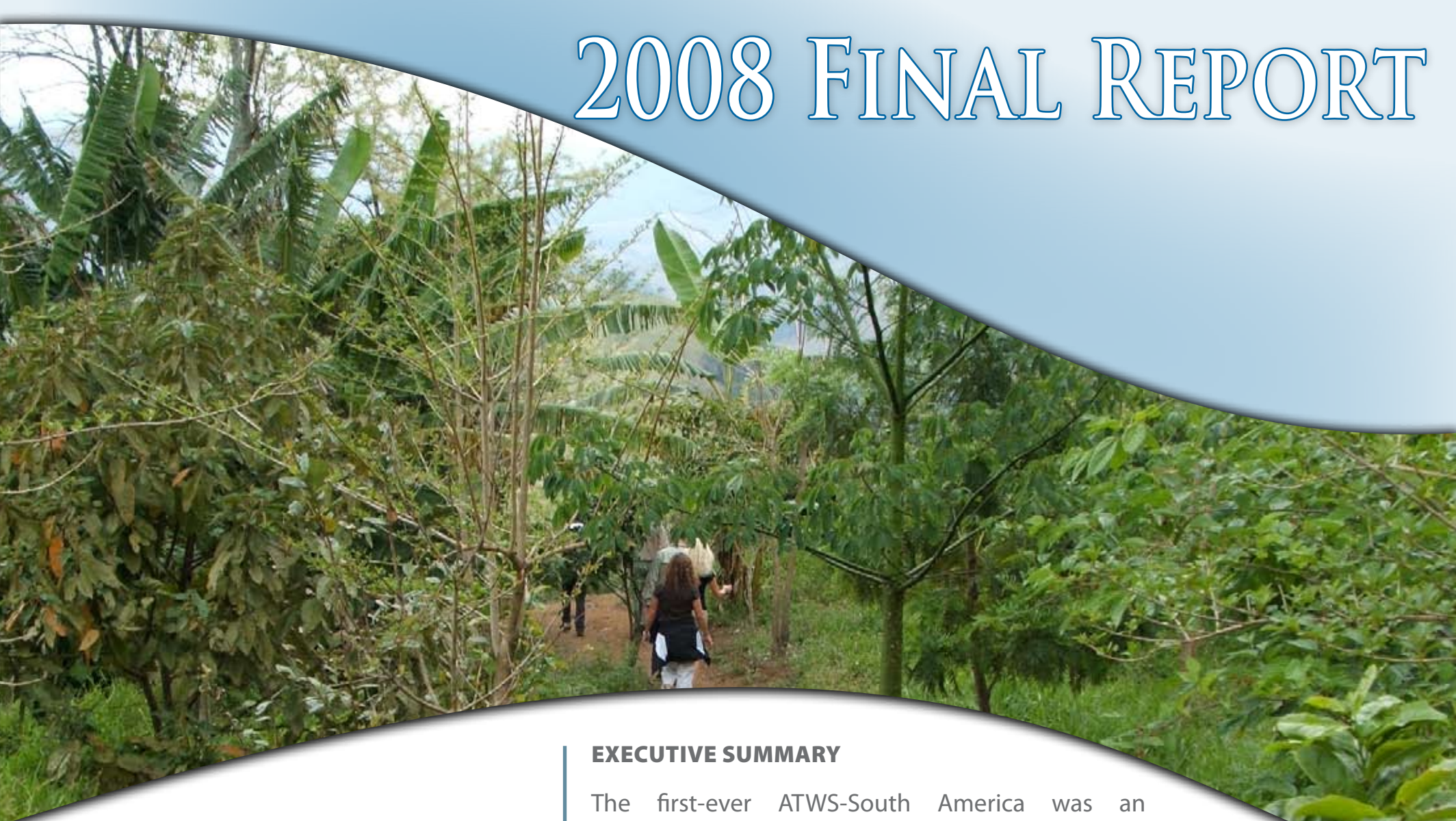


2008 FINAL REPORT



Adventure Travel World Summit

SOUTH AMERICA

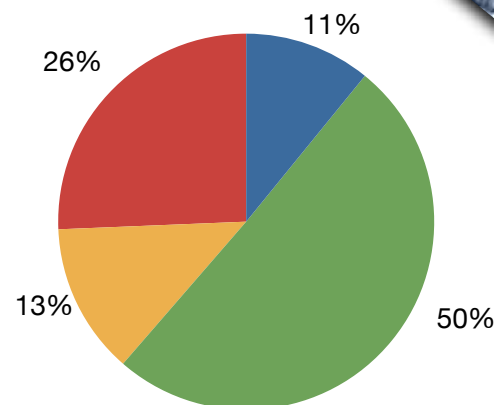
EXECUTIVE SUMMARY

The first-ever ATWS-South America was an outstanding success by all measures. More than 740 adventure travel executives came to the Summit for personal development, expanding their professional network, and promoting their products to industry influencers. Pre-tours, a new Marketplace for buying/selling, strong support from Brazilian destinations and South American tourism boards were all highlights. The efforts of our Brazilian hosts (ABETA and EMBRATUR) to bring so many South American operators, agents, and media together with ATTA members from around the globe was a key to this event's success.



Attendees

The inaugural Adventure Travel World Summit – South America (ATWS-SA) in Sao Paulo Brazil, Sept 4-7, brought together the leadership of the adventure travel industry. From the Americas and around the globe, more than 740 adventure travel executives (a 47% increase over 2007's 505 attendees) attended. Each Delegate was an industry influencer and/or decision-maker.



- Destination Marketing Organization
- Tour Operator, Accommodations, Travel Agency
- Industry Partner
- Media

“

I wanted to congratulate you for the excellent organization of the Summit. It was very informative and helpful for all of us. It was an incredible experience.

