

Out in Front

ADVENTURE TRAVEL WORLD SUMMIT



YOUR NAME

YOUR COMPANY

Québec Province, Canada
October 19-22, 2009

Presented by the Adventure Travel Trade Association,
Tourisme Québec & Aventure Écotourisme Québec

HOST DESTINATION



Québec
bonjourquebec.com



Aventure
Écotourisme
Québec
Outfitters professional association

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PRESIDENT'S WELCOME

LETTER FROM THE ADVENTURE TRAVEL TRADE ASSOCIATION PRESIDENT, SHANNON STOWELL

Dear Delegates,

We understand that you've made a tough decision to leave the office in a year that has been marked by challenges. We, along with our partners Tourisme Québec and Aventure Ecotourisme Québec, are honored that you have chosen to make our 2009 Adventure Travel World Summit one of your priority events this year.

With this in mind, we are focused on helping you to achieve both your business and professional development objectives. Our ability to do so depends strongly on group effort. From past experiences, we know that most of the business deals, opportunities and industry advances happen when our growing community enthusiastically jumps into the event.

We are all bound to a radically shifting travel supply chain that continues to be disrupted by the Internet, by consumers' buying behavior which becomes ever more fickle and unpredictable, and by other matters outside our control. More than ever, adventure tourism continues to be relevant in the overall sphere of leisure tourism. In fact, it is precisely adventure tourism in all its forms (rural, nature, wildlife, active, eco, etc.) that can and should be at the front lines helping solve and reduce some of the problems that plague people and destinations around the globe.

Poverty, global warming, environmental and wildlife habitat degradation, loss or lack of care for disappearing cultures, exploitation of people too weak or disadvantaged to defend themselves - these are all issues that we in our businesses can impact and change. And in fact, we will, just by doing what we do best and watching for those precise opportunities.

As ATTA moves forward at this watershed moment where our operating environment is permanently altered and continues to change at an unprecedented pace, we seek even more the kind of member and partners who are passionate about succeeding in business and fighting these battles. We wish to help coalesce, motivate and enable leaders. We recognize that we must first help your business succeed if you and we are to be able to assist in mitigating daunting global issues.

If you know of others who are of this same mindset, please invite them to enter this circle. We look forward to moving our Association and our annual Adventure Travel World Summit to the next level of outcome.



Shannon Stowell
President,
Adventure Travel Trade Association



INSIDE THE SUMMIT PROGRAM

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We are very pleased that the 2009 Adventure Travel World Summit is 100% carbon neutral. Additionally, this program is made from 100% post-consumer recycled paper (15% for the cover) and water stations are provided for you to use, instead of plastic water bottles.

This 'Green Summit Initiative' is made possible through the ATTA's collaboration with:



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SPECIALISTS IN THE ART OF TRAVEL



LETTER FROM THE MINISTER OF TOURISM

En ma qualité de ministre du Tourisme, je suis fière d'accueillir au Québec les professionnels de l'industrie de partout à travers le monde à ce grand rendez-vous annuel.

Avec des sites naturels majestueux et de vastes parcs nationaux accueillants, le Québec constitue un lieu extraordinaire pour vivre des vacances d'aventures hors du commun. En effet, montagnes, forêts, lacs et rivières s'amalgament en un immense terrain de jeux qui sait plaire tant aux aventuriers qu'aux promeneurs du dimanche. De plus, des paysages changeants au gré des saisons, une faune diversifiée et une riche flore font du Québec un endroit exceptionnel pour la pratique de l'écotourisme.

Comme vous le constaterez lors de votre séjour dans la belle région de Charlevoix et dans d'autres régions du Québec, à nos grands espaces s'ajoutent des activités attrayantes et sécuritaires, des services et des produits de grande qualité ainsi qu'un accueil chaleureux et enthousiaste.

Je profite de l'occasion pour remercier tous nos partenaires et en particulier Aventure Écotourisme Québec, pour tout le dynamisme qu'elle a su démontrer lors de l'organisation de cet événement.

Espérant que vos échanges seront des plus constructifs lors de ce Sommet, je vous souhaite de profiter pleinement de votre séjour au Québec afin de vivre l'émotion des grands espaces !

We welcome all delegates to the Adventure Travel World Summit 2009.

As minister of tourism, I am proud to welcome industry professionals from around the world to Québec and to this great annual gathering.

With its majestic natural sites and its vast, friendly national parks, Québec is an outstanding place to experience adventure holidays that go beyond the ordinary. Mountains, forests, lakes and rivers join to form an immense playground that will please adventurers or people just out for a stroll. In addition, landscapes that change with the seasons, varied fauna and abundant flora make Québec an exceptional place for ecotourism.

As you will see during your visits to the beautiful Charlevoix region and other regions in Québec, our enormous spaces are enhanced by safe and attractive activities, by high-quality services and products, and by a warm and enthusiastic welcome.

I am taking this opportunity to thank all our partners, with special thanks to Aventure Écotourisme Québec for all the dynamism it has shown in organizing this event.

I hope your talks will be highly constructive during this Summit, and I hope you are able to take full advantage of your stay in Québec to experience the emotion of our great outdoors!



Nicole Ménard
Ministre du Tourisme

Ministre responsable de la région de la
Montérégie



LETTER FROM AVENTURE ÉCOTOURISME QUÉBEC

My fellow delegates from around the world,

As president of Aventure Écotourisme Québec, it gives me great pleasure to welcome you to Québec, a land of great natural beauty. Our association has the honour of sharing the hosting duties with the Québec Ministry of Tourism for the 2009 Adventure Travel World Summit in beautiful Charlevoix. It is also important to note the significant involvement of our partners, including Canada Economic Development, who have supported us to offer you the best of Québec.

Québec is an exceptional destination during any of its four distinct seasons. It is home to a rich natural heritage and a diverse portfolio of adventure activities that enrich the human experience. Québec's adventure and ecotourism industry's partners have joined with our association to help you explore the most beautiful wilderness regions of Québec. You can sample these adventures by joining our outfitter-members who will reveal Québec's hidden natural treasures. You'll be blown away by the professionalism and by the quality of the activities.

