

ADVENTURE TRAVEL WORLD SUMMIT

AVIEMORE, SCOTLAND OCT. 4-7, 2010

Share & Inspire



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HOST DESTINATION



MAJOR SPONSOR



Welcome to the 2010 Adventure Travel World Summit!

LETTER FROM SHANNON STOWELL, ATTA PRESIDENT



Welcome to the 7th Adventure Travel World Summit in Aviemore, Scotland. In this digital age, where social media, mobile connectivity and online meetings define much of our interaction, we at the ATTA still firmly believe that to come together, shake hands, laugh, debate and deepen friendships through personal, human interaction creates more progress and lasting relationships that matter than any electronic alternative can offer.

A gathering like this is a very unusual opportunity — each person bringing a piece to the group — if you choose to, that is. The potential of the ATTA's annual Summit is always up to you, each individual delegate. We encourage you, if you are a first timer, to throw yourself into this event fully. This event is about education, knowledge sharing, inspiration and relationship building through work and fun.

Two years ago many of us wondered if we'd still be in business in 2010. We listened to experts talk about V curves, U curves, W curves and no curves. We watched each other's businesses, our own and the world at large, and it was intimidating. Well, here we are. And, while uncertainties remain, it seems that the extreme economic volatility has subsided. We, the adventure travel industry, will continue to press ahead and find our way through the thicket. In fact, many businesses are doing just this. We found with the recent GWU, ATTA and Xola Consulting market sizing report that the adventure travel industry registered more than \$89 billion in 2009.

Last year, you asked the ATTA to expand beyond being purely a business association and enter into the realm of leadership in sustainability and responsible tourism. Our team stepped up to this, as we have always been staunch advocates for responsible tourism and have supported many businesses and organizations in their quest to pursue and execute best practices on this front. We simply needed permission by you, ATTA Members and Summit delegates, to push beyond our bounds and pursue more visibility on these issues. This year, the ATTA took public stances on several key issues against irresponsible policy that stood to harm ATTA members' businesses and the surrounding environment. We also dove deep into the issue of standards, of certification and found that there are at least 125 certification programs for sustainable/green/responsible tourism and knew that reinventing that wheel or being involved in creating yet another program was not the best use of our efforts. Instead, we have joined forces with the GSTC (Global Sustainable Tourism Council) to help push for global standards in this realm, to help bring a method to the madness.

As always, the ATTA exists for one main reason, to help adventure travel businesses grow and thrive responsibly. We believe that this group is a force for good, bringing much needed revenue to local economies around the world and turning customers into lifelong advocates of responsible tourism practices. We encourage you to join us in this quest during this, the 7th Adventure Travel World Summit, and to make the most of the global adventure tourism community's best networking event of the year, to contribute, learn and raise the bar of professionalism for yourself, for the organization you represent and the industry at large.

In the spirit of adventure,



Greening the 2010 Summit,
including partially-recycled
content for this program,
made possible by:



Welcome From Alex Salmond, Scotland's First Minister



I would like to extend to you a very warm welcome to Scotland, Europe's adventure capital.

Scotland is delighted to host the first Adventure Travel World Summit to be held in the UK. With the sheer diversity of our countryside and coastline, high majestic mountains and rolling foothills, glorious glens and tranquil lochs, sandy beaches and picturesque islands, Scotland's outdoor playground offers fun and action for every kind of adventurer.

There is a wide variety of more than 50 adventure activities to choose from, building on Scotland's enviable reputation as a top-choice destination for outdoor pursuits.

Many of you have come from all over the world to sample Scotland's adventure activities and I encourage you to discuss your plans to develop your tours and packages with Scotland's adventure operators as well as staff from VisitScotland, our national tourist board.

With its colourful history and undeniable scenic beauty, a visit to Scotland is an awe-inspiring adventure. Expect fine food and generous hospitality. Expect to be entertained and enchanted. Above all, expect to have fun.

I hope this year's Summit will help show the rest of the world that Scotland is a world-class destination for adventure.

Contents

WELCOME	2-3
MONDAY, OCT. 4	4
TUESDAY, OCT. 5	5
SUMMIT EXHIBITORS	5
WEDNESDAY, OCT. 6	6
THURSDAY, OCT. 7	7
AFAR EXCHANGE	8-9
FACILITY MAPS	9
FEATURED PROGRAMS	10-15
ABOUT THE ATTA	16-17
SPEAKERS	18

ABOUT THE COVER *Slioch and Loch Maree*, in the Scottish Highlands — from a painting by Martin Ridley: www.martinridley.com

Monday

October 4th

REGISTRATION

7:30 - 9:00 AM

Macdonald Conference Centre Lobby

DAY OF ADVENTURE!

Registration: 8:30 AM

Adventures: 9:00 AM

Auditorium

Thanks to the Day of Adventure providers and the Cairngorms National Park! Stop by the yellow tent in the Conference Centre to check out product demos from Eddie Bauer First Ascent!