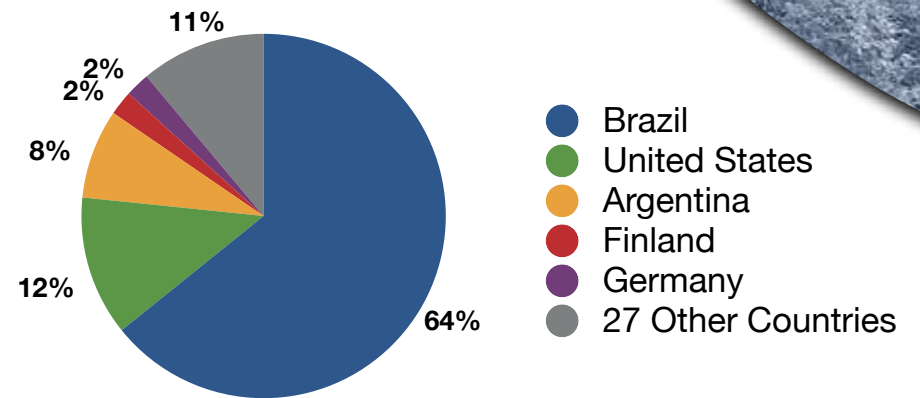
- Fernando Escudero; President, Asociacion Argentina de Ecoturismo y Turismo Aventura

”



Nations Represented

ATWS-SA delegates represented nearly 35 nations from around the globe, including Argentina, Bangladesh, Brazil, Canada, Croatia, England, Germany, Japan, Peru, South Africa, The Russian Federation, Trinidad and Tobago, The United States, Vietnam, and more.



Argentina	Denmark	Netherlands	Trinidad & Tobago
Austria	Ecuador	Portugal	United Kingdom
Bangladesh	Finland	Reunion	United States
Belize	France	Romania	Uruguay
Brazil	Germany	Russia	Viet Nam
Canada	India	South Africa	
Chile	Italy	Spain	
Costa Rica	Japan	Sweden	
Croatia	Mexico	Thailand	



Sponsor R.O.I.

Over the course of their entire sponsorship, Key Sponsors of the event received an estimated more than 622,000 quality impressions via a variety of channels (including web, email, print, and more) to this key audience of industry leaders. Major Sponsors received roughly double that amount, while lesser levels of sponsorship received ROI equivalent

to their level. (Please note that these impressions are with qualified adventure travel professionals and industry influencers. Further, all impression figures are based on actual data and/or conservative estimates.) In addition, sponsors reaped a broad array of multi-channel brand-building and promotional opportunities.

