
Friday, January 22, 2016 2:30 PM

Active tourism - a challenge for Balkan countries
Friday, January 22, 2016 2:30 PM

Skopje, 22 January 2016 (MIA) – The international association for active tourism held on Thursday and Friday the training AdventureNEXT Base Camp in an attempt to provide additional support for the development of active tourism in the Balkans ahead of the first regional active tourism conference in Europe, set to take place in Ohrid on May 10-12.

Lela Krstevska of the Agency for Promotion and Support of Tourism in Macedonia said the training was organized for tour operators expected to attend the Ohrid conference in order to present their business proposals.

“We believe we have hit the right target to attract foreign tourists in this sphere. Macedonia as an attractive destination for active tourism will be promoted so as to let the world learn more about us and our natural beauties through this conference,” stated Krstevska.

Christopher Doyle, Executive Director of the Adventure Travel Trade Association (ATTA), said active tourism with an annual turnover of \$263 billion was the fastest growing sector globally.

Macedonian Information Agency

A sampling of the local media coverage



#AdventureNEXT

Final Report



[Local Media Coverage]



„Wanderlust travel“: Македонија е топ нова дестинација која сакаат да ја посетат туристите од Британија, очекувајте ги!

Вести | Охрид | 11.05.2016 16:06

Посети : 2153

Специјализираниот туристички магазин „Wanderlust travel“, кој има повеќе од 100 илјади претплатници во Европа, ја избра Македонија за топ дестинација во 2016 година. Основачот Лин Хјуз од Велика Британија, има објавено повеќе интервјуа и стории за Македонија, а по конференцијата за активен туризам што се одржува во Охрид на која учествува, таа најавува нови објави.



OhridNews

-Македонија има што да им понуди на британците. Тие секогаш бараат нови искуства во природа, велосипедизам, пешачење, се што е поврзано со природните убавини, кои тука ги има во изобилство. Сега имаме директни летови од Лондон до Скопје и Охрид и затоа мислам дека ќе се зголеми интересот за патувања во Македонија. Во јануари годинава нашите читатели ја избраа Македонија како главната нова дестинација која сакаат да ја посетат. На оваа конференција веќе собравме многу интересни идеи и ќе има многу нови написи за Македонија. – истакна Хјуз.

Ohrid News



Прва регионална конференција за активен туризам во Европа

МАКЕДОНИЈА | ЗТОННИК, 10 МАЈ 2016, 7:59 AM

СПОДЕЛУВАЊА

Сподели на Facebook

Сподели на Twitter

Прва регионална конференција за активен туризам во Европа „AdventureNEXT Балканс“, ќе се одржи од денеска до четврток во Охрид, во организација на Агенцијата за промоција и поддршка на туризмот на Република Македонија.



На тридневната конференција, што ќе се одвива под мотото „Знаење. Партнерство. Раст“, ќе присуствуваат повеќе од 300 претставници од јавниот и приватниот сектор од 12 дестинации од континентна Европа кои ќе се поврзат со 60 меѓународни туроператори и 25 новинари од 16 држави (од рецензирани медиуми како The Guardian, New York Times и National Geographic).

Агенцијата за промоција и поддршка на туризмот на Македонија ја организира конференцијата во соработка со Меѓународното здружение за активен туризам (Adventure Travel Trade Association – ATTA) и со поддршка од Проектот на USAID за експанзија на мали бизниси.

Radio Slobodna Makedonija



МАКЕДОНИЈА ИМА ШТО ДА ИМ ПОНУДИ НА ТУРИСТИТЕ ШТО ТРАГААТ ПО АВАНТУРИ

Објавено: 12/05/2016 15:47

Like 136K people like this. Be the first of your friends.

Претставниците на странските тур-оператори и специјализираните медиуми воодушевени од македонската туристичка понуда кога станува збор за авантуристичкиот туризам како форма на дејност што бележи најголем раст во светски рамки.

Тoa се впечатоците на учесниците на Конференцијата за авантуристички туризам кои денеска имаа можност преку организирани тури да видат некои од најатрактивните места од интерес на гостите кои практикуваат таков вид туризам.