In order to offer you the best products on the market, our association is made up exclusively of professional organizations that are committed to respecting high standards of quality, security and respect for the environment.

Discover Québec's generous nature by soaking up a wide variety of unique and breathtaking landscapes. Have a blast!

Enjoy your stay with us.

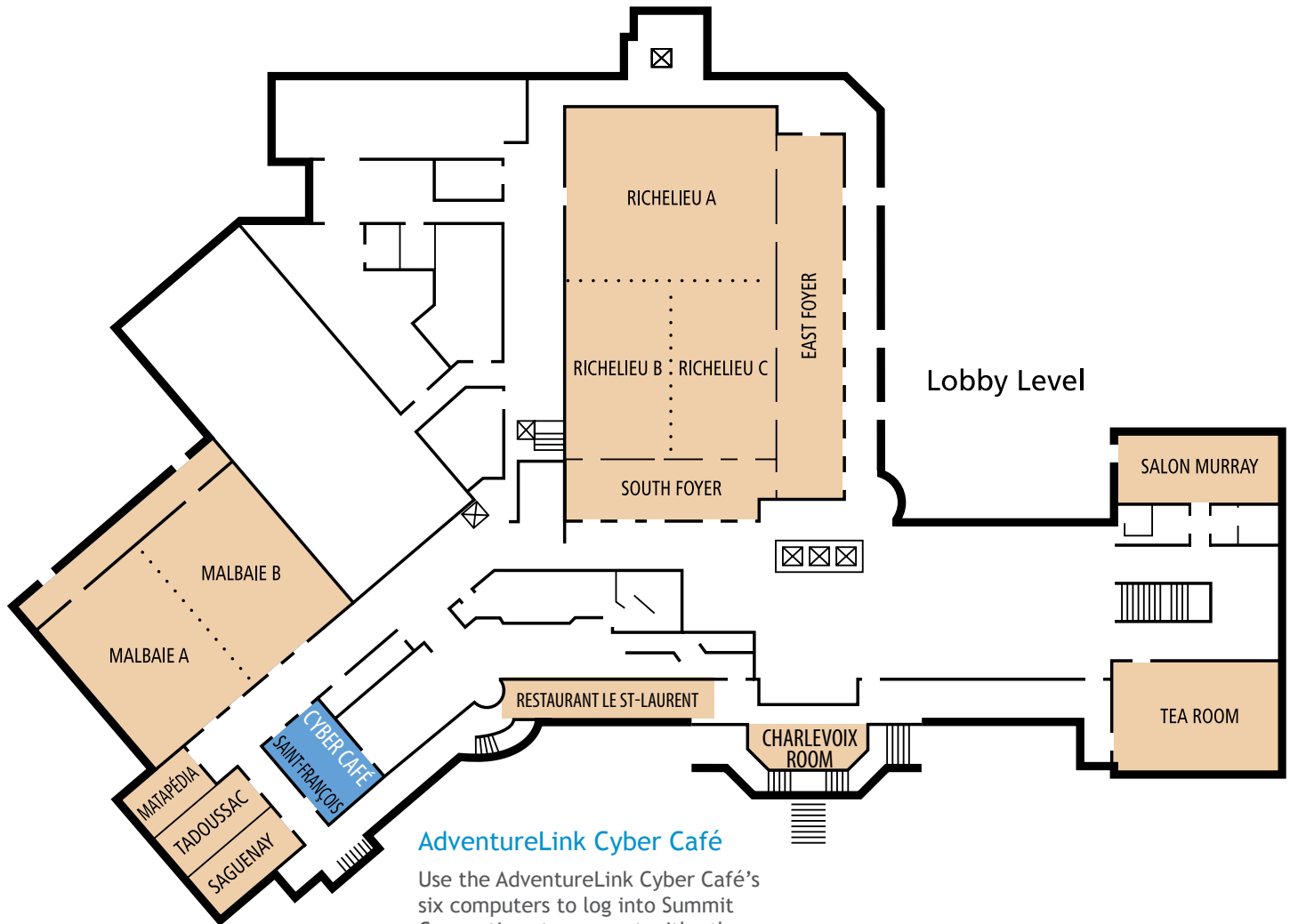


Pierre Hersberger
President
Aventure Écotourisme Québec



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MAP OF FAIRMONT LE MANOIR RICHELIEU



AdventureLink Cyber Café

Use the AdventureLink Cyber Café's six computers to log into Summit Connections to connect with other delegates, as well as to stay on top of email and keep in touch with the office. The AdventureLink Cyber Café is located in the Saint-François room.

Summit Exhibitors

Be sure to visit the Exhibitors throughout the Summit for information and give-aways.

ATTA Lobby	Brazil South Foyer	Fyreplug East Foyer	Peru East Foyer
.Travel East Foyer	Canadian Tourism Commission East Foyer	Global Rescue Malbaie Hallway	Québec Lobby
AdventureLink Cyber Café	Chile East Foyer	Innovation Norway East Foyer	Terramar Sports East Foyer
Air Canada East Foyer	Eagle Creek East Foyer	Jordan Malbaie Hallway	Vaxserve East Foyer
Alpine Tourist Commission South Foyer	Ecuador South Foyer	Men's Journal Lobby	Visit Scotland Lobby
Archaeology Magazine East Foyer	ExOfficio Lobby	Mexico East Foyer	Yukon Malbaie Hallway
Best of the Alps South Foyer	Florida Keys and Key West East Foyer	National Geographic Adventure South Foyer	

marketplace

Being held on October 20th from 8am - 12pm and 2pm - 4pm in the Lobby, Marketplace features 85 high quality suppliers, destinations and lodges specializing in adventure travel. They will be prepared to meet with buyers (international tour operators, wholesalers, and specialty adventure travel agents) interested in product development discussions - and also available for meetings with the media. Marketplace allows these companies, some of which have little exposure to the international market, to open their doors to work with fresh partners.