Branding | Programs & Promotions | Intangibles





Branding

Sponsors were thanked and recognized via:

- 800 printed programs
- Logos listed on two 60 s.f. banners
- Logo projections for all sponsors on 16'x24' presentation screens during meals, before keynote presentations, and during breaks
- Logos posted in several pre-summit emails totaling more than 155,000 unique receipts by adventure travel professionals

Pre-Summit marketing email with rotating sponsor logos





Programs & Promotions

Sponsors such as ExOfficio and *Men's Journal* utilized the ATWS-SA for product sampling, extensive networking, and giveaways, while other sponsors also dedicated support to specific speakers, initiatives, or events. These dedicated sponsorships included:

- **EMBRATUR and Brazil Ministry of Tourism:** Opening Reception
- **Brotas, Sao Paulo, & Socorro:** Evening Reception
- **Minas Gerais, Argentina, Peru:** Lunch Events
- **Amazon, Ceara, ExOfficio, Tocantins, *Men's Journal*:** Cocktail Receptions
- **Adventure Central:** Cyber Café
- **ABETA:** Closing Reception

“ A HUGE “thank you” to your team for hosting such an exciting and educational summit. The South American Summit was a fantastic platform for ExOfficio to introduce the brand to attendees from around the globe.

- Chris Keyes; Marketing Coordinator, ExOfficio





Intangibles

In addition to the tangible ROI already noted, Summit sponsors also:

- Proved to this industry's leaders their commitment to creating community within the once-fragmented adventure travel industry,
- Received additional credibility by reaching Delegates on an emotional level,
- Positioned themselves as industry champions who are supporting key industry events,
- Helped both strengthen the voice of the adventure travel community, and
- Added to our industry's fast-paced and growing momentum.





Summit 2009

The 2009 Adventure Travel World Summit will be hosted by Quebec, Canada in mid-October (date and venue to be announced shortly). Continue to tap into the potential of this fast-growing industry – and its even faster-growing trade association – by being a part of next year's Summit.

Each Summit has been a significant improvement over the last, and we expect no less next year. We hope to see you there!



This was my third Summit and I have already marked the fourth on my calendar. The Summit is now an essential part of my year, a place where I get can network with and learn from top executives of adventure travel companies and also be rejuvenated about working in such a dynamic industry.

- Daniela Papi; Founder, PEPY





Addendum A Sponsors & Exhibitors

HOST COUNTRY



Sensational!

MAJOR SPONSORS



Ministério
do Turismo



KEY SPONSORS

Adventure Central

Argentina

Chile

GoOutside

Minas Gerais

National Geographic Adventure

Peru

São Paulo

TAM

SUPPORTING SPONSORS

Away.com

Ceará

Tocantins

CONTRIBUTING SPONSORS

Archaeology Magazine

Ecuador

Green Living Project

Triade Seguros Partners

Adventure Sports Fair

Conservation International

Sustainable Travel International

São Paulo Convention Bureau



Addendum B

Attending Tour Operators

NOTE: The list represents the majority of the operators that attended, as 356 Delegates are without an industry declaration. (European and North American operators listed in bold.)

&BEYOND (Formerly CC Africa)

Abismo Anhumas

Adriatic Kayak Tours

Adventure Associates

Adventure Land Travel and Tours

Adventure South Ltd

Adventure Spirit / Travel Network

Alaya Expedicoes

All America

All Patagonia

All Seasons

Alltournative

Amazon Tree Climbing

Amazonas Tur

America Andina

Anem de Viatges

Aniyami Turismo

Aparados Adventure

Apumayo expediciones

Associacio Roteiros de Charme

Ativa Rafting

AuroraEco - Viagens Ativas

Aventoura

Aventur Turismo

Aventura do Brasil

Aventura Especial

Aventura Expediones

Ecologicas

Aymara Turismo

Banani Eco Tour

Barlan Travel

**Big Amazon Fish /
AdventureGiving.org**

BikeHike Adventures

Biosfera Brasil

Brasil Aventuras Expedições

BRASILIA TOUR

Brasilien Wege

Brasilien.de

Braslatinatur

Brazil Discovery Active Travel

Brazil Ecojourney

Brazil Ecotravel Center

Brazil Trails

Braztoa

Brotas Outdoors/H2omem

Brotas Tour Viagens e Turismo

Burco Lodges

Butterfield & Robinson

Camino Abierto

Canoar

Cascada Expediciones

Célia Batista

Chamaeleon Reisen

Cia Nacional Ecoturismo

Contrast Getaway

Country Walkers

Cox & Kings

**Cruceros
Australis**

Secretaria de Turismo,
Esporte e Lazer do Rio Grande
Do Sul

DAVENTURA

Delta Outdoors

Dive! Tutukaka

Diversidad

Djoser Reisen

DreamWeaver Travel

DuVine Adventures

Ecoterra Expedições Ambientais

Ecuador Adventure

Enigma Adventure Tour Operator

Euro American Travel

**EverGreen Escapes & Explorers 3
Adventures**

Explorandes

“

Thank you so very much for the Summit's great organization and the very interesting meetings and sessions. The quality of the entire event was really very good! Bravo!