INVITE ONLY: SPEAKER & JOURNALIST RECEPTION

4:30 - 5:30 PM

Peregrine Suite

SPECIAL PRESENTATIONS

5:30 - 7:00 PM

Auditorium

From Armageddon to Utopia...Business as Unusual

Costas Christ

Dr. Wallace "J" Nichols

We'd all likely agree that we're not on the precipice of Armageddon, nor are we naive enough to believe that we're creating a utopia, but between these extremes lies an opportunity for our industry to migrate our focus from what's wrong in the world to what is possible in the world. Our experts will pick up where our 2009 ATWS keynotes – often challenging and disturbing – left off, on creating a revolution, with new rules in which business as unusual must prevail.

Reinventing Conservation

John Kasaona

In his home of Namibia, John Kasaona, whose work was featured in the recent film *Milking the Rhino*, is working on an innovative way to protect endangered animal species: giving nearby villagers (including former poachers) responsibility for caring for the animals. And it's working. Kasaona, a leader in the drive to reinvent conservation in Namibia, knows there is a better way to define the relationship between people and environment. He'll share ways in which conservation efforts are helping to improve the lives of rural people in Namibia by involving them in the management of the lands they live on — and the species that live there with them.

Accessing Creativity

Judith Fein

Webster's defines "creativity" as: The ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods, interpretations, etc.; originality, progressiveness, or imagination. And, according to Nietzsche, "You need chaos in your soul to give birth to a dancing star." So, we'll start this Summit off trying to discover the Leonardo da Vinci within us all. We'll help delegates look inward and "stir it up" a little to access the really creative sides of ourselves – so that we are better equipped to further differentiate our companies, ideas, imaginings, messaging and unique selling propositions. This opener is supported with a 90-minute Crash Course workshop on Wednesday and Thursday to help delegates put their new-found creativity to work in the real world.

SCOTLAND OPENING NIGHT DINNER

7:00 - 9:00 PM

Osprey

In the stunning surroundings of Cairngorms National Park, the 2010 Summit kicks off in style with VisitScotland's full tilt Scottish Shindig. The Scots know how to party and their legendary hospitality will be at the forefront for the Summit's opening night. You'll be rocked on arrival by tribal band Clanadonia, taste remarkable Scotch whisky cocktails and savor delicious Scottish recipes. From fresh Scottish seafood to the incomparable haggis, a gourmet treat awaits.

The Shindig steps up a gear with a ceilidh (pronounced 'Kayleigh') led by local band Clachan Yell. Finally your toast for the evening, and we hope for ever more, will be 'Slainte' (pronounced 'slan') which is Scots Gaelic for 'good health'.



Tuesday

October 5th

MEDIA IN THE AFAR EXCHANGE

7:45 - 8:45 AM

Four Seasons Restaurant

NEW for 2010! The first hour of the day will be dedicated exclusively to impromptu meetings for Editorial Media and Suppliers.

// AFAR EXCHANGE

8:45 - 11:45 AM

Four Seasons Restaurant

Buyers attend pre-set meetings with the 95 Suppliers.

SPONSORED BY
AFAR

SELLING THE DREAM

10:00 - 11:30 AM

Auditorium

Can inspiring photography still hold its own as the Internet's domination of media gives rise to the popularity of online video? Explore ways of harnessing inspiration and aspiration to 'sell the dream.'

~ Colin Prior, Photographer & Publisher

LUNCH

12:00 - 1:30 PM

Osprey

Join Norway for networking, lunch, and a trip through the fjords of Norway!

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NORWAY
POWERED BY NATURE
www.visitnorway.com



// AFAR EXCHANGE CONTINUES

1:30 - 5:00 PM

Four Seasons Restaurant

SPONSORED BY
AFAR

SPECIAL FILM SCREENING

2:00 - 3:30 PM

Auditorium

Milking the Rhino is the first major documentary to explore wildlife

conservation from the perspective of rural Africans. The film examines community-based conservation as a solution to the deepening conflict between humans and animals in a shrinking world.

John Kasaona / IRDNC
Keith W. Sproule / WWF-Namibia

ATTA NEW MEMBER BRIEFING

3:30 - 4:30 PM

Alvie, Morlich & Glenmore Room

Have questions about joining the ATTA or your membership benefits? Join ATTA staff for a casual meeting to learn how to get the most of ATTA membership.

ADVENTURE TOURISM RESEARCH & TRENDS

5:15 - 5:45 PM

Auditorium

Eric Brodnax /
Away.com & AdventureFinder

Michaela Guzy / Travel + Leisure

Kristin Lamoureux /
The George Washington University

Shannon Stowell / ATTA

ADVENTURE TOURISM ISSUES OPEN FORUM

5:45 - 7:15 PM

Auditorium

Moe Carrick / Moementum
Shannon Stowell / ATTA

DINNER

7:30 - 9:30 PM

Osprey

Brazilian seafood, fruit and music will welcome delegates to Brazil Night!

