



Adventure Travel World Summit

EUROPE

Norwegian Coastal Voyage: Tromsø to Bergen
October 21-25, 2008

**Hosted by the Adventure Travel Trade Association
and Innovation Norway**

YOUR NAME

YOUR COMPANY



Hurtigruten's MS Midnatsol, passing through Raftsund Strait, Norway

HOST COUNTRY

NORWAY
POWERED BY NATURE

 | www.visitnorway.com

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Men's Journal

SPECIAL THANKS TO



WELCOME TO THE ADVENTURE TRAVEL WORLD SUMMIT

Summit Delegates- Welcome to Norway!

It's a momentous time for the ATTA as this is our first Adventure Travel World Summit in Europe; it will stretch our boundaries, our limits and our ideas. The opportunity would not have been possible without such fantastic partners in Innovation Norway and Hurtigruten, the sponsors and you, who have dedicated time, money and resources to ensure this is a historic gathering. We have toiled together to bring you a world-class event in the tradition of all the previous successful Adventure Travel World Summits: top shelf networking, insightful speakers and spending a great time together as we move forward individually and as an industry.

Today, we are together facing incredible challenges: economic uncertainties, fickle consumers, the hard work of running entrepreneurial organizations (whether large or small), climatic shifts and the rapid pace of technological change. But, we believe this industry is more than capable of handling these challenges. The drive, passion and resourcefulness found in the global adventure travel community is hard to match elsewhere.

Our time together will be exciting, charged, fun and powerful. I encourage you to lean into the event fully and don't miss the opportunity to enjoy the voyage and the beauties of Norway as well. This event is here for you to network, establish life-long friendships and partnerships, to make business happen, and to be involved by digging deep and taking home things that can only be acquired and learned here.

This voyage will be one to look back upon and appreciate as a mile marker in all our businesses, where we not only took a big step forward individually but also as an industry, all while enjoying a world class experience aboard the *MS Midnatsol*.

I am personally looking forward to connecting with you and sharing ideas and opportunities that will bring value to the greater community.

Warm regards,



Shannon Stowell, President, ATTA



WELCOME FROM HURTIGRUTEN AND INNOVATION NORWAY

Dearest Participant:

Welcome onboard our *MS Midnatsol*, welcome to the Adventure Travel World Summit, welcome to Norway and Hurtigruten.

You are probably the smartest people in the travel business by subscribing to this conference and combining "The World's Most Beautiful Voyage" with the World's Leading Travel Association, and thereby staying steps ahead of your competition.

At the end of this conference it should be clear why ATTA is right on target with their focus on adventure travel and why this is one of the fastest growing segments, and, if approached effectively, also the most lucrative and enjoyable segment of the travel industry.

The vacation travel business needs lots of insight, as well as an intimate understanding of travel offerings, technology, international pricing, consumer demands, trade relationships and the most up-to-date sales and marketing techniques. The Adventure Travel segment needs an even better understanding of all of these skills.

The best thing is that you are here, and we are here with you to share lots of good information while sailing "the World's Most Beautiful Voyage."

Med vennlig hilsen,



Hans Rood
Vice President, Global Sales



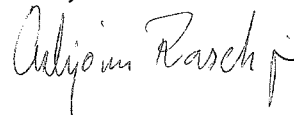
Summit Delegate:

It is with great pleasure we invite you to beautiful Norway and the opening session of Adventure Travel World Summit – Europe 2008, which will start in the county of Troms.

Nature activities are the fastest growing segment within the global travel industry. The marketing of Norwegian tourism is based on breathtaking adventures in pure and beautiful scenery. This is also true for the magnificent journey you are about to embark on.

In the north and along the coast you find cultures, strong and rich in traditions, as well as active, lively fishing villages, small communities, towns and cities, formed in harmony with the forces of nature. Let yourself be carried away by the spectacular play of the Northern Light flashing across the dark sky of the night as well as the blue, mysterious polar light of Winter! Or the magical summer night with its never setting sun, painting people, sea and mountains in warm, golden colors. Savor every moment and enjoy the voyage.

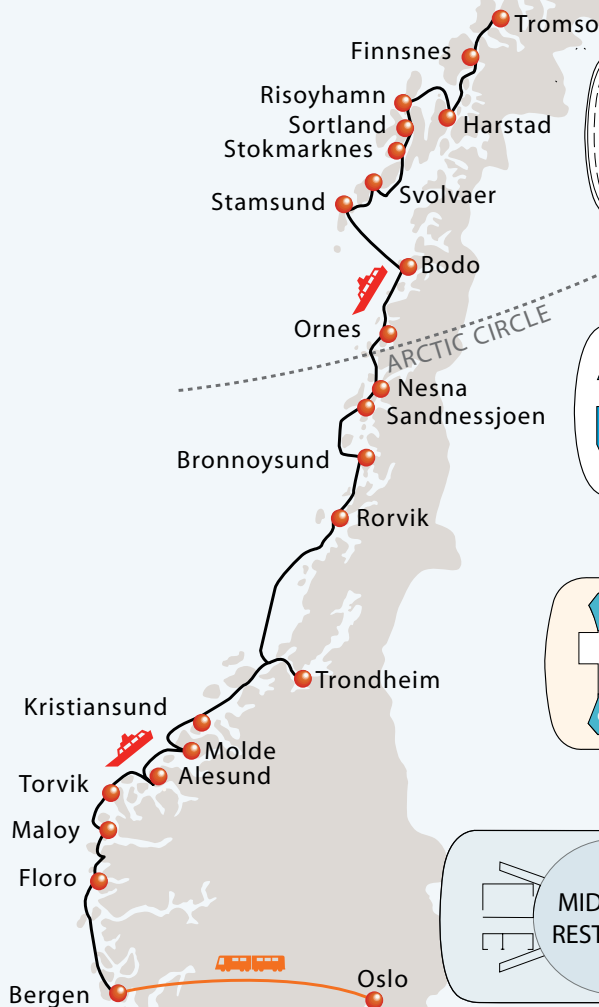
I wish you a warm welcome.