The following companies invite you to visit them at their tables in the Lobby:

&Beyond (Formerly CC Africa)	76	Delfin Amazon Cruises	45	Land Tours Ghana LTD	79	Santa Catarina Tourism Board (SANTUR)	35
Adventure Iran	83	Dynamic Tours	58	Latin Trails / Galapagos Journey Fleet	37	Say Hueque/Tours in Argentina & Chile	33
AirCalin	81	Easia Travel	62	Le Massif	18	SEE Turtles	27
All Patagonia	31	Eco Burica	24	Le Quebec Maritime	8	Shakti Tours Pvt Ltd.	59
Alpine Tourist Commission	70	EcoVentura - Galapagos Network	39	Mer et Monde Écotours	9	Snow Leopard Adventures P. Ltd.	60
Alto Atacama	42	Ecuador Adventure	88	Metropolitan Touring	40	Softicket Inc.	16
Amazon Ecopark Jungle Lodge	34	Ecuador Tourism Promotion Fund	36	Midnight Sun Adventure Travel	10	South American Travel Services (SATS)	50
Amazon River Expeditions	43	Eskakwa Eco-Adventure Company	6	Mountain Lodges of Peru	48	Summits Africa Ltd	77
Amazonia Expeditions	44	Explorandes	46	Naples Marco Island Everglades CVB	20	Surtrek	89
Antarpply Antarctic Supply & Ocean Research Expeditions	32	Fazendin Portfolio	86	National Tourism Organisation of Montenegro	53	Tierra del Volcan	38
Apumayo Expeditions	51	Gateway to Egypt	82	Natureair	25	Tourism Promotion Corporation of Chile	65
Arctic Kingdom Marine Expeditions Inc.	2	Guyana	29	New Faces Tourism Travel and Shipping	85	Tourism Yukon	72
Aventure Écotourisme Québec (AEQ)	75	Hike and Sail Turkey	84	Newfoundland & Labrador Tourism	11	Travel Ecuador	67
Balamku Inn on the Beach	28	Iceland Encounter	54	Nunavik Tourism Association	12	USI Travel Insurance Services	21
Boreal River	3	InnerSea Discoveries/ American Safari Cruises	19	Nunavut Tourism	13	ViaTour Software, LLC	22
Brazil	69	Innovation Norway	64	Ocean Quest Adventures	14	Visit Finland	52
Bush and Beyond	80	Insight Himalaya Treks	61	Panama Breezes S.A.	26	Visit Mexico	71
Canadian Red Cross (Croix-Rouge)	4	Jardin des Glaciers	7	PromPeru	66	Visit Scotland	63
Canadian Tourism Commission	73	Jenman African Safaris	87	Québec City Tourism	74	VisitBritain	56
Cascada Expediciones	41	Jordan Tourism Board	68	Québec's National Parks & Wildlife Resorts/Sepaq	15	Volcanoes Safaris	78
CnAdventure	57	Kallpa Tour	30	Rainforest Expeditions	49	Wild Women Expeditions	17
Cruise North Expeditions	5	Kuoda Tours	47	Sanofi Pasteur/VaxServe	23	Wilderness Scotland	55

PRE-SUMMIT ADVENTURES

OCTOBER 16-18

Pre-Summit Adventures

A special thank you to Tourisme Québec, in partnership with regional travel destinations within Québec Province, Aventure Écotourisme Québec (AEQ) and Canada Economic Development for Quebec regions, for these stand-out Pre-Summit adventures - managed by Québec's finest tour operators: ENF Canada & Windigo.



1. Xtreme Aerials Adventure



2. Nordicity in the Heart of the World Biosphere Reserve Charlevoix



3. Making Waves in the Backcountry



4. Nature, Culture and History, a Well-Balanced Blend



5. The First Nations: a Return to Québec's Roots



6. The Saguenay Fjord and River - Saguenay St. Lawrence Marine Park



7. Blueberries Cycling Path and Canoe Trip around Saguenay-Lac St-Jean



8. Your Shoes are Made for Walking



9. The Jardin des Glaciers



10. The Whale Route



11. Bas St-Laurent Islands and the Great Migration



12. The Fauna of the Gaspésie



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Canada Economic Development for Quebec Regions

Développement économique Canada pour les régions du Québec

Canada

THE DAY OF ADVENTURE

OCTOBER 19 DAY ONE

Québec Adventures

What's an Adventure Travel World Summit without adventures? A little less adventurous! The Day of Adventure is provided to delegates at no charge. Stop by the yellow tent in the lower lobby to check out product demos from First Ascent. Quantities are limited so don't miss out!

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Canada



1. Rabascaw - Interpretation Hike at Hautes-Gorges-de-la-rivière-Malbaie National Park



4. Sea Kayaking at L'Anse St-Jean



2. Via Ferrata, Rappelling and a Suspension Bridge at the Palissades in Charlevoix



5. Sea Kayaking in Charlevoix



3. Charlevoix's Colourful Cultural Hike



6. Observation of Marine Mammals

Evening Festivities

All adventures return to the Fairmont by 4:00PM for the evening program

Sponsored by



ALL-DELEGATE NETWORKING RECEPTION

6:00-7:00PM
MALBAIE AB

This evening is brought to you by Tourisme Québec and its partners: Aventure Écotourisme Québec, Québec Aboriginal Tourism Corporation, Québec National Parks, Kativik Regional Government, Charlevoix Tourism, Saguenay - Lac-St-Jean Tourism and Fairmont's Le Manoir Richelieu. The reception entertainment will include an Aboriginal Cultural presentation.

OPENING FESTIVITIES & KEYNOTE

7:00-10:00PM
RICHELIEU ABC

Dinner event hosted by Tourisme Québec and partners. Please join us as we celebrate the four seasons and many facets of Adventure in Québec with a wonderful selection of food, wine and authentic entertainment.

Québec Night Guest Speaker:

NICOLE MÉNARD, MINISTER OF TOURISM

Maggie Emudluk, Chairperson of the Kativik Regional Government(KRG)

Opening Keynote:

**DANIEL GAUTHIER, CO-FOUNDER CIRQUE DU SOLEIL
PRESIDENT AND CEO, GROUPE LE MASSIF**

See page 11 for details.