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Sensational!

SUMMIT EXHIBITORS

Visit Exhibitors throughout the Summit for information and giveaways.

AFAR	FOYER
ALPINE TOURIST COMMISSION	FOYER
ARCHAEOLOGY MAGAZINE	FOYER
BRAZIL	FOYER
EDDIE BAUER	FOYER
GLOBAL RESCUE	FOYER
INNOVATION NORWAY	FOYER
MEN'S JOURNAL	FOYER
NATIONAL GEOGRAPHIC TRAVELER	FOYER
TOURISME QUEBEC	FOYER
VISITSCOTLAND	FOYER
ECUADOR	FOOD COURT
VISIT MEXICO	FOOD COURT
CHILE	FOOD COURT
PALESTINE TOURISM	FOOD COURT
TOURISM IRELAND	FOOD COURT
VISITBRITAIN	FOOD COURT
WORLD NOMADS	FOOD COURT

Summit Fitness

RE-ENERGIZE YOUR BRAIN AND BODY!



Tues. 7:10-8:00AM Foyer, Aviemore Inn

3:40-4:00PM Outside the Centre

Wed. 7:10-8:00AM Foyer, Aviemore Inn

3:00-3:20PM Outside the Centre

Thurs. 3:30-3:50PM Outside the Centre

Take an impromptu exercise session outside. Follow the Leader thru footpaths, over playground equipment, and wherever else our feet take us!



Wednesday

October 6th

// TRANSFORMATIVE THINKING

9:00 - 10:00 AM

Auditorium

Imagine | Innovate | Share

NETWORKING BREAK

10:00 - 10:30 AM

Drop by the Alpine Energy Bar all day in the foyer for alpine treats!



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// STRATEGIC SOLUTIONS

10:30 - 11:30 AM

Global Consumer Macrotrends Shaping Today's Marketplace Peregrine Suite

Visual Storytelling – Producing & Publishing Quality Video on a Dime Auditorium

Discover, Engage & Deliver Awakening Destinations Aviemore Inn Restaurant

Managing & Retaining Top-Notch Guides for Bottom-Line Impact Four Seasons Restaurant

LUNCH

11:45 - 1:15 PM

Osprey

Experience the local hospitality and amazing food while we transport you to the beautiful province of Québec, Canada.

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// MEET THE PRESS

1:30 - 3:00 PM

Peregrine Suite

// CRASH COURSES

1:30 - 3:00 PM

Accessing Creativity to Deliver Profound Results Aviemore Inn Restaurant

Creating Demand for Sustainable Tourism Alvie, Morlich & Glenmore

Social Media – Digging Deeper...Beyond Awareness Building Auditorium

Customer Relationship Management (CRM) – Re-tooling for Increased Profitability Four Seasons Restaurant

NETWORKING BREAK

3:00 - 3:30 PM

Alpine Energy Bar in the Foyer and Summit Fitness outside the Centre.



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// COLLABORATIVE LEARNING

3:30 - 5:00 PM

IDEA SWAP! New Product Development Hatchery Peregrine Suite

SEO Releases 101 Aviemore Inn Restaurant

Sustainable Tourism Best Practices: From Theory to Action Four Seasons Restaurant

Traditional & Online Marketing: Blending the Best of Both Worlds Auditorium

Pricing in a Climate of Discounting Alvie, Morlich & Glenmore

COCKTAILS

5:15 - 6:15 PM

Osprey

Come sip some wine while you celebrate the magic and mystery of Chile.

SPONSORED BY



EDINBURGH MOUNTAIN FILM FESTIVAL

6:15 - 7:00 PM

Auditorium

Edinburgh Mountain Film Festival puts on the most inspiring outdoor experience you can have indoors! In an exclusive for the ATTA's 2010 Summit, the EMFF comes north to the Highlands to entertain and inspire us with a diverse range of thrilling films from the world of adventure. Covering a range of outdoor activities and revealing some fascinating personal stories, this fun and exciting event will give you lots to talk about. Look out for a special preview screening of a world premiere!

A NIGHT OUT IN THE NATIONAL PARK

7:00 PM

See page 15 for information on this new feature of the Summit!

SESSION INFORMATION
for the Featured Programs is on pages 10-15.

Thursday

October 7th

BREAKFAST WITH PALESTINE

7:45 - 8:45 AM
Osprey

SPONSORED BY



The warm and welcoming people of Palestine invite you to sample delicious middle eastern breakfast cuisine while discovering the unique and diverse experiences that capture the heart and soul of this magical land.