Како што истакна директорот на Агенцијата за промоција и поддршка на туризмот Лела Крстевска, покрај природните убавини и историското богатство, учесниците на соборот во Охрид имаа можност да се запознаат и со македонската традиционална кујна, македонските вино и ракија, фолклорот и се она што е карактеристично за ова поднебје.

– Реакциите на тур-операторите беа мошне позитивни од Охрид и регионот. Најголеми впечатоци кај нив предизвика посетата на островот Голем град во Преспа, место кое ги восхити токму заради тоа што останало недопрено од човечка рака, можностите за нуркање, планинарење, планински велосипедизам, параглајдерство и ред нешта што предизвикуваат интерес, рече таа.

MK News

A sampling of the local media coverage



#AdventureNEXT

Final Report



[Regional Media Coverage]

Feature
Albanian represents Balkans at AdventureNext Balkans conference

Organized by Adventure Travel Trade Association, AdventureNext Balkans conference took place in Ohrid, Macedonia from May 10-12, 2016. The first edition of the conference brought together over 300 delegates including representatives of the World Tourism Organization of the United Nations, Southeast Europe, the Ambassadors of the United States and the Swiss ambassador in Macedonia, as well as organizations, journalists and international tour operators, over 150 service and tourist products providers, and high-level representatives from the field of tourism in Southeast Europe.



Shqipëria është pjesë e konferencës AdventureNext Balkans dhe kam qenë pjesë e saj. Kam qenë në Ohrid, Maqedoni nga 10-12 maj 2016. Konferenca organizuar nga Adventure Travel Trade Association (ATTA) ka bërë pjesë të 300 delegatëve të cilët përfshijnë përfaqësues të Organizatës Botërore të Turizmit të Kombeve të Bashkuara, ambasadorët e SHBA-së dhe të Zvicrës në Maqedoni, si dhe organizata, gazetarë dhe operatorë turistikë ndërkombëtarë, më shumë se 150 ofrues të shërbimeve dhe prodhues të produkteve turistike, dhe përfaqësues të lartë të turizmit në Evropën Juglindore.



Shqipëria është pjesë e konferencës AdventureNext Balkans dhe kam qenë pjesë e saj. Kam qenë në Ohrid, Maqedoni nga 10-12 maj 2016. Konferenca organizuar nga Adventure Travel Trade Association (ATTA) ka bërë pjesë të 300 delegatëve të cilët përfshijnë përfaqësues të Organizatës Botërore të Turizmit të Kombeve të Bashkuara, ambasadorët e SHBA-së dhe të Zvicrës në Maqedoni, si dhe organizata, gazetarë dhe operatorë turistikë ndërkombëtarë, më shumë se 150 ofrues të shërbimeve dhe prodhues të produkteve turistike, dhe përfaqësues të lartë të turizmit në Evropën Juglindore.

Tirana Times

Tirana Observer
 12/05/2016 14:30 | Kulturë | 0 | 309



Këtu ditë (10-12 maj) po mbahet në Ohër konferenca me temë "AdventureNext Balkans (Aventura e Radhës - Ballkan)".

Ballkanit përfaqësohet për herë të parë nga një shoqëtare dhe ajo është Shqipëria nga Federata Shqiptare e Rafting.

Gjatë fjalës së saj në konferencë ajo tha: "Bashkëpunimi ndërbalkanik i domosdoshëm për mirëmbajtjen ekonomike, turizmi është potenciali më i madh i të gjitha vendeve për t'u zhvilluar në mënyrë të qëndrueshme, në respekt të mbrojtjes së natyrës dhe trashëgimisë". Albanian Adventure Resort prezantohet si projekt më inovativ dhe në frymën e ideve që ia vlen të përhapet në rajon.

Çfarë është "AdventureNext Balkans (Aventura e Radhës - Ballkan)"?