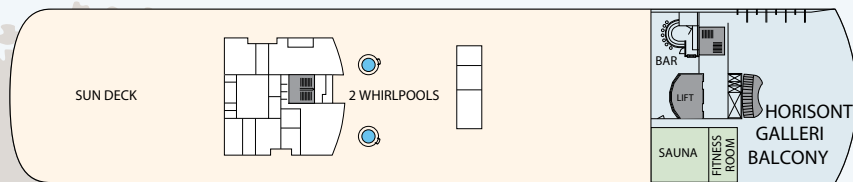
Asbjørn Rasch jr.
Director, Innovation Norway Troms



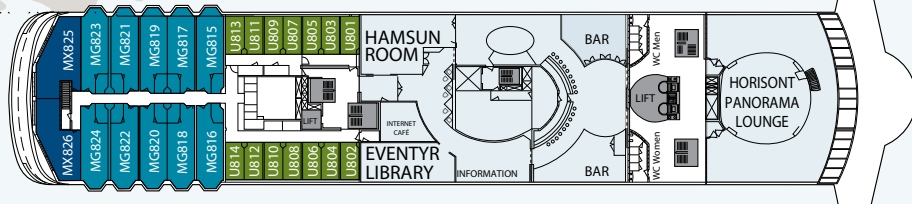
ROUTE MAP AND DECKPLAN



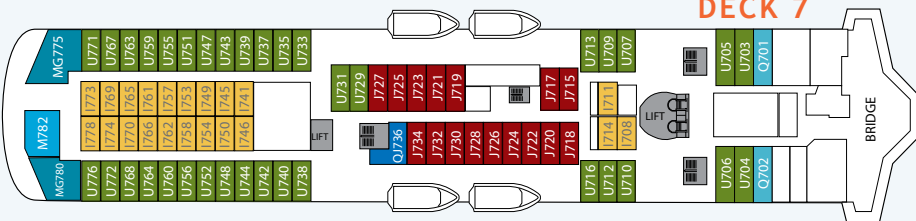
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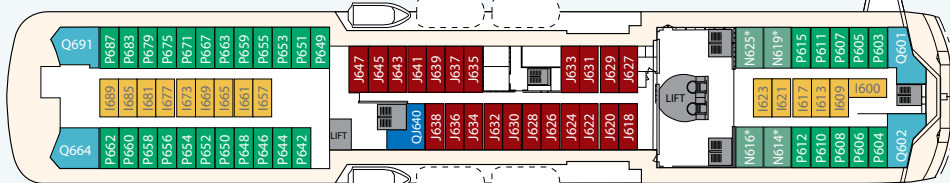
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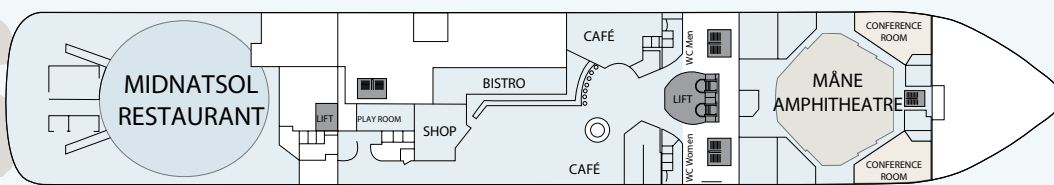
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DECK 6



DECK 5



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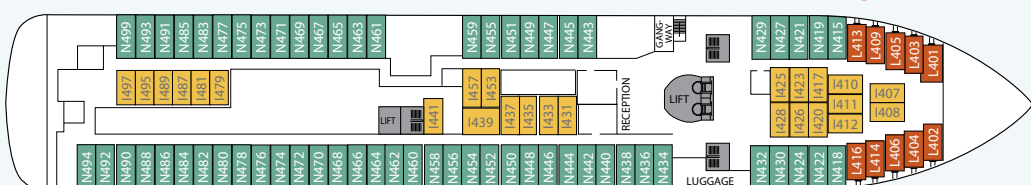


TABLE OF CONTENTS

Welcome From the ATTA	2
Welcome from Hurtigruten and Innovation Norway	3
Route Map and Deckplan	4
Table of Contents	5
Tuesday, October 21	5
Wednesday, October 22	6
Thursday, October 23	8
Friday, October 24th	10
Saturday, October 25th	12
Keynote Presenters	14
Summit Presenters	15
Shore Excursions	16
About the Adventure Travel Trade Association	18

TUESDAY, OCTOBER 21

17:00 to
18:00

Registration and Cocktails

Rica Hotel (Rica Ishavshotel at Fr. Langesgate 2)

18:00 to
19:00

Arctic Buffet & Networking with Norwegian Exhibitors

Specialized, high quality adventure and eco-tourism incoming tour operators/suppliers from Norway will be available to meet with buyers (tour operators, wholesalers, agents outside Norway) interested in product development discussions.



19:00 to
21:00

OPENING EVENT

Welcome from the ATTA, Innovation Norway and:

Keynote with Polar Explorer, Børge Ousland: "Against All Odds"

Børge's keynote address consists of three parts:

Global warming: On his voyage through Frans Josef Land in 2007, with Thomas Ulrich, the two explorers documented huge landscape and ice thickness changes due to global warming. Børge has carried out

ice thickness measurements for the Norwegian Polar Institute on the Arctic Ocean since 1994 and with his twenty years of Arctic experience, he has become an important eyewitness to the climate changes.