// MEET THE PRESS

9:00 - 10:30 AM
Peregrine Suite

// CRASH COURSES

9:00 - 10:30 AM

Accessing Creativity to Deliver Profound Results
Aviemore Inn Restaurant

Creating Demand for Sustainable Tourism
Alvie, Morlich & Glenmore

Social Media – Digging Deeper...Beyond
Awareness Building Auditorium

Customer Relationship Management (CRM) –
Re-tooling for Increased Profitability
Four Seasons Restaurant

NETWORKING BREAK

10:30 - 11:00 AM

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// STRATEGIC SOLUTIONS

11:00 - 12:00 PM

Global Consumer Macrotrends Shaping Today's
Marketplace Peregrine Suite

Visual Storytelling – Producing & Publishing
Quality Video on a Dime Auditorium

Discover, Engage & Deliver Awakening
Destinations Aviemore Inn Restaurant

Managing & Retaining Top-Notch Guides for
Bottom-Line Impact Four Seasons Restaurant

LUNCH

12:15 - 1:45 PM
Osprey

Join us for an Ecuadorian
luncheon, hosted by
Mr. Patricio Tamariz,
Undersecretary
for Tourism Marketing.

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// COLLABORATIVE LEARNING

2:00 - 3:30 PM

IDEA SWAP! New Product Development Hatchery
Peregrine Suite

SEO Releases 101 Aviemore Inn Restaurant

Sustainable Tourism Best Practices: From Theory
to Action Four Seasons Restaurant

Traditional & Online Marketing: Blending the Best
of Both Worlds Auditorium

Pricing in a Climate of Discounting
Alvie, Morlich & Glenmore

NETWORKING BREAK

3:30 - 4:00 PM

Alpine Energy Bar
in the Foyer and
Summit Fitness
outside the Centre.

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// TRANSFORMATIVE THINKING

4:00 - 5:15 PM

Auditorium

Cooperate | Nurture | Inspire

KEYNOTE ADDRESS SHANNON STOWELL & SPECIAL GUESTS

5:15 - 6:30 PM

Auditorium

CLOSING CEREMONIES & DINNER

7:00 - 9:00 PM

Osprey

Join the fiesta, and drop your
card in the hat for a chance
to win a trip for two to the
state of Chiapas!

SPONSORED BY



CLOSING NIGHT PARTY

9:00 - 10:00 PM

Four Seasons Restaurant

Our final networking event!
Come dance to a DJ, drink,
see spectacular images of
Jordan, and be merry as we
start to get ready for the
2011 Summit! No-host bar.

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AFAR Exchange

GLOBAL MARKETPLACE

TUESDAY AT 8:45 AM (JOURNALISTS AT 7:45 AM)

2010 MARKETPLACE SPONSOR

AFAR

AFAR is a multi-platform brand for experiential travelers who have the desire and the means to immerse themselves in other cultures, to engage with local people, and to enrich their own lives. AFAR Media will take its audience to the real experience of travel.

Being held on Tuesday, October 5th (8:45 - 11:45 AM & 1:30 - 5:00 PM) in the spacious restaurant of the Macdonald Aviemore Four Seasons Hotel, the *AFAR Exchange Global Marketplace* features 95 inbound tour operators, accommodations and destinations from around the world, organized by region. Designed on quality over quantity of meetings, the *AFAR Exchange* offers Suppliers and Buyers (outbound tour operators, wholesalers and specialty travel agents) an ideal amount of time (17 minutes) for introductions and in-depth product development discussions.

Media in the AFAR Exchange: NEW for 2010! 7:45-8:45AM is set aside exclusively for impromptu meetings between journalists and AFAR Exchange Suppliers.

AFRICA

AF01 AFRICAN BIKERS TOURS
www.africanbikers.com

AF02 GILTEDGE TRAVEL
www.giltedgeafrica.com

AF03 BUSH AND BEYOND
bush-and-beyond.com

AF04 DISCOVER LTD / KASBAH DU TOUBKAL / MOUNTAIN VOYAGE MOROCCO
www.kasbahdutoubkal.com