Tirana Observer

gtp | headlines
New Visit Meteora Promo Video Inspires, Excites
 Posted On 08 Jul 2016 | Comment: 0

126 SHARES






Photo source: Visitmeteora.Travel

Three minutes of the **Meteora** experience feature in a new video released by destination managers **Visit Meteora** in collaboration with the Adventure Travel Trade Association (ATTA) as part of its ongoing promotional efforts for the region.

The video features moments from a fam trip held in May at Meteora, which was part of AdventureNEXT Balkans — a first-of-its-kind tourism conference where attendees explored and pursued new courses of action to stimulate short- and long-term responsible tourism development.

Participants had the chance to experience the inspiring which is home to six monasteries built on natural sandstone cliffs in Greece.

The short video presentation includes everything from hiking and climbing to religious tourism, local gastronomy, and more.

gtp | Headlines

A sampling of the local media coverage



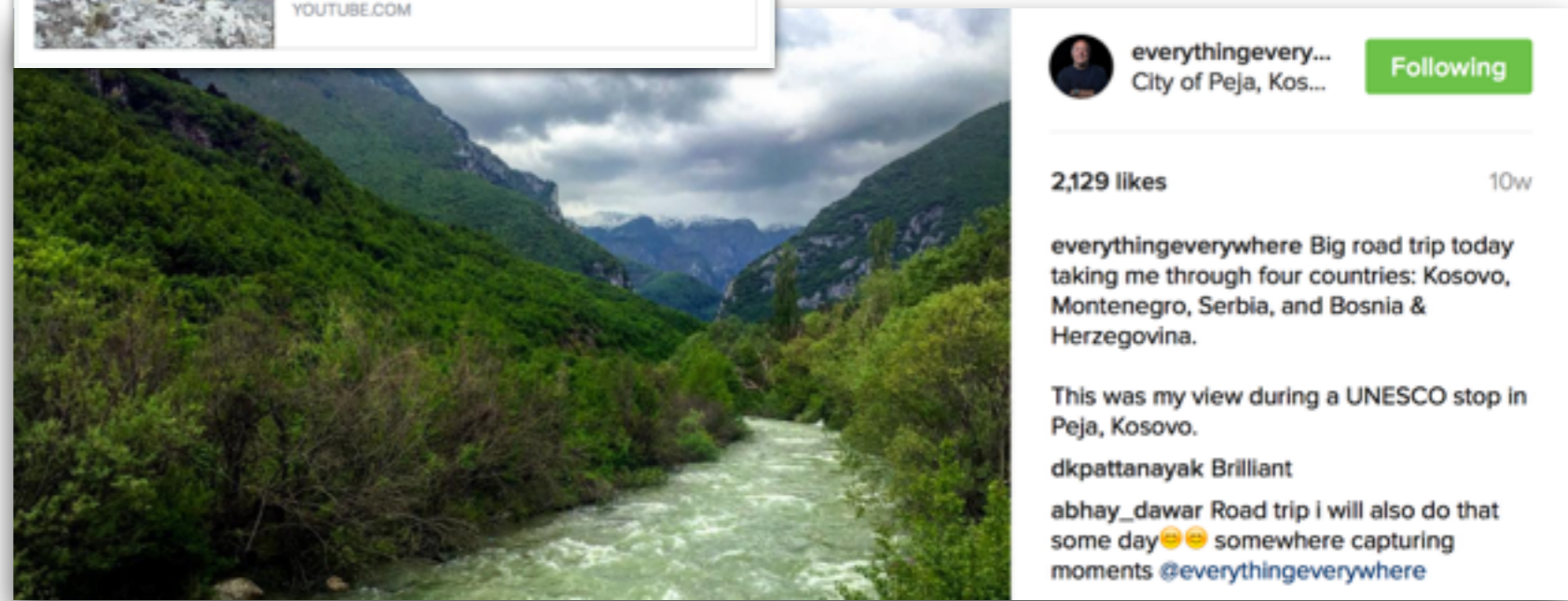
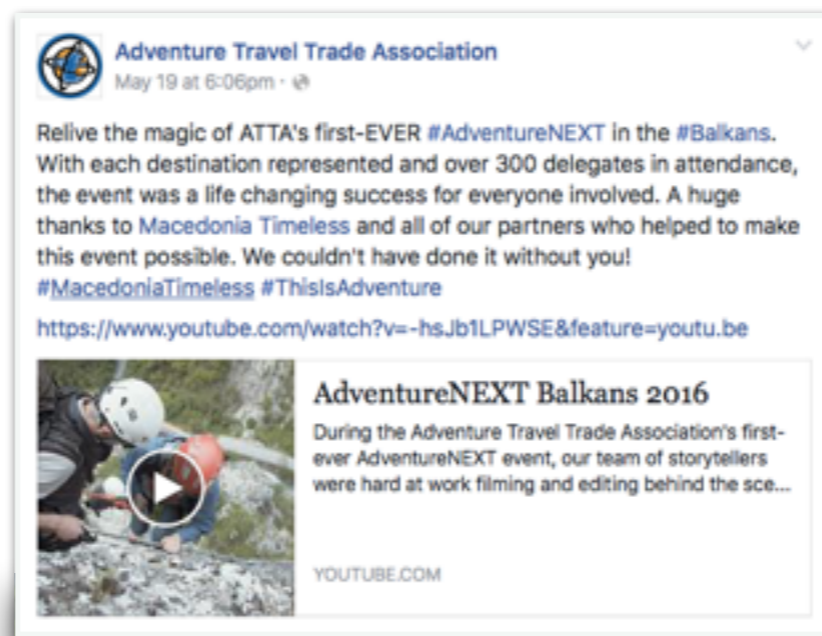
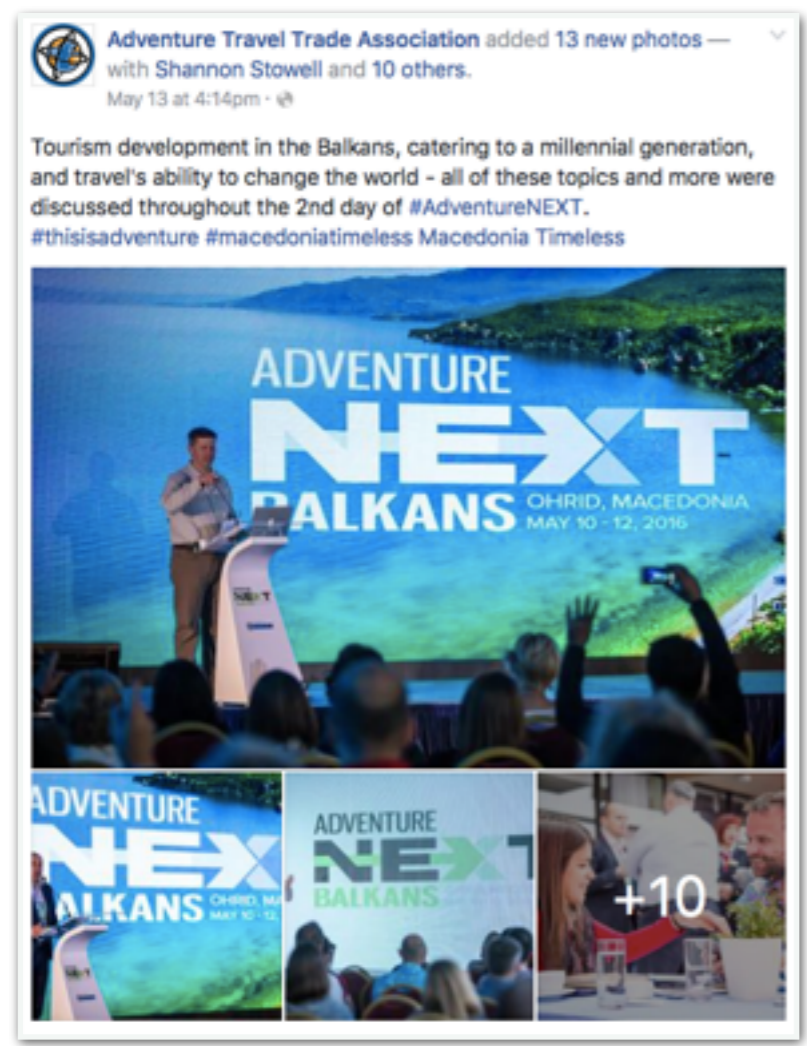
#AdventureNEXT