- Anne Desse, TAWA EUROPE

”



Addendum B (Cont.)

Extremo Nordeste Expeditions
Famtridsresor
Farol da Foz Ecoturismo
Fazenda Acara
Fazenda San Francisco
Fifth Avenue Travel
Firecloud Adventures
First Patagonia Travel Adventure
Fitz Roy Expediciones
Fredson Travel

Freeway Brasil
Freeway Brazilian EcoTourism
Gateway Brazil
Gato do Mato Expedições
Ecológicas
Grade VI
Gulliver Travels
Gullivers Travel Associates
Guyana Sustainable Tourism Initiative

H2O Patagonia
Haast River Safari
Hiking New Zealand Ltd.
Huala Turismo Aventura
Ikarus Tours GmbH
Inkaterra
Intrepid Travel
Jaz Tour
JBC-agencies/Great Brazil Express
Kenwood Travel
Kings Holiday
Korubo
La Route des Voyages
L'aime du Sud Voyages
Lernidee Erlebnisreisen
Lost World Adventures
Maduro Dive Fanta-Seas
Malocas Jungle Lodges
Manaus Hostel

Marillum Viatges
Marimbus Ecoturismo
Maritaca Turismo
Martin Travel Turismo
Matuete
Meridian Prime
Metropolitan Touring
Miller Reisen
Mongolian Travel
Montanheiros
Mountain Lodges of Peru
Mountain Travel Sobek
Mundo Aventura
Myths and Mountains
Neblina Forest
Ngai Tahu Tourism
Nomad Expedições
Nomades de la montana
NZone "The Ultimate Jump"
Oikos Ecoturismo

Omni Mare
Open Door Operadora
Orion Turismo
Otkrytie Travels
Ozone Travel Kiteboarding
Pack and Go Travel
PADI Brasil
Paraiso Eco Lodge
Paria Springs
Parque das Trilhas
Parque Nacional Los Alerces
Patagonia Extrema Viajes
PEPY
Pisa Trekking
Piscinas Naturais
Portal do Equilibrium
Portal Equilibrium
Pousada Caiman
Pousada Estrela Dyagua





Addendum B (Cont.)

Pousada Frangipani
Pousada Recanto Alvorada
Praia Secreta
Promobas
Quehuanque E.V.T - Turismo
RAFT ADVENTUREA
Recanto Ecolico Rio da Prata
Redwood Adventures
REI Adventures
Reise Koenig
Rio da Prata
Rio Hiking
Rios e Montanhas
Roraima Adventures
ROW Adventures
Say Hueque / Tours in Argentina & Chile

Serac - Sky y Andinismo
Shotover Canyon Swing
Skybird Travels and Tours Ltd.
Snow Leopard Adventures P. Ltd.
Socompa
South Explorer
Southern Explorations LLC
STB Student Travel Bureau Ltda.
Suçuarana Roteiros e Expedições
Superfly

Taranna
Tawa
Tell Tale Travel
Tendao
Termas de Lahuen Co
Terra Brasilis
Terra Nordeste
Terral Expedições
Território Selvagem
The Cristalino Jungle Lodge

Tierra Del Volcan/Volcanoland
Totally Tourism
Travel Ecuador
Travessia
Trek Travel
Trilha Do Ouro
Trip Noronha
Tuareg Rafting
Tucano Reps. Peru Latin Trails
Valinor Representaciones

Vision 2000 Canada
Vivo International Adventures
Voyages Jules Vernes
Webventure
WHL Travel
Wilderness Travel
Wildland Adventures
Wildlife Trails
Wilson's Abel Tasman Ltd
Your Way
Zoom Travel
Zorb Ltd



The 2008 Adventure Travel World Summit in Brazil proved to be an invaluable networking opportunity. There were countless opportunities to brainstorm with travel industry leaders as well as representatives from the media, worldwide organizations, government, and associations.

- Timo Shaw; President, Country Walkers



Scott Walking Adventures Limited
Sea to Summit - North America
Sekom Voyages

Surtrek Tour Operator-Ecuador & the Galapagos Islands
Tam Viagens
Tamandoa Adventure

The Indochina Trekking Company/
Trails of Indochina
The Lodge at Sun Ranch
Thesys Tour Operator

Vamos Expeditions
Vento grande ecoturismo
Venturas & Aventuras



Addendum C

Attending Media

NOTE: The list represents the majority of the media that attended. List includes sales staff as well as editorial. (European and North American media in bold.)