To stand alone: Børge is the only person who has crossed both Antarctica and the North Pole solo. Through this he has proven that it is possible to achieve 'the impossible'. Børge shares his recipe for how to stand alone with no one to help you or guide you in the harshest conditions on earth.

Teamwork: In 2006 Børge and Mike Horn became the first to reach the North Pole unsupported during the darkness of winter. Learn how these two strong but different characters managed to focus all their energy on teamwork to become successful on this expedition.



**Board Hurtigruten's
MS Midnatsol***

21:00

**Note that we have included Hurtigruten's scheduled port stops in the program to map your way down the coast of Norway.*

WEDNESDAY, OCTOBER 22

01:30  **Depart Tromsø**

04:45 to 05:30  **Finnsnes**

07:00 to 10:00 **Buffet Breakfast**
Midnatsol Restaurant – Deck 5

08:30 to 09:15  **Harstad**

09:30 to 11:30 **GENERAL SESSION**
ATTA Welcome & State of the Industry Report
Special Presentation: Hans Rood, Hurtigruten
Måne Amphitheatre – Deck 5

11:00 to 11:45  **Risoyhamn**

11:30 to 12:00 **Free Time**

12:00 to 13:00 **Lunch**
Midnatsol Restaurant – Deck 5
Hosted by:



13:00 to 13:45  **Sortland**

13:15 to 15:15 **SESSION ONE**
MARKETING

Trends and Best Practices in Today's Online Marketing Environment
Måne Amphitheatre – Deck 5

Practical online marketing lessons for tour operators, tourism organizations, gear manufacturers and other interested parties who are seeking to improve their skills on this increasingly critical topic. The session will provide tools, guidance and advice relating to search engine optimization, online content, email marketing, social media, blogging and more.

-Eric Brodnax, Away.com/Orbitz Worldwide

TRENDS & RESEARCH

The Adventure Traveler: Searching for a Lifetime of Peak Experiences

Horisont Galleri Balcony – Deck 9

Understanding consumer trends - what people do when they're not working, sleeping or doing "must do" activities - plus snapshots of demo- and psychographic trends, technology's impact, behavioral changes, and more.

-Moe Carrick, Moementum

-Don Mankin, Adventure Transformations, Inc.

PARTNERSHIP BUILDING

Deciphering the Code: What North American Tour Operators and Wholesalers Want

The Eventyr Library – Deck 8

Learn how to access the North American tour operator and wholesale market. Attract the interest of North American buyers through best practices in product differentiation, marketing, operations, safety management, customer service, sustainability and more.

-Russell Walters, Northern Outdoors

-Richard Weiss, Strategic Travel Consulting

SUSTAINABLE TOURISM

Empowering Communities in Developing Countries
The Hamsun Room – Deck 8

How can Sustainable Tourism play a part in the global UN strategy to fight deforestation and in the process empower communities in developing countries? Norway recently committed \$3 billion USD over five years as part of the UN-REDD process. So far Sustainable Tourism is not seen to be part of that process. Should it be?

-Neel Inamdar, Conservation International

-Arild Molstad, Travel & Conservation Photojournalist, Author & Consultant

Free Time

 **Stokmarknes**

15:15 to 16:00

15:15 to 16:00

16:00 to
18:00

SESSION TWO

MARKETING

Beyond Web 2.0: Anticipating a New (Internet) World Order

Horisont Galleri Balcony – Deck 9

Learn how changing trends in the use of the Internet will affect your business. The Internet is now easier and more mobile - including you and your clients' ability to post video, photos and experiences from Timbuktu. Such 'mobility' allows the unshackling of people to participate on the Internet anytime and anywhere. Now, to-market periods shift from years and months to weeks and days.

- Natasha Martin, Xola Consulting
- Kevin Johnson, Deluxe Digital Media (DDM)

OPERATIONAL EXCELLENCE

Best Practices: Enhancing Employee Loyalty and Retention

The Eventyr Library – Deck 8

Learn and access the best practices for retaining employees and enhancing loyalty. Presenters will share an analysis of a new (Sept/Oct 2008) adventure travel tour operator survey, which includes perceptions and first-hand experience concerning retention and loyalty. Participants will then break into small groups, share perceptions about building employee loyalty and improving employee retention, and report their group's results to the whole group for further exploration.

- Moe Carrick, Moementum
- Eric Craven, Collaboration Associates International
- Susan Kelly, American Safari Cruises

TRENDS & RESEARCH

Consumer Consciousness: Growing Preferences for Spending on Experiences

Måne Amphitheatre – Deck 5

Traditional paradigms concerning age, gender, race and life patterns are flawed. Learn how the rise of self-expressive consumers wanting more personal and customized brand experiences, and those who desire an altruistic lifestyle rich in relationships and belonging, have increased the complexity of the consumer 'profile' and their spending preferences, and what this means for your business.

- Heather Hardwick, Menlo Consulting Group
- Brian Rosborough, Earthwatch Institute

SUSTAINABLE TOURISM

Adventure Tourism Development Index--Integrating Destinations from the First Stage of Market Development

The Hamsun Room – Deck 8

The ATDI is an initiative through which the ATTA hopes to mobilize the global adventure tourism industry to develop sustainable markets for the benefit of human development and the environment. Industry engagement with the ATDI is important; we have an opportunity to actively address and support some of this era's most challenging social and environmental issues. In this session we'll discuss:

- ATDI Year One Benchmarking and Methodology
- Applying the ATDI in Global Markets
- Engaging Stakeholders - Grassroots to International Institutions and Governing Bodies

-Christina Heyniger, Xola Consulting

-Kristin Lamoureux, The George Washington University



Svolvaer - Shore Excursion

Shore Excursions with dinner included. See page 16 for excursion highlights and details.