AF05 GATEWAY TO EGYPT
www.gatewaytoegypt.com

AF06 AFRICAN QUEEN TOURS
www.africanqueentours.com

AF07 SUMMITS AFRICA
www.summits-africa.com

ASIA/ MIDDLE EAST

AM01 PALESTINE TOURISM
www.travelpalestine.ps

AM02 PALESTINE TOURISM
www.travelpalestine.ps

AM03 EMERGING DESTINATIONS/ROYAL EXPEDITIONS
www.royalexpeditions.com

AM04 ENCOUNTERS ASIA
www.encountersasia.com

AM05 INDEBO
www.indebo.com

AM06 SHAKTI TOURS PRIVATE LIMITED
www.shaktihimalaya.com

AM07 SNOW LEOPARD ADVENTURES P LTD
www.snowleopardadventures.com

AM08 TERHAAL ADVENTURES
www.terhaal.com

AM09 JORDAN TOURISM BOARD
www.visitjordan.com

AM10 EXOTISSIMO TRAVEL
www.exotissimo.com/adventure

AM11 ACE INTERNATIONAL TRAVEL & TOURS
www.aceinternationaltravel.com

AM12 EASIA TRAVEL
www.easia-travel.com

AM13 MEDRAFT
www.medraft.com

EUROPE

EU01 FORESTRY COMMISSION OF SCOTLAND
www.forestry.gov.uk/scotland

EU02 SWITZERLAND TOURISM
www.myswitzerland.com

EU03 BAUMELER TRAVEL LTD.
www.baumeler-travel.com

EU04 ATC/ BEST OF THE ALPS
www.alpseurope.com
bestofthealps.com

EU05 TOURISM IRELAND
www.discoverireland.com

EU06 FJORD NORWAY / INNOVATION NORWAY
www.fjordnorway.com
www.visitnorway.us

EU07 THE HIGHLAND COUNCIL
www.highland.gov.uk

EU08 VISITBRITAIN
www.visitbritain.com

EU09 MACDONALD HOTELS & RESORTS
www.macdonaldhotels.co.uk

EU10 VISITSCOTLAND
www.bookingscotland.com

EU11 CAIRNGORMS NATIONAL PARK AUTHORITY
www.cairngorms.co.uk

EU12 WILDERNESS SCOTLAND
www.wildernessscotland.com

EU13 ABOUT ARGYLL WALKING HOLIDAYS
www.aboutargyll.co.uk

EU14 GO-WHERE
www.go-where.co.uk

EU15 INTREPID TRAVEL
intrepidtravel.com

EU16 MACS ADVENTURE
www.macsadventure.com

EU17 MOUNTAIN INNOVATIONS
www.scotmountain.co.uk

EU18 NAE LIMITS
www.naelimits.co.uk

EU19 SPEYSIDE WILDLIFE
www.speysidewildlife.co.uk

EU20 SYHA HOSTELLING SCOTLAND
www.hostellingscotland.com

EU21 C-N-DO SCOTLAND
www.cndoscotland.com

EU22 DESTINATION ARCTIC CIRCLE REGION
www.arcticcircle.gl

EU23 TASERMIUT, SOUTH GREENLAND EXPEDITIONS
www.tasermiut.com

EU24 AIR GREENLAND
www.airgreenland.com

EU25 DOLOMITE MOUNTAINS
www.dolomitemountains.com

EU26 S-CAPE TRAVELS
www.s-cape.eu

EU27 FUTURISMO AZORES ADVENTURES
www.futurismo.pt

EU28 PAPA-LEGUAS, VIAGENS DE AVENTURA
papa-leguas.com

EU29 PURAVERA S.L.
www.puravera.es

EU30 3ETRAVEL LTD.
3etravel.eu

EU31 ADRIA DMC (ADRIATIC EXPRESS)
www.adriaex.com

EU32 MONTENEGRO NATIONAL TOURISM ORGANISATION
www.montenegro.travel

EU33 RAMS TRAVEL
www.ramstravel.co.me

EU34 ADVENTURE SLOVENIA
www.adventureslovenia.com

EU35 HIKE'N SAIL IN TURKEY
www.hikensail.com

EU36 NEW FACES TRAVEL AND SHIPPING
www.newfacestravel.com

EU37 STOCKHOLM ADVENTURES
www.stockholmadventures.se

EU38 ICELAND ENCOUNTER
www.encounter.is

EU39 LERNIDEE TRAINS & CRUISES
www.lernidee.com

LATIN AMERICA

LA01 MARITACA TURISMO - MINAS GERAIS
www.maritacaturismo.com.br

LA02 SANTUR - SANTA CATARINA TOURISM BOARD / RIGHT WHALE INSTITUTE
www.santacatarina.travel

LA03 ANTARPLY EXPEDITIONS
www.antarply.com

LA04 KALLPA TOUR
www.kallpatour.com

LA05 PATAGONIA CONNECTION
www.patagonia-connection.com



LA06 SAY HUEQUE - ARGENTINA TOURS DMC
www.SayHueque.com

LA07 BRAZIL - ABETA / EMBRATUR
www.braziltour.com

LA08 TURISMO CHILE
www.turismochile.travel

LA09 CONDOR TRAVEL
condortravel.com

LA10 TUCANO REPS. PERU
www.tucanoperu.com

LA11 INKATERRA
www.inkaterra.com

LA12 THE UNDISCOVERED TRAVEL COLLECTION
undiscovered.travel

LA13 PROMPERU
www.peru.info

LA14 ECUADOR MINISTRY OF TOURISM
www.vivecuador.com

LA15 ECUADOR ADVENTURE - OPUNTIA GALAPAGOS LODGES
www.ecuadoradventure.ec

LA16 ENCHANTED EXPEDITIONS
www.enchantexpeditions.com

LA17 EQUATORTREKKING.COM
www.equatortrekking.com

LA18 METROPOLITAN TOURING
www.metropolitan-touring.com

LA19 SOUTH EXPEDITIONS / TRAVEL ECUADOR
www.southexpeditions.com

LA20 TIERRA DEL VOLCAN / WORLD BIKE ADVENTURES
www.tierradelvolcan.com/
worldbikeadventures.com