Final Report



[Social Media Coverage]

AdventureNEXT and the Balkans reached hundreds of thousands of social media followers using different social media channels and tools



A sampling of the Social Media coverage

[Social Media Coverage]



Wow - the Via Dinarica walking trail through the Balkans looks epic! Have added to bucket list: <https://vimeo.com/140947966>
#astw #adventurenext

Angela Saurine
Influence: 59 Followers: 4,027
Award-winning Australian travel & lifestyle writer. Passionate about food, skiing, islands, expedition cruising, eco-tourism, indigenous tourism & human rights

#AdventureNEXT reminds me of this... "It always seems impossible until it's done." Great job #atta @ATTADoyle @attastowell #ThisIsAdventure

Tracey Croke
Influence: 53 Followers: 7,404
Writer. Journalist. Photographer. Roughly-toughy traveller. Bike explorer. Views belong to my imaginary friends.

UNWTO @UNWTO
The official twitter page of the World Tourism Organization (#UNWTO), the @UN agency responsible for the promotion of sustainable tourism. Also at @...
Followers: 41,321

May 24th at 1:08pm
AdventureNEXT Balkans in Macedonia Inspires Regional Responsible Tourism Development with @glpfilms @UNWTO @USAID <https://t.co...>

Jukka Heinovirta @k009034
A photographer on a mission to find beauty in everyday life. #travel #photography
Followers: 11,369

May 9th at 2:29pm
by angelasaurine: A walk in the woods. Hiking in Pelister National Park in Macedonia on AdventureNEXT pre-tour <https://...>

A sampling of the Social Media coverage

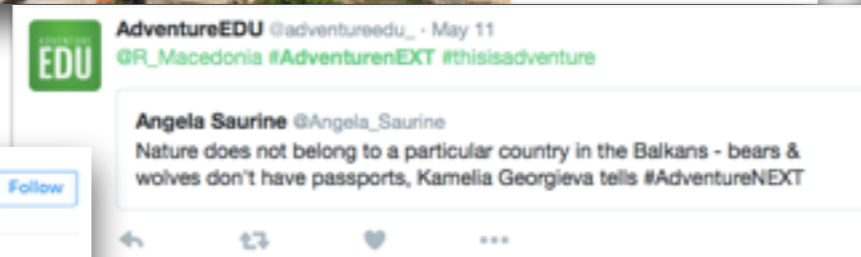
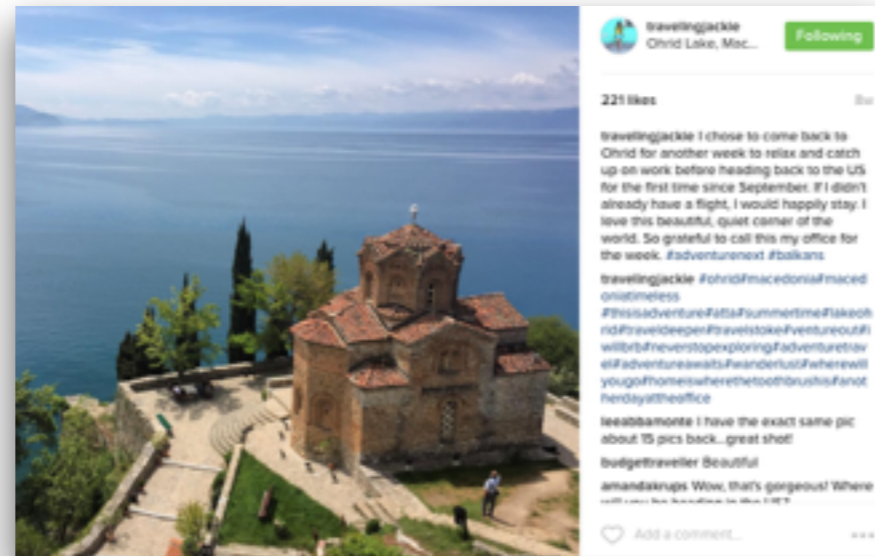


#AdventureNEXT

Final Report



[Social Media Coverage]



A sampling of the Social Media coverage



#AdventureNEXT

Final Report



[Storytelling]

An ATTA-selected storytelling team of internationally recognized photographers, videographers and writers captured the adventures, the connections, and the spirit of AdventureNEXT. Explore the links below and enjoy the AdventureNEXT story visually, through photos and videos.