18:30 to
20:30

Dinner

Midnatsol Restaurant – Deck 5

Optional - for those who elect to stay aboard the *Midnatsol*.

19:30 to
21:00



Stamsund

22:00 to
22:30

Be sure to stop by these Summit exhibitors during your voyage!

Adventure Central	Innovation Norway
Archaeology Magazine	MedJet Assist
Brazil	Men's Journal
Chile	National Geographic Adventure
Ecuador	Tourism Québec
ExOfficio	
Green Team	

THURSDAY, OCTOBER 23

07:15 to
8:00

 Ornes

07:00 to
10:00

Buffet Breakfast
Midnatsol Restaurant – Deck 5

09:00 to
09:30

GENERAL SESSION

ATTA Community Gathering
Måne Amphitheatre – Deck 5

This Summit 'pulse check' features the ATTA's August 2008 survey results concerning the global economy's impact on adventure tour operators – including a multi-country "snapshot" assessing the current economic climate and its impact across borders. Feedback gathered here will be explored during tomorrow's ATTA Community Gathering immediately following Earthwatch Founder Brian Rosborough's Keynote address.

09:30 to
10:30

Meet the Press
Horisont Galleri Balcony – Deck 9

Meet, learn from and pitch working media (publishers, editors, bloggers, social networking site editors, freelance writers and photographers) at this facilitated networking period.

10:30 to
12:00

Networking Forums

- **Destination Marketing Organization/Tourism Board**
Horisont Galleri Balcony – Deck 9
An ATTA-facilitated assembly for discussion and exchange of adventure travel industry matters concerning the development, growth, inspirations and challenges facing Destination Marketing Organizations and Tourism Boards worldwide.
- **Association Partnership Networking Forum**
The Eventyr Library – Deck 8
Open to members of the ATTA's Association Partnership Program, travel trade associations, and tour operators, lodges/accommodations and attractions which are members of travel trade associations, this facilitated forum will explore current objectives and initiatives of trade associations, as well as prospective continental/regional collaborative opportunities.
- **Crossing the Pond: North America/Europe/Africa**
The Hamsun Room – Deck 8
Join this facilitated gathering to explore cross-continental partnership building that can lead to potential business and marketing alliances that deliver mutual gain and builds for the long-haul.

 Nesna

Lunch
Midnatsol Restaurant – Deck 5

Hosted by:



Sensational!

 Sandnessjoen

SESSION THREE

MARKETING

Integrated Marketing: Using Offline Marketing to Drive Online Results

Måne Amphitheatre – Deck 5

Is print advertising less important than online advertising? On the contrary: integrating on and offline worlds of advertising produces the most compelling strategy to stimulate consumer interest, all while reinforcing your company's brand. Learn how to make the most of both opportunities.

-Bryan Kinkade, *National Geographic Adventure*

-Tanya Niederhoff, *Men's Journal*

OPERATIONAL EXCELLENCE

Risky Business: Research and Lessons from the Field

The Hamsun Room – Deck 8

Access world-class adventure sports risk research through one of the world's top tourism and hospitality universities. Additionally, see how tour operators broker to adventure sports travelers. Businesses, regardless of where they operate, will learn how they first encounter risk, mitigate risk and how they're affected by risk. Participants will be taken through a thought process that will allow businesses to anticipate, plan for, respond to inherent risks. Delegates will then walk away with insights into actual cases and the knowledge set to address risk.

-Dr. Truls Engstrøm, CPT, The Norwegian School of Hotel Management, Institute of Economy and Management, Stavanger University

-Tracey Knutson, Knutson & Associates, Attorneys at Law

11:15 to
12:00

12:00 to
13:00

13:30 to
14:15

13:30 to
15:30

PARTNERSHIP BUILDING

Marketing Consortiums: Exploring the Pros and Cons of Marketing Co-ops & Collectives

Horisont Galleri Balcony – Deck 9

Interest in marketing cooperatives has risen within the adventure travel industry. Tour operators, accommodations and others in the supply chain continue to seek marketing efficiencies and higher returns for their advertising, promotions and sales efforts. Another marketing collective concept is clusters. Clusters in the marketing area, for example, include lodging facilities in the same market area; commingling sales activities, sharing leads and sales calls. This session explores the benefits, drawbacks, and potential pitfalls involved in such cooperative marketing.

-Nathalie Pilovetzky, Latitude

-George Wendt, OARS

SUSTAINABLE TOURISM

Unexpected Outcomes: Luxury Adventure and Responsible Tourism that Works

The Eventyr Library – Deck 8

Experts will address the question of responsibility within luxury travel, separate fact from fiction, and delve into the spirit of today's luxury traveler, all while unpacking the important debate of what role the travel business (and the media) can play in global responsibility.

-Annie Aggens, PolarExplorers

-Claire Howse, CC Africa

15:30 to
16:00

Free Time

16:00 to
18:00

Networking Forums

- *Tour Operator Agent Open Networking*
Horisont Galleri Balcony – Deck 9
Initial facilitation by the ATTA, leading to more in-depth networking with both operators and agents.
- *Risk Management Forum*
The Eventyr Library – Deck 8
Join Tracey Knutson as she leads a discussion about the use of different language with adventure travel participants; Her perspective is that the participant needs to acknowledge that part of the allure, excitement and enjoyment of adventure travel is that it is different from the known boundaries of life at home or in normal day to day activities

- the acknowledgment is that they are actively/ consciously seeking change and with creativity or change there ARE ambiguities. But regardless of whether the adventure goes perfectly or you actually encounter some or one of the risks, you will be changed. Explore whether the industry can come together to both provide and take part in adventure travel and activities with this more holistic (and realistic) view of what we are doing and why we are doing it - the risks of (at least) being sued can be altered.