LA21 VISIT MEXICO
www.visitmexico.com

LA22 NATOURA TRAVEL AND ADVENTURE TOURS
www.natoura.com

LA23 VIAVENTURE CENTRAL AMERICA
www.viaventure.com

LA24 EPIC TOURS EL SALVADOR
www.epictourselsalvador.com

LA25 ECO-LIBRIUM SUSTAINABLE ADVENTURES
www.eco-libriumadventures.com

LA26 ADVENTURES PANAMA / AVENTURAS PANAMA
www.aventuraspanama.com

NORTH AMERICA

NA01 TOURISME QUÉBEC
www.bonjourquebec.com

NA02 TOURISME SAQUENAY--LAC-ST.-JEAN
www.saguenaylacsaintjean.ca

NA03 AVENTURE ECOTOURISME QUEBEC (AEQ)
www.aventure-ecotourisme.qc.ca

NA04 QUEBEC MARITIME
www.quebecmaritime.ca

NA05 QUEBEC'S NATIONAL PARKS & WILDLIFE RESORTS (SEPAQ)
sepaq.com

NA06 OCEAN QUEST INC
www.oceanquestadventures.com

NA07 TYAX WILDERNESS RESORT / TLH HELISKIING
Tyax.com

NA08 FIRST PUBLIC RELATIONS
www.firstpr.co.uk

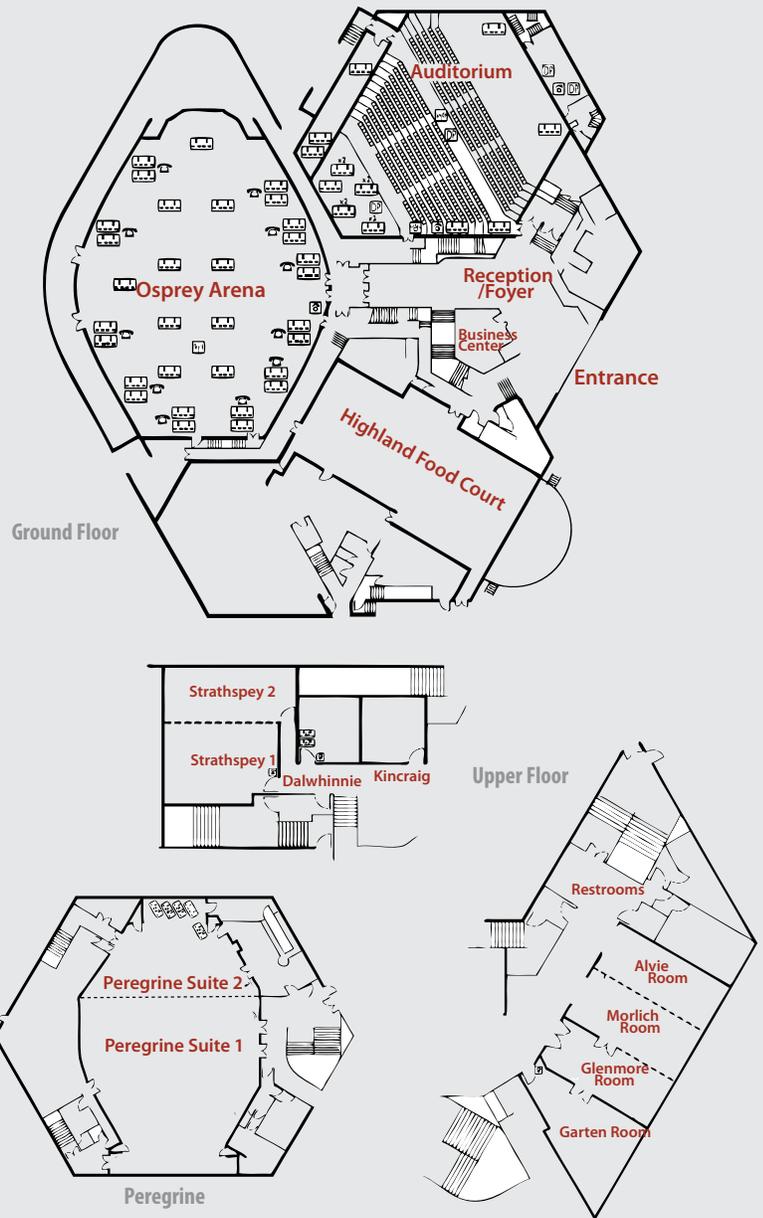
NA09 EVERGREEN ESCAPES / EXPLORERS 3 ADVENTURES
evergreenescapes.com