Dinner & Québec Night Presentations:

- Nunavik Cultural presentation
- Québec Cultural presentation

DAY TWO

OCTOBER 20

MP MARKETPLACE

8:00AM-12:00PM
LOBBY

Buyers, specialty adventure travel agents and travel journalists connect for pre-set appointments with tour operators and ground suppliers representing destinations worldwide. Turn to page 5 for Marketplace details. Also, be sure to visit the Exhibitors throughout the Summit for information and give-aways.

3 PEAKS 3 WEEKS: DIRECTOR'S CUT

10:00AM-12:00PM
RICHELIEU ABC

Made possible by Michael Brown of Serac Films

BREAK

12:00-12:15PM

A LUNCH IN NORWAY

12:15-1:45PM
RICHELIEU ABC

Welcome to a land so spectacular that parts have earned UNESCO World Heritage status. Find out why Norway is the next adventure paradise - and maybe win a trip to "the land powered by nature", with airfare provided by National Geographic Adventure!

NORWAY
POWERED BY NATURE
www.visitnorway.com



And, join Teva as they announce the winners of the first-ever ATTA Tour Operator Scholarship Program, Presented by Teva.

MP MEET THE PRESS - PART 1

2:00-4:00PM

Group A: Print Media & Freelance Journalists
RICHELIEU A

Group B: Broadcast
MALBAIE A

Group C: Internet
MALBAIE B

MP MARKETPLACE

2:00-4:00PM
LOBBY

BREAK

4:00-4:15PM

MM MEETING OF THE MINDS PART 1

4:15-6:00PM

Group #1: Sustainability
MALBAIE A

Group #2: Standards & Best Practices
CHARLEVOIX ROOM

Group #3: Social Media & Networking
RICHELIEU A

Group #4: Specialty Adventure Travel Agent & Operator Collaboration
RICHELIEU BC

Group #5: Global Online Distribution Systems
MALBAIE B

Group #6: Evolving Paradigms for Guides - Relationships, Technique, Credentials & More
RESTAURANT LE ST-LAURENT

COCKTAILS WITH BRAZIL

6:00-7:00PM

Raise a drink while discovering the rich diversity of adventure product that you can only find in Brazil. Soon you'll know why it's 'Sensational!'



Sensational!

KEYNOTE PRESENTATION

7:00-7:45PM
RICHELIEU ABC

HUBERT REEVES ASTROPHYSICIST

Turn to page 11 for information on Mr. Reeves and his presentation.

MEXICO RECEPTION

7:45-10:00PM
RICHELIEU ABC



Mexico is a land of diversity. From tropical rain forests to amazing deserts, from glacier peaked mountains to spectacular beaches. Adventure Travel is Mexico's next great frontier! With special guest:

DAVID O'CONNOR PRESIDENT, AID TO ARTISANS

A NOTE ABOUT THE 2009 SUMMIT AGENDA

Session descriptions and speakers are located in dedicated breakout pages for each Featured Program (e.g., Meet the Press, Transformative Thinking), starting on page 12. This approach allows you to quickly skim a day's activities in the agenda, as well as providing in-depth information in the Featured Programs section.

DAY THREE

OCTOBER 21



ASSOCIATION PARTNERSHIP FORUM

7:30-8:30AM
MALBAIE A

ATTA Association Partners & those interested in learning more about association memberships are invited to join and learn about the initiatives of this thriving group.

TT TRANSFORMATIVE THINKING: PART 1

9:00-10:00AM
RICHELIEU ABC

Session #1: CHANGE

Jeff Greenwald, EthicalTraveler.org

Session #2: EXPERIENCES

Jeff Dossett, AdventureLink

Session #3: STORYTELLING

Edward Wachtman & Sheree Johnson, [StoryTellings™ Consulting](http://StoryTellings.com)

COFFEE BREAK WITH PERU

10:00-10:30AM



TT TRANSFORMATIVE THINKING: PART 2

10:30-11:30AM
RICHELIEU ABC

Session #1: WISDOM

Steve Trautman, Author

Session #2: R/EVOLUTION

Dr. Wallace J. Nichols, California Academy of Sciences

Session #3: XTREME

Hitesh Mehta, HM Design

NETWORKING BREAK

11:30-11:45AM

A LUNCH IN THE ALPS

11:45-1:15PM
RICHELIEU ABC

The Alpine Tourist Commission & Best of the Alps invite you to don complimentary glasses for a 3-D immersion into the culture, beauty, and adventure of the original adventure travel destination: The Alps.



NETWORKING BREAK

1:15-1:30PM

ADVENTURE TRAVEL: 2015

1:30-2:30PM
RICHELIEU ABC

Witness, share and contribute to our industry's collective vision for a progressive and sustainable future. Presented by:

- Beth Mairs, Founder/Director Wild Women Expeditions
- Edward Wachtman, Founder/ Partner Storytellings™
- Shannon Stowell, President ATTA

NETWORKING BREAK WITH SCOTLAND

2:30-2:45PM



CC CRASH COURSES

2:45-3:45PM

Session #1: Beginning SEO
RICHELIEU A

Session #2: Advanced SEO
RICHELIEU BC

Session #3: Customer Relationship Management & Retention
MALBAIE A

Conversion through Social Media & Networking Strategies
MALBAIE B

NETWORKING BREAK
3:45-4:00PM

MP MEET THE PRESS

4:00-5:45PM

Group A: Print Media & Freelance Journalists
RICHELIEU A

Group B: Broadcast
MALBAIE A

Group C: Internet
MALBAIE B

COCKTAILS WITH CHILE

6:00-7:00PM
RICHELIEU ABC

Sip a pisco sour or glass of wine while National Geographic Adventure Contributing Editor Jon Bowermaster regales you with stories from 20 years of explorations, adventures, and many fantastic experiences traveling the length of Chile.



FREE NIGHT

By popular demand, Delegates have an open night - it's your chance to take a break, relax, network, visit the spa and/or explore nearby regional cuisine options. Visit the concierge desk at the Fairmont for ideas!