■ *Marketing Practices Roundtables*

The Hamsun Room – Deck 8

Complementing conference sessions, this facilitated gathering will address real-world marketing strategies, practices and challenges in round-table sessions. Come ready to share war stories, plans to gird for a possibly rocky 2009, and creative ideas for attracting new partners, clients, media attention and more.

Bronnoysund

17:00 to
17:45

Cocktail Reception

Horisont Panorama Lounge – Deck 8

Hosted by:



Sensational!

18:00 to
19:00

Dinner

Midnatsol Restaurant – Deck 5

19:30 to
21:00

EVENING ACTIVITIES

Horisont Panorama Lounge – Deck 8

Hosted by:



20:30 to
22:30

Rorvik

21:30 to
22:15

FRIDAY, OCTOBER 24TH

07:00 to
10:00



Trondheim - Shore Excursion

Shore Excursions with breakfast included. See page 17 for excursion highlights and details. Delegates also have the option to have the Hurtigruten Breakfast from 7:00-7:15 aboard the ship.

07:00 to
10:00

Buffet Breakfast

Midnatsol Restaurant – Deck 5

Optional - for those who elect to stay aboard the *MS Midnatsol*.

10:15 to
12:15

SESSION FOUR

OPERATIONAL EXCELLENCE

Songs from the Sages: Lessons in Survival by Industry Veterans

Horisont Galleri Balcony – Deck 9

Industry veterans will share their first-hand experiences of wading through economic volatility, geopolitical stirrings, natural calamities, media crises, and more, to help you navigate rough waters, build business foundations that survive and ready your team to exceed expectations.

- Nicky Fitzgerald, CC Africa
- Rick Sweitzer, The Northwest Passage
- George Wendt, OARS

TRENDS & RESEARCH

Global, Societal and Niche Trends That Matter

Måne Amphitheatre – Deck 5

Monitoring global, societal and niche trends can help your organization evaluate current goals, frameworks and measures, resolve strategic directional questions and/or make pertinent management decisions. Learn which trends warrant your attention and are likely to influence your business decisions within the next 24 months, and come ready to engage in peer discussions about what trends you anticipate will affect your operating environment in the foreseeable future.

- Heather Hardwick, Menlo Consulting, Inc.
- Hugh Hough, Green Team USA
- John Noble, Travellers Unusual Journeys

PARTNERSHIP BUILDING

Connecting the Dots: Destination Marketing Organization (DMO), Operator and Agent Collaboration

The Hamsun Room – Deck 8

Learn how the diverse entities throughout adventure tourism's supply side, from marketing to field operations, can better collaborate and coordinate to achieve our goals of improved revenue and business management, enhanced delivery of customer experience, and protection of natural and cultural heritage.

- Indraa Bold, Mongolia National Tourism Organization
- Daniel Spinelli, ABETA

SUSTAINABLE TOURISM

Another Reason: Addressing Sustainability's Return on Investment

The Eventyr Library – Deck 8

Sustainable tourism development embraces the triple bottom line of environmental protection, social responsibility, and economic health. Business practices that protect and enhance the environment and support community development are more profitable and competitive in the long-term. Gain first-hand insights into the bottom-line impacts of sustainable practices from your industry peers.

- Brian Rosborough, Earthwatch Institute
- Annie Aggens, PolarExplorers

Lunch

Midnatsol Restaurant – Deck 5

Hosted by:



Life at its purest

12:30 to
13:30

GENERAL SESSION

Keynote: Earthwatch Founder, Brian Rosborough "A Changing World: Adventures Ahead"

Måne Amphitheatre – Deck 5

Since founding Earthwatch Institute 35 years ago, Brian Rosborough has sponsored explorations in the fields of science, conservation, and adventures in education. His organizations have deployed about half the Peace Corps volunteers to 120 countries each

14:00 to
15:00

FRIDAY, OCTOBER 24TH (CONTINUED)

with a mission to support the discovery of knowledge leading to sustainable development. Today's world is changing at an alarming rate, reflected in the recent turmoil in financial markets, public awareness of climate change, and regional conflicts in too many places. Does this represent danger – or a calling for Adventure Travelers? How might the global adventure travel community embrace these challenging times?

15:00 to
15:30

ATTA Community Gathering

Måne Amphitheatre – Deck 5

We'll pick up where we left off on yesterday's General Session "Pulse Check" meeting, and build off of Brian Rosborough's "Opportunities and Challenges," to further explore through group discussion our industry's – and our individual businesses' – ability to embrace and handle change.

15:30 to
18:00

Free Time

17:00 to
17:45



Kristiansund

Cocktail Reception

Horisont Panorama Lounge – Deck 8

Hosted by:



Life at its purest

Dinner

Midnatsol Restaurant – Deck 5

18:00 to
19:00

19:30 to
21:00

MAJOR SPONSORS' RECEPTION

Horisont Panorama Lounge – Deck 8

Hosted by:



Molde



Ålesund - Shore Excursion

Midnight champagne at Mount Aksla.
See page 17 for excursion highlights and details.