NA10 ROCKY MOUNTAIN BICYCLES
www.bikes.com

OCEANIA/PACIFIC

OP01 TAHITI TRAVEL SPECIALISTS
www.tahiti-and-vacation.com

CONFERENCE CENTER MAPS





Transformative Thinking

IMAGINE, INNOVATE & SHARE: WEDNESDAY AT 9:00 AM

COOPERATE, NURTURE & INSPIRE: THURSDAY AT 4:00 PM

Imagine

John Lennon's "Imagine" conveyed his strong belief in peace for all of humankind. It was and remains a BHAG (Big Hairy Audacious Goal)! What will you imagine for your business? For the adventure travel industry? We'll build upon the October 4th "Creativity – Give Birth to a Dancing Star" to help us imagine possibilities – starting with the end in mind.

Neil Fiske / Eddie Bauer LLC

Innovate

In the midst of intense competition, hyper-speed changes in our businesses and in the world, increased responsibilities we all bear as stewards of people, planet and profit, as well as the ever-shifting attitudes and behaviors of the very people we serve, we must innovate or perish. What does it mean to innovate? What does it lead to? What does it cost? Gain guidance on the strategies, tools, mechanisms and mindset required to be an effective innovator.

Ellen Bettridge / American Express - U.S. Retail Travel Network

Share

Sharing intelligence, product ideas and even financials and resources is often perceived as a threat because of its assumed effect on one's profitability and competitiveness. New perspectives on sharing are important in that sharing is known to stimulate ideas, inspire, create "power in numbers", reveal potential, and can lead to lasting bonds between yourself and your peers. Passing along knowledge, vulnerabilities, and letting people grow with the giving of your expertise or resources help you and others grow, both within and outside your sphere of influence.

Nicky Fitzgerald / Luxury adventure travel industry veteran

Visit <http://www.adventuretravel.biz/connect/summit/summit-agenda/2010-featured-content/transformative-thinking/> for more insights into each of our Transformative Thinking speakers' provocative discussions.

Cooperate

We pick up where the Transformative Thinking topic, "Share" left off. Once we're in the mindset of sharing, we need to develop our "cooperative IQ" – to learn how to cooperate despite our innate tendencies, to cooperate in the face of competition, to look outside our industry and current circles where we navigate, and how to effectively do so to yield greater mutual results for consenting entities. Innovation and Creativity, coupled with increased interest in Sharing, can lead to powerful and fruitful alliances with unlikely individuals, businesses and organizations.

John Sterling / The Conservation Alliance

Nurture

In uncertain times, under competitive pressures, when the business is suffering or thriving, or when we question our own abilities, we may seek support and encouragement from others – mentors who are there to help us through tough periods or simply when we seek professional development support. As adventure travel industry veterans, large and successful global adventure operators, and influential leaders in the public, academic and non-profit sectors, we possess experience and knowledge available nowhere else. Let us train, educate and develop youth and entrepreneurs (regardless of age) to help nurture a new wave of responsible tourism professionals.

Keith Bellows / National Geographic Traveler

Inspire

Storytelling inspires. More than 500 Delegates learned at the 2009 Adventure Travel World Summit in Québec, Canada, about the inspirational powers of Storytelling. At this, our 2010 ATWS, we'll look at why and how we should inspire our staff, business partners, clients and travelers, media and the next generations which will take adventure travel forward. We'll look at inspiration as an incredibly powerful motivator, catalyst of creativity, and productive engine on the financial front. Conveyed through "case-in-point", we'll show how the proverbial mountain can be moved through the power of inspiration at the right times and right places.

Dr. Sakena Yakoobi / Afghan Institute of Learning



Meet the Press

WEDNESDAY AT 1:30 PM AND THURSDAY AT 9:00 AM

Dozens of attending journalists and PR experts will help you learn more about developing FAM Trips, online PR/Blogging, tapping into awards & top 10 lists, creating content partnerships with media outlets, writing headlines & real news and more. Below are four featured members of the press who will open and lead this program.

Ellen Barone

New Mexico-based journalist Ellen Barone has been covering adventure travel since 1998. Inspired by a Fulbright teaching exchange to Scotland in the early nineties, the freelance writer-photographer has traveled to more than 60 countries for travel-related assignments.

She's a gifted workshop teacher, radio host, photo tour leader, speaker and author of several online columns offering practical advice and information for travelers. Together with travel journalist Judith Fein, Ellen publishes the group travel blog, YourLifIsATrip.com and co-authors the adventure travel column, *The Wild Pair*.