DAY FOUR

OCTOBER 22

CL COLLABORATIVE LEARNING: PART 1 8:00-9:30AM

Session #1: Supply Chain Collaboration
MALBAIE A

Session #2: Public Relations Strategies
MALBAIE B

Session #3: Online Marketing Strategies
RICHELIEU A

COFFEE BREAK BY CELEBRITY EXPEDITIONS
9:30-9:45AM



CL COLLABORATIVE LEARNING: PART 2 9:45-11:15AM

Session #1: Image, Branding & Storytelling
MALBAIE A

Session #2: Social Media & Networking
MALBAIE B

Session #3: Sustainable Tourism in Emerging Destinations
RICHELIEU A

NETWORKING BREAK
11:15-11:30AM

CL COLLABORATIVE LEARNING: PART 1 REPEAT 11:30-1:00PM

Sessions one through three will be in the same rooms as the 8:00AM Session.

SPOTLIGHT ON SUSTAINABILITY LUNCHEON
1:15-2:15PM
RICHELIEU ABC

Absorb two stories about sustainable adventure tourism development; one from Kurdistan as they face long odds in this autonomous region of Iraq, and

the second from Jordan which will discuss their continued focus on long-term plans to responsibly and sustainably develop tourism.



NETWORKING BREAK
2:15-2:30PM

CL COLLABORATIVE LEARNING: PART 2 REPEAT 2:30-4:00PM

Sessions one through three will be in the same rooms as the 9:45AM Session.

NETWORKING BREAK
4:00-4:15PM

CC CRASH COURSES REPEAT SESSION 4:15-5:15PM

Session #1: Beginning SEO
MALBAIE A

Session #2: Advanced SEO
MALBAIE B

Session #3: Customer Relationship Management & Retention
RICHELIEU A

Session #4: Customer Conversion Strategies (B2C & B2B)
RICHELIEU BC

NETWORKING BREAK
5:15-5:30PM

MM MEETING OF THE MINDS PART 2 5:30-6:45PM

Group #1: Sustainability
MALBAIE A

Group #2: Standards & Best Practices
CHARLEVOIX ROOM

Group #3: Social Media & Networking
RICHELIEU A

Group #4: Specialty Adventure Travel Agent & Operator Collaboration
RICHELIEU BC

Group #5: Global Online Distribution Systems
MALBAIE B

Group #6: Evolving Paradigms for Guides - Relationships, Technique, Credentials & More
RESTAURANT LE ST-LAURENT

COCKTAILS WITH ECUADOR
7:30-8:00PM
RICHELIEU ABC

Ecuador Tourism Board and National Geographic Adventure invite you to a cultural immersion experience! Sample authentic cuisine, see incredible photos, and learn why Ecuador offers travelers an incredible range of adventures.



YUKON RECEPTION
8:00-10:00PM
MALBAIE ABC

Unearth nuggets of information from Canada's Yukon as they share secrets of a recent successful partnership. Enjoy hospitality, enter a scavenger hunt to win a trip or ExOfficio travel clothes, and see why the Yukon is 'Larger than Life'.



KEYNOTES



DANIEL GAUTHIER

Co-founder Cirque du Soleil
President and CEO, Groupe Le Massif

Concerned about his fellow man and the future of the planet, young people and the disadvantaged, Daniel Gauthier long ago decided to remain true to his passions. From one partnership and project to the next, his contribution to managing the companies he develops is based on the values of respect, fun and reaching for the next level. His passion for what is both human and extremely creative was most notably expressed at Cirque du Soleil, which he co-founded with Guy Laliberté, where he met the organizational challenge of managing with an international outlook. He is currently working on an original concept for a large-scale recreational tourism project called Le Massif de Charlevoix, involving a ski resort, a destination train, signature lodging, spas and much more. This project, slated for completion by 2013, spans over a territory of 120 square kilometres, where creativity and freedom prevail in a concept that is furthest from artificial.



HUBERT REEVES

World famous cosmologist and science communicator
Biography adapted from a lecture program at the University of California, Berkeley.

Born in Montreal, Hubert Reeves resides in France where he is a Director of Research at the Centre National de la Recherche Scientifique, a position he has held since 1965. Reeves, whose specialty is in the area of nuclear astrophysics, is an expert on the origin of the light elements, such as helium, deuterium and lithium. He is also a well-known popularizer of science and appears frequently on French television. He has authored many books that are bestsellers in France, including *Atoms of Silence* (1985), and *The Hour of Our Delight* (1990).

Reeves is highly regarded for his environmental work, as well. Much of his writing has focused on ecological issues and he has been a principal player in numerous international conferences and television programs on the subject. He is a distinguished member of several prominent environmental associations and councils.

During his time with us, Reeves will pair astronomic and ecologic perspectives to deliver insights into how humans might remain here on a radically changing earth in livable, sustainable conditions.

2009 Summit Emcee

FRANCIS X. FARRELL

Former Publisher, Men's Journal and National Geographic Adventure

Fran has spent most of his career in the communications industry, most recently as the publisher of multimedia brands such as Men's Journal and National Geographic Adventure. Prior to joining National Geographic in 2002, Farrell was general manager/senior vice president of The Sporting News. He represented Times Mirror Magazines in its sale of The Sporting News and Sportingnews.com to Paul Allen's Vulcan Ventures. Previously, Farrell held a variety of management positions at American Express Publishing with Food & Wine and Travel & Leisure magazines.

Farrell is a member of the Leadership Council for Harlem RBI (former board member) and has served on the Advisory Board of the ATTA since 2005. Farrell is an avid hiker, cyclist and nordic skier. He lives with his wife, Denise, and their five children in Yorktown Heights, N.Y.



Image in Charlevoix © TQ / Wittenborn, Heiko



transformative thinking

New for 2009! Bring your note pad and an open mind. Innovators share mind-opening perspectives and new thinking on compelling subject matter. Access memorable insights, inspiration and unexpected concepts designed to help adventure travel leaders create, innovate, cope with change, and envision new possibilities.

SESSION #1: CHANGE

Travelers are becoming increasingly aware of the fact that every one of us is a de facto ambassador, with the power to promote international goodwill during our visits abroad.

President Obama's election has brought renewed and freshly sparked dialog about the importance of Public and Citizen Diplomacy, not only in the US, but abroad as well. Although citizens of marginalized countries (especially in the Middle East) are optimistic about this new administration, they don't yet believe that real change is in the offing.