[Click here to access #AdventureNEXT Videos](#)

[Click here to access the #AdventureNEXT Photos*](#)

* Photo/ video credit when using AdventureNEXT photos and videos required. Please, use © ATTA / [photographer/ videographer] - their names are listed in the title of each photo or at the end of each video. Storytelling team names are:

- Lukasz Warzecha
- Rupert Shanks
- Evan Swineherd
- Fredrik Bye



#AdventureNEXT

Final Report



[Future Leaders Program]

- ➔ The ATTA developed a **mentorship program** for AdventureNEXT.
- ➔ **Four students** from the American University in Bulgaria were given the unique opportunity to be part of the conference and learn about the adventure travel industry by playing an active role in the event.
- ➔ **Special mentorship sessions** were developed for the students with key media and tour operator representatives from around the globe.

AdventureNEXT Future Leaders surveyed participants who will recommend the ATTA Future Leaders Program:



100%



What are your top 3 highlights from the AdventureNEXT Future Leaders Program?

1. Follow your passion and do not be afraid to explore.
2. There is a thrilling world around.
3. You never know where you will find a gem of your life journey."

“There are many opportunities on the Balkans that have yet to be discovered. Also, people from the industry are very open and eager to share their experience and help young people not make the same mistakes. Adventure travel as an industry seems like an extremely positive sphere to not only work in but also live.”