20:30 to
21:30

21:30 to
22:15

24:00 to
01:45

ATTA Member Tour Operators Get Exposure

More than 100 ATTA Member tour operators get exposure from 21,000+ unique visitors per month – all of whom are turning to Adventure.Travel, the hub of physical, cultural and nature-based adventure travel, to plan their next journey. At Adventure.Travel – with first-page rankings on popular search engines – people gain access to the Web's most credible guide to finding high quality, trusted tour operators, read traveler reviews and destination features, and use the site's extensive adventure travel resources.

Join the ATTA (www.adventuretravel.biz) to get listed today.



www.adventure.travel
inside the outside

Sponsored by ExOfficio and Gore-Tex®
Adventure.Travel is an initiative of the Adventure Travel Trade Association

SATURDAY, OCTOBER 25TH

02:15 to
03:00

 **Torvik**

05:45 to
06:30

 **Maloy**

07:00 to
10:00

Buffet Breakfast
Midnatsol Restaurant – Deck 5

08:15 to
09:00

 **Floro**

09:30 to
11:30

SESSION FIVE

MARKETING

Strategic Marketing in Difficult Times

Måne Amphitheatre – Deck 5

In today's economic climate, careful marketing is key. Rather than focus on the downturn and the threats it poses, look beyond the gloomy headlines and become a progressive company that takes a positive approach. Through careful and considered investment in creative marketing during tough times, organizations can reap rewards in the short- and long-term. Join these marketing experts and veterans to learn how.

-Nicky Fitzgerald, CC Africa

-Hugh Hough, Green Team USA

-Steve Markle, OARS

OPERATIONAL EXCELLENCE

Trends & Best Practices in Leisure Product Distribution

The Hamsun Room – Deck 8

Learn more about online travel activity for leisure travel in North America and Europe. Access industry-wide distribution trends including air, car hire, hotel, cruise and time share/holiday rentals, as well as business trends in distribution including content management, ancillary revenue, dynamic packaging, dynamic cross-selling, and best practices case studies. Come prepared to discover how to assess distribution channels and share your business' perspectives, challenges, concerns and potential opportunities for group discussion.

-Valyn Perini, OpenTravel Alliance

TRENDS & RESEARCH

Outdoor & Adventure Lifestyle Trends: Why Connectivity Between the Outdoor and Adventure Lifestyle Industries Matter

The Eventyr Library – Deck 8

Bringing adventure travel destinations, tour operators and other businesses together with outdoor retailers and brands focused on adventurous activities contribute to increased participation in outdoor recreation activities. Together, these industries are better positioned to provide productive cross selling environments for retailers, manufacturers and travel companies, which, in the end, brings more value to our businesses, outdoor enthusiasts and travelers. It's another opportunity that can help you open new distribution channels. Learn how.

-Chris Chesak, Adventure Travel Trade Association

-Shannon Stowell, Adventure Travel Trade Association

PARTNERSHIP BUILDING

Making Partners out of Your Travelers: Leveraging Consumer Influence

Horisont Galleri Balcony – Deck 9

Traditional marketing models are suffering. Learn creative strategies that build long-lasting partnerships with your very own clients. Learn how to put real power and influence in the hands of your customers, who can serve as your brand's greatest ambassadors. Your travelers are influencing friends, families, colleagues and scores of others through social networking tools and by telling... and re-telling, their personal stories. Beyond an exceptional adventure, learn what 'gifts' you can give your customers to enable them to spread the word about their compelling life experiences.

-Kevin Johnson, Deluxe Digital Media

-Natasha Martin, Xola Consulting

-Chris Noble, World Nomads

SATURDAY, OCTOBER 25TH (CONTINUED)

11:45 to
12:30

GENERAL SESSION

Måne Amphitheatre – Deck 5

Moving Forward: A Special Presentation by ATTA and Quebec.

12:30 to
13:30

Buffet Lunch

Hosted by Québec

Midnatsol Restaurant – Deck 5



Québec
bonjourquebec.com

14:30



Bergen

14:30 to
17:30

**Bergen Guided Cultural
Adventures**



18:00 to
18:30

CLOSING CEREMONY

Fløien Folkerestaurant in Bergen

Ride the tram up to Mount Fløien to a mountainside restaurant for cocktails and social networking.

Gourmet chefs will then tempt you with delicacies from the sea.

CLOSING KEYNOTE

With ATTA, Fjord Norway, City of Bergen and:

Special Keynote with Carol Bellamy

“The Moral Adventurer in a World of Need”

What does it mean to be an adventurer in a world made ever smaller through transportation and technology, where some enjoy increasing opportunities to get out and see the world while far too many others struggle in place to simply see tomorrow? Drawing on her years of experience at the helm of the Peace Corps, UNICEF, and now World Learning, a global nonprofit focused on international education and development, Carol Bellamy will discuss both the great opportunities and the grave challenges that face us in this global, connected age.

Buffet Dinner

Finger foods and exotic seafood temptations

Evening Entertainment

Music and dance - mixture between modern and traditional folk tunes

Return via the tram to prepare for your next day's Fjord Norway adventures or return home. OR... for those who would like to continue the party, we'll see you at Rick's, a nightclub in the centre of Bergen!

18:30 to
19:30

19:30 to
21:00

21:00 to
22:30

22:30



Adventure Travel News™

Delivering Adventure Industry Trade News to Members and the World Media

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- Adventure Industry *Viewpoints*
- ATTA & Industry Trends and Research
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- Featuring: eMail Notifications and RSS Feeds



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Made possible by the Adventure Travel Trade Association

KEYNOTE PRESENTERS

CAROL BELLAMY — PRESIDENT AND CEO, WORLD LEARNING



Carol Bellamy assumed the leadership of World Learning in May 2005, having completed ten years as executive director of UNICEF, the children's agency of the United Nations. During her tenure at UNICEF, Ms. Bellamy brought a compassionate yet pragmatic ethic to improving the lives of children. She stepped up UNICEF's work in emergencies, doubled its funding, put the issues of child exploitation on the global agenda and fought for health, protection and education as fundamental rights of every child.