One element of this change will be a new generation of travelers, aware of their impact and passionate about global community. Jeff Greenwald, co-founder and Executive Director of Ethical Traveler, discusses what we can do to promote goodwill and ease cross-cultural tensions. One entry point to mindful travel is Ethical Traveler's, "13 Tips for the Accidental Ambassador," which provides a simple credo for traveling lightly, but leaving a lasting (and positive) impression.

[Jeff Greenwald, Co-Founder and Executive Director, EthicalTraveler.org](#)



SESSION #2: EXPERIENCES

Standing on top of Mount Everest on May 24th, 2004, having just become the 3rd Canadian in history to complete the "Seven Summits", Jeff had a simple but powerful epiphany: it is EXPERIENCES and not "stuff" that define the richness of our lives. Ever since, he has focused all of his personal and professional time, energy and resources on enabling, empowering and enriching people's lives through the creation of compelling consumer experiences. With accelerating advancements in digital tools and social media, now is the time for the adventure travel industry to take its game to a new level and think differently about how to create and deliver more meaningful and lasting experiences. Jeff's message: act NOW or risk being left behind by those that do!

[Jeff Dossett, C.E.O., AdventureLink](#)



SESSION #3: STORYTELLING

We all love stories. To be human is to have a story. Story is the fundamental structure that gives meaning to our lives. Stories are how we speak about what we value most deeply. Stories incite action. Stories are memorable; it is the stories we create that form the memories we cherish. And, stories in the form of myth address the most fundamental human experiences, subtly touching us, creating deep and powerful emotions.

As business owners or executives, we're continuously looking for effective ways to communicate with our clients...to truly touch them and influence their decisions. Great brands like Nike, Jack Daniel's, Harley Davidson, Apple and Volkswagen have harnessed the persuasive communicative power of story to fuel their business success. Once a brand or product has established its story, it owns it and the emotions surrounding it. Because of the persuasiveness and authenticity of this story, it is extremely difficult for competitors to replicate, and its balance sheet potential is immeasurable.

Used wisely, story can be a powerful marketing tool, creating enduring bonds with current clients and capturing the imagination of potential ones.



[Sheree Johnson](#)
Founder & Principal
StoryTellings™
Consulting

[Edward Wachtman,](#)
Founder & Principal
StoryTellings™
Consulting





Image © greenlivingproject.com

SESSION #4: WISDOM

Think about your most successful employees. The kind who know more than just the steps required to do the job. The kind who have the “secret sauce” that makes customers happy, problems disappear and the trains run on time. Wisdom.

Ever wish you could replicate them? Imagine your best workers’ approaches to the job popping up in the actions of the rest of the crew - becoming the norm not just because you got lucky but because you made it happen?

Managers often lament that tacit knowledge or wisdom seems just too hard for their best employees to share with others. It is too amorphous and too dependent on years of experience to be teachable. After all, how can a veteran site manager say what he’s looking for as he “takes care” of his team or a long serving guide explain how she just “knows” when a client is in trouble? How can the operations manager “read” a complex contract negotiation or the mechanic describe how he can “hear” a problem deep in the bowels of the bus? How can anyone impart all that wisdom onto someone else?

What are you doing to make sure that your team’s wisdom is explicable, visible, measurable...typical?

[Steve Trautman](#), Author, *Teach What You Know*



SESSION #5: R/EVOLUTION

At the current rate our society is evolving toward sustainability, by 2050 we’ll be... in trouble.

Our big “blue marble” as we hope to know it, the Earth that we seek to reside on, will fail to materialize.

That isn’t to say that the blue evolution that millions work towards incrementally each day isn’t important. Just that it’s not enough, not by a long shot. It’s apparent to those who take a sober look at the state of our affairs that the change we need isn’t happening nearly fast enough.

We need revolutions in science, business, technology, our institutions, approaches to education, our communities, our spirituality and especially our leaders.

[Dr. Wallace J. Nichols](#)
California Academy of Sciences



SESSION #6: XTREME

The new dynamic and adrenaline-filled profession of ‘Xtreme Planning’ is a new and permanent fixture in adventure travel. A profession which helps raise living standards for impoverished local peoples, strives towards the protection of indigenous cultures, languages and sacred landscapes, and ensures the conservation of the last remaining endangered floral and faunal species. Xtreme Physical Planners must have: excellent people skills; nature and culture consciousness; a good understanding of local etiquette; and a strong and unyielding passion to make a difference and innate risk-taking skills.

Access the real life experiences of Xtreme planners (including those of Hitesh) in some of the toughest and most unforgiving adventure tourism environments on the planet. In the process, you’ll be transported to places of civil unrest, drug trafficking, deadly diseases, war and severe weather conditions (Tsunamis, etc.) such as DR Congo, Colombia, Gabon, India, Kenya, China, Rwanda, Sri Lanka, Madagascar, and more.

Within this context, Hitesh will present the threats and challenges to be faced by adventure tourism developers, investors and travelers in this century with regard to globalization and climate change - and demonstrate how Xtreme Physical Planners indeed, “dance to a different tune”!

[Hitesh Mehta](#), HM Design





meet the press

Image © greenlivingproject.com

Join in on one of the ATTA Summit's most popular programs. Each concurrent session starts with fresh panels of journalists (including international media representatives) who will discuss their outlet, their editorial calendars and upcoming projects. Each panel is followed by Q & A where delegates gain insights into how to work with and effectively pitch travel journalists. Q & A is followed by one-on-one pitch sessions with targeted media of choice.