Anonymous Survey Respondent



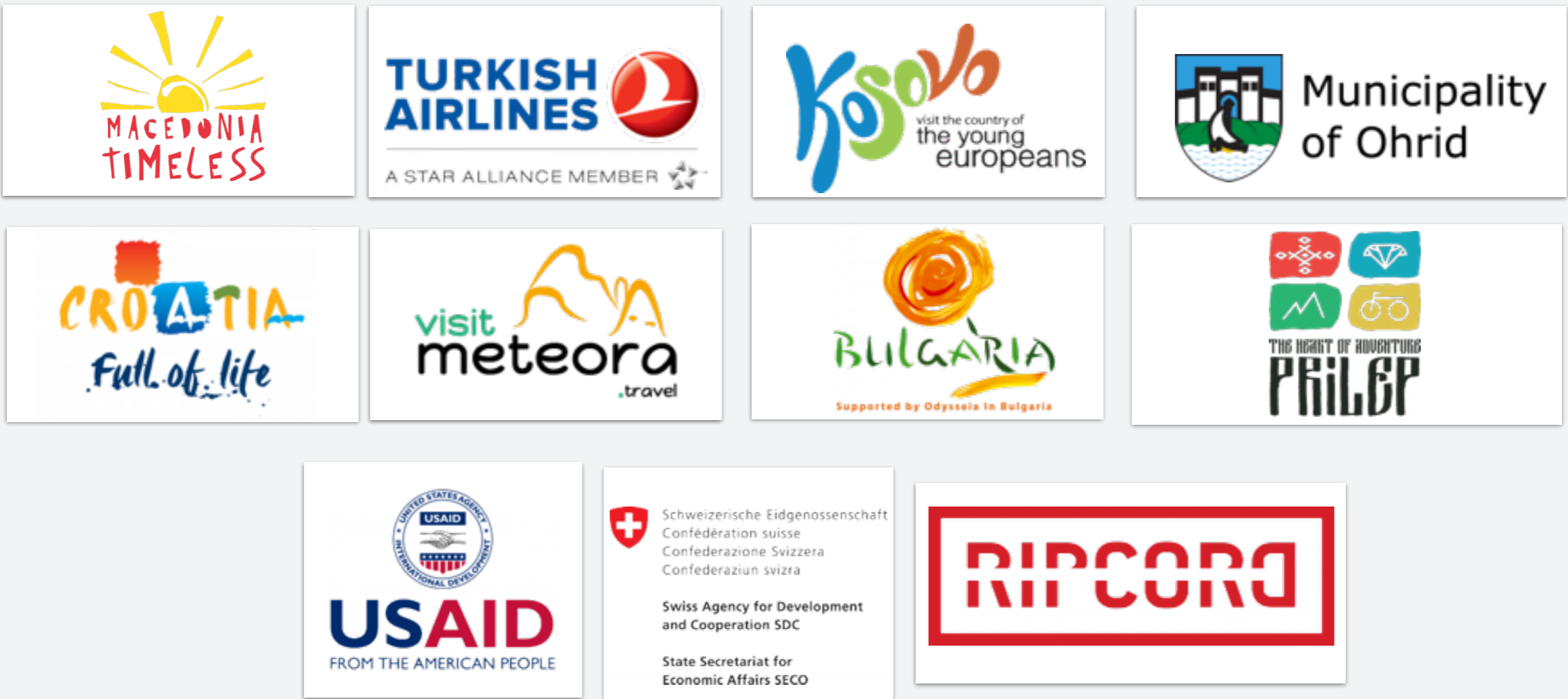
#AdventureNEXT

Final Report

[AdventureNEXT Partners]

Our sponsor partners' involvement has been key to the success of AdventureNEXT. A clear return on investment is important and, for that reason, we match our partners with the opportunities that we think will best showcase their destination or brand.

Sponsors utilized AdventureNEXT for product sampling, extensive networking and lead generation as well as brand building and promotions, while other sponsors dedicated support to initiatives or events.



[AdventureNEXT Partners]

- ⇒ ...gained awareness of their destination/
product in front of key industry
influencers and media
- ⇒ ... increased credibility within the
adventure travel industry
- ⇒ ... are valued as adventure travel industry
champions
- ⇒ ... achieved intimate networking support,
facilitated by the ATTA





#AdventureNEXT

Final Report

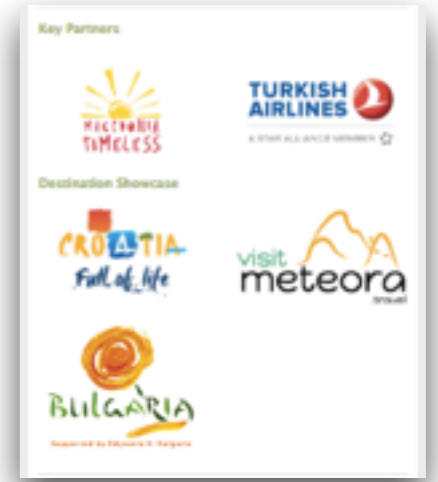
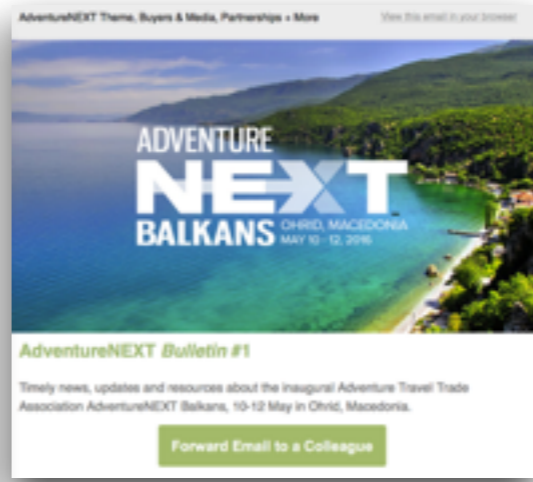
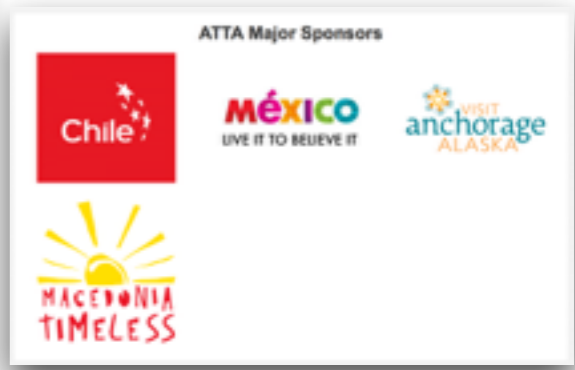