A E G ACESSORIA
AÇÃO E AVENTURA

Adventure Travel Media Source

AGÊNCIA SEBRAE DE NOTÍCIAS

Archaeology Magazine

Assessoria de Imprensa

Assessoria de imprensa Banco
Real

AVENTURA E AÇÃO

AVENTURA RIOS

AVENTURA.COM.BR

Away.com

Brasiliatur

BRASILTURIS

Brazil Max

Circuito das Águas (Socorro)

DAILY TELEGRAPH

DIARIO DOTURISMO

DIÁRIO LA VANGUARDIA

EcoTraveller.com

EDITORIA ABRIL

EGOM COMUNICAÇÃO

Everett Potter's Travel Report

FOLHA DE SÃO PAULO

FOX PRESS NET

GoOutside

JORNAL
DESTINO
BRASIL

JORNAL E REVISTA
ECO TURISMO

JORNAL ESTADO SE SÃO PAULO

JORNAL MAIS MOTORS



The Summit was energized by an agenda that challenged participants to share their impressions about important thinking from a great variety of disciplines. It left participants understanding their own unique challenges and opportunities in a richer context. Further, I did not meet one delegate that I would not want to go on a hike with.

- Francis X. Farrell; Publisher, *Men's Journal*



El Cronista Comercial -Viajes &
Estilo

EMBROTUR

ESTADO DE SÃO PAULO

Green Living Project

GRUPO VIAGEM

JORNAL DA CIDADE

Jornal De Turismo

JORNAL MAIS OFF ROAD

JORNAL O ESTADO DE SÃO PAULO

Jornalista

Kairn





Addendum C (Cont.)

MÁQUINA COMUNICAÇÃO
CORPORATIVA INTEGRADA

Men's Journal

MERCADO E EVENTOS

MG BRASIL

MM VIDEO

MOTOR PRESS

Na Flor da idade

National Geographic

National Geographic Adventure

NEW PRESS VIDEO

NUCELO DE TURISMO DE BROTAS

Outside Magazine

Panorama do Turismo

PARQUES NACIONAIS
ARGENTINOS

Planeta Ecotur Agência De
Viagens E Turismo

PORTAL UOL

PREFEITURA MUNICIPAL DE
BROTAS

RADAR TELEVISION - CNT

REBÍA

REVISTA AIRE LIBRE

REVISTA ALA FEMININA

REVISTA BUSSINESS BRASIL

REVISTA DO MEIO AMBIENTE

Revista Dufry

REVISTA ECOTURISMO

REVISTA ECOTUS

REVISTA HEMISPHERES

Revista Host

REVISTA LOK

REVISTA MERGULHO

REVISTA TRAVEL TIME

REVISTA WAVES

REVISTA WEEKEND

SBT REALIDADE

SECRETARIA DE ESTADO DE
TURISMO DE MG

SmarterTravel.com

SUPLEMENTOS EL COMÉRCIO

Telam
S.E

TERCEIRA VISÃO

**THE WASHINGTON
INFORMER**

TIEMPO DE AVENTURA

TODAY'S BLACK WOMAN
MAGAZINE

Turismo em Foco

TV RECORD

UNIVERS DES VOYAGES

USA Today

Velejar

Viajante Consciente

www.karenkefauver.com





Addendum D

Attending Destinations

NOTE: The list represents the majority of the destinations that attended, as 356 Delegates are without an industry declaration.

Adtur

Assam Tourism (India)

Belize Tourism Board

Belize Tourism Board

Brazil Ministry of Tourism

EMBRATUR

Innovation Norway

Interatividade Itacaré

Kuoni Travel Ltd

Ministério do Turismo

National Institute of Tourist
Promotion - Argentina

New Zealand Trade & Enterprise

PARATUR

PromPeru

Secretária De Estado De Minas
Gerais

Secretaria de turismo de Chubut

Secretaria de turismo provincia de
Santa Cruz

Secretary of Tourism of the State
of Minas Gerais

Tourism Authority of Thailand
Villa La Angostura, Secretary of
Tourism of Argentina



“

The summit was a great platform to highlight new destinations of Peru directly to the leaders of the industry worldwide, while also facilitating business connections with our Peruvian operators during the event.

- Indira Palomino; Adventure Travel Specialist, PromPeru

”