GROUP A

PRINT MEDIA & FREELANCE JOURNALISTS

Chris Doyle - ATTA
 Judith Fein - Travel Journalist/Performer/Filmmaker
 Everett Potter - Freelance journalist
 Dave Wiggins - Widness & Wiggins PR
 Michael Behar - Freelance journalist
 Fran Farrell - Former Publisher - Men's Journal and National Geographic Adventure
 Jeff Gayduk - Premiere Tourism Marketing/Leisure Group Travel
 Christian Levesque - Espaces Magazine
 Gigi Ragland - www.GigiRagland.com
 John Rasmus - National Geographic Adventure
 Eric Brodnax - The Away Network/Orbitz Worldwide
 Don Mankin - Writer
 Annika Hipple - Writer, Editor, Travel Photographer
 Greg Sullivan - AFAR Media
 Stirling Kelso - Travel + Leisure Magazine
 Elisabeth Kwak-Hefferan - Backpacker Magazine
 Caren Osten Gerszberg - Writer
 Theresa Storm - Freelance Journalist/Storm Communications

GROUP B

BROADCAST (TELEVISION, FILM PRODUCTION, RADIO, PODCASTS)

Michael Brown - Serac Adventure Films
 Anna Stancioff - Hawkins International PR
 Stefani Jackenthal - Freelance journalist, TV adventure host
 Tom Holm - Endangered Destinations TV
 Courtenay Rooks - Adventurer/Naturalist Earth Alert
 Paul Ross Filmmaker - Freelance journalist
 Regina Fraser and Pat Johnson - Grannies on Safari
 Anne Yates - Water Light Films

GROUP C

INTERNET (ONLINE COUNTERPARTS TO PHYSICAL WORLD MEDIA OUTLETS, POPULAR TRAVEL BLOGS, TRAVEL CONTENT PROVIDERS & MORE)

Ellen Barone - Journalist | Speaker | Photographer
 John Canning - Media Sherpa
 Jamie Martin - Experience Life Magazine
 Anne Dimon - TraveltoWellness.com
 Alistair Wearmouth - The Away Network/Orbitz Worldwide
 Veronica Stoddart - USA TODAY
 Heidi Siefkas-Casemiro - .TRAVEL
 Alexia Nestora - Lasso Communications

The ATTA wishes to extend a special thanks to the following Summit delegate volunteers who are playing active and varying roles in the 2009 ATWS by facilitating, supporting and contributing their specialist expertise to help ensure the success of our Featured Programs.

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 BEN BRESSLER - NATURAL HABITAT ADVENTURES
 ERIC BRODNAX - ORBITZ WORLDWIDE/THE AWAY.COM NETWORK
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 URS EBERHARD - SWITZERLAND TOURISM
 RICHARD EDWARDS - PLANETERRA
 JUDITH FEIN - TRAVEL JOURNALIST

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 CHRIS NOBLE - WORLD NOMADS
 HELEN NODLAND - VIRTUOSO ACTIVE & SPECIALTY TRAVEL
 MANAL SAAD - GATEWAY TO EGYPT
 JIM SANO - GEOGRAPHIC EXPEDITIONS
 LOREN SIEKMAN - DISCOVER FRANCE ADVENTURES
 GUSTAVO TIMO - ABETA
 RUSSELL WALTERS - NORTHERN OUTDOORS
 RICHARD WEISS - STRATEGIC TRAVEL CONSULTING



meeting OF THE minds

Interactive round-table sessions geared to help stimulate Summit networking and discussions among special interest affinity groups. ATTA guided, the delegate-led and moderated Meeting of the Minds (Parts I and II) are designed to address key challenges/opportunities brought forth by the global adventure travel industry for collective brainstorming, dialogue and debate. Learnings and outcomes of the first Meeting of the Minds session will be used as the starting point for the final day's Meeting of the Minds, Part II, a continuation of the discussion where solutions and next steps are to be crafted for collective industry action.

GROUP #1

SUSTAINABILITY (CARBON OFFSETS, VOLUNTOURISM, RESPONSIBLE, COMMUNITY-BASED TOURISM & MORE)

Dr. Kelly S. Bricker - University of Utah and The International Ecotourism Society
 Costas Christ - Beyond Green Travel
 Dr. Rachel Dodds - Icarus Foundation
 Christina Heyniger - Xola Consulting
 Judy Karwacki - Small Planet Consulting and Jubilee Travel and Cruises
 Nadia LeBon - Mountain Lodges of Peru
 Brad Nahill - SEE Turtles
 Wallace J Nichols - OceanRevolution.org
 Daniela Ruby Papi - PeppyRide

Co-presented by:



GROUP #2

STANDARDS & BEST PRACTICES

Jim Sano - Geographic Expeditions
 Daniel Spinelli - ABETA
 Gustavo Timo - ABETA
 Christina Margarita Tunnah - World Nomads

GROUP #3

SOCIAL MEDIA & NETWORKING

Kathy Dragon - TravelDragon
 Rogier Gruys - Canadian Tourism Commission
 Stephen Joyce - Sentias Software Corp.
 Casey Marker - Zegrahm & Eco Expeditions
 Alexia Nestora - Lasso Communications
 Chris Noble - WorldNomads.com
 Alistair Wearmouth - The Away Network/Orbitz Worldwide

GROUP #4

SPECIALTY ADVENTURE TRAVEL AGENT & OPERATOR COLLABORATION

Jeanie Fundora - Cox & Kings, USA
 K.C. Hoppe - Virtuoso
 Perry Lungmus - Travcoa
 Helen Nodland - Virtuoso Active & Specialty Travel (VAST)
 Michael Culhane - AdventureLink

GROUP #5

GLOBAL ONLINE DISTRIBUTION SYSTEMS

Jeff Dossett - AdventureLink
 Stephen Joyce - Sentias Software Corp.
 James O'Leonard - PEAK 15 Systems
 Michael Valkevich - Amadeus

GROUP #6

EVOLVING PARADIGMS FOR GUIDES - RELATIONSHIPS, TECHNIQUE, CREDENTIALS & MORE

Mark Campbell - Solaia Consulting
 Paul Easto - Wilderness Scotland
 Jamen Yeaton-Masi - Country Walkers
 Mei Zhang - WildChina

'crash courses'

Image © Garth Reckers

You don't have a lot of time. And, you need quick insights to "get the job done". In this operating environment, you need to get the job done efficiently and with high marks. In these 60-minute sessions, experts will deliver quick-study programs with take-to-the-office-tomorrow insights, strategies, tactics and tools for immediate application. It's the "Cliff's Notes" approach for executives.

