

## **Airbnb and the Adventure Travel Trade Association: Partners with Shared Values**

Airbnb has partnered with the [Adventure Travel Trade Association \(ATTA\)](#), expert leaders in the outdoor activities space, to provide safety tips and best practices to help hosts and guests be prepared for their outdoor experiences. Established in 1990, the ATTA is widely recognized as a vital leadership voice and partner for the adventure travel industry around the world.

The partnership between the ATTA and Airbnb is one rooted in a key belief: that travel has vast potential to make the world a better place. Working together, the two organizations realize that as adventure travel experiences become more broadly available online, both the traditional travel trade and a new generation of experience providers stand equally to gain if safety best practices are more broadly promoted.

Adventure travel, once reserved for only the most skilled and affluent travelers, is now desired by and accessible to a much broader audience. Along with this expansion comes a greater opportunity to drive the benefits we know adventure travel can provide: a business argument for conservation, an engine of economic development in rural areas with particular potential for young people, women, and underrepresented communities --- along with the effect that off-the-beaten-path travel can have on travelers themselves, who often return home with a fresh perspective on the world.

The ATTA has provided training in best practices to adventure leaders from more 1200 adventure travel companies, including more than 100 individual guides in countries from Iceland to Jordan to the United States to Japan and many places in between. ATTA's safety trainers helped draft the standard for adventure travel safety at the [International Standards Organization \(ISO\)](#) and have advised national governments in designing and implementing safety measures to guide the growth of their adventure tourism markets. Throughout this time the ATTA has been committed to helping mainstream travel providers and travelers grasp and maximize the benefits to be had from traveling with a local guide - not only in terms of the experience from the traveler perspective but also in terms of the potential cascade of benefits realized by local communities and nature.

Both the ATTA and Airbnb share the belief that tourism's potential to provide experiences that can make the world a better place depends on quality travel experiences provided by experts, as well as a sense that travel comes with responsibility to encourage support for local communities, wildlife and the environment.

### **Partner Disclaimer**

#### **Adventure Travel Trade Association (ATTA)**

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