Prior to joining UNICEF, Ms. Bellamy was Director of the United States Peace Corps. Having served as a Peace Corps volunteer in Guatemala from 1963 to 1965, she was the first former volunteer to run the organization.

Ms. Bellamy has had a distinguished career in the private sector. She was a Managing Director of Bear, Stearns & Co. from 1990 to 1993, and a Principal at Morgan Stanley from 1986 to 1990. Between 1968 and 1971 she was an associate at Cravath, Swaine & Moore. Ms. Bellamy also spent 13 years as an elected public official, including five years in the New York State Senate (1973-1977). In 1977, she became the first woman elected to citywide office in New York when she was elected President of the NYC Council, a position she held until 1985.

BØRGE OUSLAND — POLAR EXPLORER



When planning an adventure, very few people would consider trying to cross the North Pole via the 1,240 miles (2,000 kilometers) of ice floes and seawater that loosely connect Russia and Canada. And to date, only one has chosen to ski and swim the distance. Norway's Børge Ousland is living proof that people with perseverance, skill, and imagination can still achieve historic firsts in exploration.

Ousland began his informal endurance training at age 20 as a construction diver in the North Sea. In 1986 he crossed Greenland on skis. After serving in Norway's naval special forces, he began his polar career in earnest. In 1994 Ousland became the first person to ski alone and unsupported from Siberia to the North Pole. One year later he made the record books again with a similar trip, this time to the South Pole. In winter 1996-97 Ousland completed the longest unsupported ski expedition in history—1,770 miles (2,845 kilometers) across Antarctica.

One of *National Geographic's* highest-rated speakers, Ousland explores what happens when a person is pushed to the limit of what they imagined they were capable. He challenges us to break through our mental boundaries, to uncover and apply our unique strengths to succeed in our own endeavors. (Bio from: NationalGeographic.com)

BRIAN A. ROSBOROUGH — FOUNDING CHAIRMAN, EARTHWATCH INSTITUTE



Brian A. Rosborough has been a pioneer in the environmental field. During his 25-year tenure as CEO, Rosborough supported innovative research in the rainforest canopy. Since its founding in 1971, Earthwatch has supported over 3000 scientific expeditions in 120 countries to investigate and monitor environmental change. More than 80,000 volunteers have contributed about \$60 million and over 10 million hours time and talent to essential fieldwork. Among them have been 10,000 teachers and students sponsored on scholarship. Today, Earthwatch Institute continues to be a major sponsor of scientific inquiry, currently supporting 130 projects annually to document changing world conditions. These explorations search for solutions to sustainability, delving into problems such as global warming, habitat destruction, loss of biodiversity, and public health issues such as access to clean water, and the preservation of our cultural and biological heritage.

Mr. Rosborough serves on civic and educational boards in fields of interest. Recently he advised or designed projects for Ossabaw Island Foundation, Deerfield Academy, Tulane University, the Rocky Mountain Institute, Cape Cod National Seashore, International Development Enterprises, Digital Nations, the UN ICT Task Force, and MIT Media Lab. Prior to joining Earthwatch, Mr. Rosborough was an investment banker in New York and served as First Lieutenant on a U.S. destroyer in southeast Asia. He lives in Concord, MA, a mile from Walden's Pond, with his wife Lucy Carlborg, a foundation trustee and former book publisher, their two children, Annabelle and Davis, and other wildlife.

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SHORE EXCURSIONS



SVOLVAER - LOFOTEN

The first people came to Lofoten about 6,000 years ago. Lofoten's Stone Age inhabitants survived on fishing and hunting in an area which provided good living. Today the fishing industry is still important for Lofoten, but Lofoten has also become a favored island to visit and explore because of the spectacular nature and surroundings. In November 2007 Lofoten was rated to be the world's third most appealing island and the favorite destination to visit for Norwegians. Busses and representatives/guides will meet all delegates at the Hurtigruten Harbor for their designated excursions at 18:30 on Wednesday, October 22.

Lofoten Nature

Lofoten Nature's exhibitions and multimedia presentations offers detailed insight into the island's spectacular nature. The visitors centre also posts sightings and updates from ongoing research, and has a lecture room and a library with literature on the boreal and arctic regions. Photographer John Stenersen will guide you through his exhibition, and tell you all there is to know about the unique Lofoten Nature. You will also get a chance to taste some of the delicious local food. Depart the ship at 18:30 and return at 20:30.



Welcome to Lofotr!

Enjoy Lofotr Viking Museum, where archaeologists have excavated the largest Viking Age house ever found. When you enter the Viking Chieftain's house, it is like being transported back to the Viking Age. Light flickers from the hearths and gleams from the ceiling lamps, the pleasant smell of wood tar fills the air, and the smell of broth pervades. The bus to the museum and Stamsund includes a guided tour with a local guide who will give you an insight into Lofoten's unique history and culture. A hearty broth with vegetables and lamb will be served with a chunk of Viking bread and sour cream. The Chieftain welcomes you to pay him a visit at Lofotr Viking Museum! Depart Svolvær at 18:30, and arrive at Borg at 19:45 via bus. After the event, the group will re-connect with the Midnatsol in Stamsund at 22:00.