SESSION #1

BEGINNING SEARCH ENGINE OPTIMIZATION (SEO)

Jason Reckers will lead a session on Basic Search Engine Optimization. This session will provide a basic overview on many of the key components of Search Engine Optimization (SEO) providing attendees not only a knowledgeable foundation, but also specific resources for ongoing training and further understanding of this complicated subject. Jason will focus on SEO fundamentals such as keyword selection, the value of content, tuning pages to maximize message and SEO impact, URL structure, browser titles, and using site analytics to audit and improve your search engine optimization strategy.

SESSION #2

ADVANCED SEO

Eric Brodnax will lead a session on Advanced Search Engine Optimization. This will assume prior knowledge of SEO fundamentals such as keyword selection, URL structure, and browser titles and will focus instead on topics such as XML sitemaps, best use of no follow tags, the pitfalls of duplicate content, and similar areas of current SEO focus.

SESSION #3

CUSTOMER RELATIONSHIP MANAGEMENT & RETENTION

Led by Raphael Mael. Stay relevant and tap into right timing, tools and techniques to keep your past clients buzzing about their trips -- and coming back for more. Learn how to create the perfect offer, avoid the 'kiss of death' for your brand, and pinpoint marketing materials that smash through the clutter and actually produce repeat revenue. Densely packed with practical guidance, this Crash Course delivers specific, from-the-trenches strategies for immediate implementation.

SESSION #4

CONVERSION THROUGH SOCIAL MEDIA & NETWORKING STRATEGIES

Today, our customers and business partners have the world at their fingertips through the Internet. It's a primary business and communication tool. In this session, you'll gain insights into how to improve conversion through social media and networking strategies. Historically, business practices relied heavily on face-to-face connections. Today, the special elixir of customer conversion is most potent through a blend of face-to-face relationships, traditional marketing and public relations through trade and consumer press, and increasingly, through the rapid adoption of social media platforms.

During the first 30 minutes, you'll gain insights into proven strategies for increasing conversions in both B2B and B2C worlds. We'll start with business-to-business and highlight strategies that involve energizing your partners and "converting" them to serve as ambassadors of your business. Second, we'll expand the conversation to business-to-consumer strategies and offer recommendations for using social media to increase conversion rates through enhanced customer service, communication styles, reputation management and brand positioning. The final 30 minutes will be dedicated to delegates for interactive discussion and questions.



collaborative learning

Collaborative Learning sessions provide presenters and Delegates the chance to jointly explore real-world case studies to build understanding, to gain practical tools and insights, and to develop action plans for organizational implementation. Led by industry experts, pre-set agendas will guide each Collaborative Learning session. Case studies provide the initial fodder for group discussion, followed by an exchange of Delegate-shared case studies for group-think, advice-sharing, discovery and solution.

PART ONE

CONCURRENT SESSION #1: SUPPLY CHAIN COLLABORATION

Jeff Dossett - AdventureLink
 Stephen Joyce - Sentias Software Corp.
 Helen Nodland - Virtuoso Active & Specialty Travel (VAST)
 James O'Leonard - PEAK 15 Systems

CONCURRENT SESSION #2: PUBLIC RELATIONS STRATEGIES

Heidi Siefkas-Casemiro - .TRAVEL
 Chris Doyle - ATTA
 Judith Fein - Travel Journalist/Performer/Filmmaker
 Alexia Nestora - Lasso Communications
 Anna Stancioff - Hawkins International PR
 Dave Wiggins - Widness & Wiggins PR

CONCURRENT SESSION #3: ONLINE MARKETING STRATEGIES

John Canning - Media Sherpa
 Chris Noble - WorldNomads.com
 Casey Marker - Zegrahm & Eco Expeditions

PART TWO

CONCURRENT SESSION #1: IMAGE, BRANDING & STORYTELLING

Mark Campbell - Solaia Consulting
 Rogier Gruys - Canadian Tourism Commission
 Kurt Kutay - Wildland Adventures
 Edward Wachtman & Sheree Johnson - StoryTellings™ Consulting

CONCURRENT SESSION #2: SOCIAL MEDIA & NETWORKING

Kathy Dragon - TravelDragon
 Stephen Joyce - Sentias Software Corp.
 Alistair Wearmouth - The Away Network/Orbitz Worldwide
 Hege Vibeke Barnes - Innovation Norway

CONCURRENT SESSION #3: SUSTAINABLE TOURISM IN EMERGING DESTINATIONS

Dr. Kelly S. Bricker - University of Utah and The International Ecotourism Society
 Richard Edwards - Planeterra
 Megan Epler Wood - EplerWood International
 Sarah Fazendin - The Fazendin Portfolio
 Christina Heyniger - Xola Consulting
 Judy Karwacki - Small Planet Consulting and Jubilee Travel and Cruises
 Nadia LeBon - Mountain Lodges of Peru
 Daniela Ruby Papi - PepyRide

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WWW.CYNDRAROBBINSPHOTO.COM

ANNE YATES
WWW.WATERLIGHTFILMS.COM

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ABOUT THE ADVENTURE TRAVEL TRADE ASSOCIATION

A global membership organization, the Seattle-based ATTA is where the best minds and businesses come together to unify, professionalize, promote and responsibly grow the adventure travel market worldwide. The ATTA helps members make better-informed decisions in a challenging and complex business environment. ATTA Members include tour operators, destination marketing organizations, tourism boards, travel agents/advisors, guides, lodges/resorts/attractions, media, and service providers. Host of the Adventure Travel World Summits, the ATTA provides professional support, education, research, marketing, networking and cost-saving resources to its members.

The ATTA owns and operates the following properties:

- www.adventure.travel: The traveler's guide to finding adventure. The site features more than 200 ATTA Member Tour Operators.
- www.adventuretravelnews.com: *AdventureTravelNews*™ is an online travel industry news site, featuring monthly email headline alerts to nearly 25,000 industry professionals.
- www.adventuretravelworldsummit.com: Homepage of the ATTA's Adventure Travel World Summits.
- www.adventuretravel.biz: The ATTA's central site, with news & information about the ATTA and its members.
- The HUB: ATTA's online members only community with nearly 700 users worldwide

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