[Host Destination Exposure]

Before, during and after AdventureNEXT, Macedonia as the host destination of AdventureNEXT Balkans 2016 was exposed to ATTA's readership in the global www.AdventureTravelNew.com through about ten articles, each circulated to over 23,000 tourism professionals.

The AdventureNEXT Bulletin is a communication tool, specifically developed for Southeastern Europe to promote the AdventureNEXT Balkans event and Macedonia received solid exposure through it as well.

The Macedonian logo as an ATTA partner has been exposed across a broad array of channels from emails, press, website and event marketing in addition to social media exposure through Facebook, Twitter, Instagram and LinkedIn among others.



AdventureConnect - ITB Berlin 2016

A sampling of host destination's exposure through the ATTA



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[Host Destination Exposure]



98%

of the surveyed AdventureNEXT delegates whose expectations of the Balkans as an adventure destination were met or exceeded.

Partner branding prior to and during AdventureNEXT included:

- ⇒ Press releases and articles in AdventureTravelNews
- ⇒ AdventureNEXT included in mentions from ATTA and ATTA staff, as well as industry events (including ATWS, WTM, ITB, etc.)
- ⇒ Promotional and dedicated emails sent to up to 23,000+ industry professionals
- ⇒ Events' specific newsletter - AdventureNEXT Bulletin
- ⇒ Ongoing social media exposure
- ⇒ AdventureNEXT landing page
- ⇒ AdventureNEXT online agenda and event app
- ⇒ Gear giveaways & welcome gift bag
- ⇒ Event exposure via hosted meals, banners, on-screen visuals, and logo exposure
- ⇒ Mentions from the stage during the event



[AdventureNEXT...]



This is what delegates shared:



"The Balkans has it all! Wild nature, interesting history, colourful and diverse culture, delicious food, and PEOPLE who are open to visitors and willing to share. It is a mystery that it is still so unknown. But that fact makes it even more interesting!"



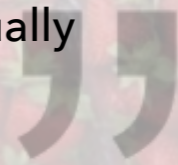
"It has all the ingredients - but suffers lack of awareness outside the region of what it has to offer."



"Macedonia is an amazing travel destination with so much potential. Fantastic scenery and the real European experiences for a fraction of the price of western Europe."



"Simply extraordinary landscapes, mountains, rivers, lakes, different cultures, attractions, UNESCO Heritage, all that on very tiny territory, a large peninsula surrounded by four seas, unusually hospitable people."



[AdventureNEXT...]

“**Most frequent description of the Macedonian adventure experience:**

⇒ “Cuisine and slow pace of life.”

⇒ “Food. Intertwined culture and nature.”

⇒ “Diversity in cultures, landscapes, etc..
'Adventure' feel stronger than anywhere else in Europe. ”

⇒ “Hiking in two different national parks and a 'time travel' expedition.”

⇒ “Hospitality of Macedonian people;
Gastronomy.”

⇒ “The spirit of the people. The rich and diverse culture in such a small territory.”



[AdventureNEXT...]

77%

of the surveyed AdventureNEXT delegates made 10 or more new contacts as part of the event

100%

of the surveyed delegates liked the Destination Showcase

Percentage of surveyed people who rated the ATTA/Official Pre AdventureNEXT communication and checklist emails as very good:



[AdventureNEXT Report Photo Credit]



Throughout this report, photos used have been provided by the AdventureNEXT Balkans Storytelling team:

- Evan Swinehart
- Fredrik Bye
- Lukasz Warzecha
- Rupert Shanks

as well as ATTA staff and USAID Macedonia/A. Dimitrov.



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Final Report





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