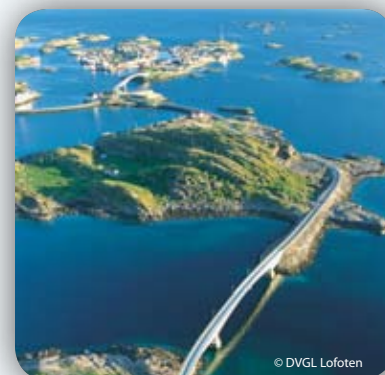


Aurora Borealis and the secrets of the Lofoten Islands at Hov

At Hov, on the island of Gimsøya in Lofoten, enjoy a historical evening of storytelling about the Viking Tore Hjort who once lived at Hov and fought with and against the Norwegian kings. The story will be told where it took place, more than a thousand years ago. Hov is also one of the best places in Lofoten to observe Aurora Borealis, the Northern Lights. If chance prevents us from seeing them, a film and photos will be shown. To give you a greater experience of Viking life, one of their favorite dishes, a rich soup with vegetables and lamb, will be served in cozy surroundings in our Lavvo (Sami tepee) or outside on one of the most beautiful beaches in Lofoten, weather permitting. Warm clothes will be lent with no charge. Leave Svolvær at 18:30, and arrive at Hov at 19:20 via bus. A one-hour bus ride after the event will meet the ship at Stamsund at 22:00.

Trip to Henningsvær

Our guide will take you to Henningsvær by bus and tell you about the history and culture of the Lofoten Islands. In Henningsvær you will be welcomed at the Lofotens Hus gallery, where you will be informed about local nature, history and culture. You will also see art by different artists from the Norwegian Golden Age. A nice Norwegian meal will be served, and before leaving for Stamsund to return to the ship, you will see what the old fishing village has to offer; small shops with locally made handicrafts, a local candle maker, ceramics, glass-blowing and more. A nice way to explore Lofoten! Leave Svolvær at 18:30, and arrive at Henningsvær at 19:10 via bus. A bus ride after the event (1.5 hours) will meet the ship at Stamsund at 22:15.



SHORE EXCURSIONS (CONTINUED)

TRONDHEIM Visit Trondheim AS

The name Trondheim derives from the old Norse Þrónðheimr, meaning home of the strong and fertile ones. The city was founded by Viking King Olav Tryggvason in 997 BC, and occupies a special place in Norwegian culture and history. Trondheim was the nation's first capital, and continues to be the coronation city where Norway's Kings from Harald Hårfagre (10th century BC) to King Harald V (1991 -) have been crowned and blessed. Situated by the Trondheim fjord, it is surrounded by lovely forested hills, with the Nidelva river winding through the town.

Busses and Visit Trondheim representatives/guides will meet all delegates at Hurtigruten harbor for their designated excursions from 7:30-10:00 on Friday, October 24.



Jorn Adde © Trondheim kommune

Ringve

Norway's national museum for music and musical instruments with collections from all over the world. A special guided tour with musicians that demonstrate a selection of instruments. Small concert with coffee & Norwegian waffles served.

Sverresborg Trøndelag Folk Museum

Cultural history museum surrounding the ruins of King Sverre's Medieval Castle. Large open air museum with wooden architecture and environments from Trøndelag region. Special arrangement with Gregorian music and song in Haltdalen Stave Church, activities in the houses and a walk up to the castle. Coffee & Norwegian waffles served.

Nidaros Cathedral

The world's northernmost gothic cathedral, build on top of Olav the Holy's grave. Visit to the Arch Bishops home, museum, and an exhibition of the Crown Jewels.



Jorn Adde © Trondheim kommune

City Walk

Test drive the world's only bike lift! Walks through old town, Bakklandet, with old wooden houses and a charming atmosphere. Parts of Bakklandet is restored and renovated for use as residential housing. See Old City Bridge (Lykkens Portal – The Portal of Happiness) built in 1681. Continue walking over to Kristiansten Fortress where you can experience a fantastic view of the city and fjord below. Coffee & Norwegian waffles served at a cosy restaurant.



ÅLESUND - MIDNIGHT CHAMPAGNE AT MOUNT AKSLA

Recently elected the most beautiful town in Norway, Ålesund, will give you a fabulous and intriguing midnight experience. At the very entrance to the famous Norwegian fjords lies a picturesque town surrounded by water. Ålesund was rebuilt in the beautiful Art Nouveau style after a dramatic fire a hundred years ago, and is a perfect location for unique adventures all year around!

This excursion will begin at midnight. Participants will enjoy champagne, finger food, and strolling Ålesund by night (torches light up the paths and stairs). We will re-embark the ship approx. 01:45.



Firth of Fure



Toralf Løkke/Nordic Life/Destination Ålesund & Sunnmøre/Fjord Norway



Alfred Lüpke/Destination Ålesund & Sunnmøre

ABOUT THE ADVENTURE TRAVEL TRADE ASSOCIATION

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/agencies, 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 ATTA Member Tour Operators, and tracks more than 21,000 unique visitors per month.
- **www.adventuretravelnews.com:** *AdventureTravelNews*™ is an online travel industry news site, featuring monthly email headline alerts to more than 17,000 industry professionals.
- **www.adventuretravelworldsummit.com:** Homepage of the ATTA's Adventure Travel World Summits.
- **www.adventuretravel.biz:** The ATTA's central site, with news and information about the ATTA.

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HUGH HOUGH, INVENTOR OF THE
SYNTHETIC BABY SEAL PELT THONG

But seriously...all of us here at Green Team love Hugh. His keen insight into The Awakening Consumer is surpassed only by the way his dimples emerge when you offer to buy him a drink (try it and see). Have a great summit, learn a lot, inspire each other and have fun, but don't go overboard.

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