Her website, EllenBarone.com, is an online portal viewed by hundreds of thousands of travelers for one-stop shopping for expert advice, vacation tips, gear and gadget reviews, photo galleries and travel articles.

Laura Begley Bloom

Deputy Editor, Travel + Leisure

Laura Begley Bloom is deputy editor of *Travel + Leisure*, the world's leading travel magazine brand. She guides the magazine's destination, hotel, cruise, and style coverage; top edits various front-of-book sections, editorial platforms, and packages; and oversees a number of themed issues, including *Hotels and Style & Culture*. An expert in the travel field, Laura appears regularly on various television outlets including *NBC Today*, *ABC Good Morning America*, *CBS The Early Show*, and *CNBC*. She also moderates panels and has been a featured speaker at industry events like the *American Express Publishing Luxury Summit* and conferences hosted by the *Harvard Business School*, the *Caribbean Travel Organization*, and more.

Before joining *Travel + Leisure*, Laura was a travel editor at *Condé Nast's Brides* magazine. Previously, she was a reporter at *Money* magazine and a stringer for *The New York Times*. She has also written for *Wallpaper*, *Elle Decor*, *Fortune*, *Glamour*, *Men's Journal*, *InStyle*, *London Telegraph*, and the *Minneapolis Star Tribune*.

Johnny Jet

John E. DiScala (aka Johnny Jet) travels around 150,000 miles and visits over 20 countries each year. He and his website JohnnyJet.com have been featured over 2,000 times in major publications, including *USA Today*, *Time*, *Fortune* and *The New York Times*, and he has appeared on *ABC*, *CBS*, *CNBC*, *CNN*, *MSNBC*, *NBC*, *FOX News Channel* and *PBS*.

JohnnyJet.com has been named "one of the top best money-saving web sites for travel" by *Budget Travel Magazine*, while the *L.A. Times* calls it "one of the top 10 essential travel resources on the internet." *Outside Magazine* touted Johnny for having one of the world's best "dream jobs".

Every week, Johnny hosts a "travel website of the week" for several radio stations around the country and writes weekly for Frommers.com and he has written for *USAToday*, *The Boston Herald*, *LAX Magazine* and *Coast Magazine*.

Norie Quintos

Senior Editor, National Geographic Traveler

Norie Quintos is a senior editor at *National Geographic Traveler* magazine, based in Washington, D.C. She edits the annual *Tours of a Lifetime* special issue and other consumer features, as well as the popular "Smart Traveler" section of the magazine.

Previously, she wrote about consumer travel for *U.S. News & World Report* and was an editor at *Caribbean Travel & Life* magazine. She has traveled widely and was most recently in Kenya and southern Patagonia on assignment.

Session Moderators

Chris Doyle / *Adventure Travel Trade Association*
Alexia Nestora / *Lasso Communications*

Collaborative Learning

WEDNESDAY AT 3:30 PM AND THURSDAY AT 2:00 PM

Idea Swap! New Product Development Hatchery

Real-world field reports will include new product concepts already successful and/or facing challenges. Teams will gather to focus on new product and niche development approaches and concepts that help organizations differentiate themselves, ensure heightened levels of specialization, to stem commoditization, anticipate shifting consumer needs, introduce new concepts, and support active exchanges of ideas. Joint efforts will result in a take-home menu of product development concepts — relevant to the entire adventure travel supply chain.

Moe Carrick / Moementum

SEO Releases 101

If you feel overwhelmed trying to make your site rank high on Google then stop, take a breath, and check out the power of SEO releases. With one well-crafted press release, companies with the smallest of budgets can have their brand rank on page one overnight. You'll learn to create a high-ranking SEO release that will act as a mini-brochure and drive traffic to your homepage; learn the basics of how to determine appropriate keywords, craft interesting messages for your consumers, write the 'release' in an SEO friendly way and discover which wires are best to push your release on. The end result: you will experience an increase in immediate traffic and the long-tail result is your site will rise in organic ranking as well.

Alexia Nestora / Lasso Communications

Pricing in a Climate of Discounting

Pricing pressures, intense competition, dis-intermediation, transparency of the Web and other issues are forcing operators to look at new pricing models, whether straight discounting, variable pricing, special offers approach or others. Given the current business climate, especially where consumers' value expectations have risen and where they're likely to intensify, we'll look at a series of pricing models practiced in the market and explore their pros and cons.

We'll explore the realities of the market and how it affects pricing, including the fact that pricing is now virtually visible to all, and then explore pricing strategies and solutions. Participants will gain insights into possible models to investigate and implement.

Kurt Kutay / Wildland Adventures

Leading the Way into Sustainability

The integrity of destinations and the well being of its people is at the core of most adventure travel businesses. The adverse effects of climate change, biodiversity degradation and poverty are not distant concepts, they have direct impact on this business. Tourism, and particularly adventure travel, has an opportunity to be part of the solution by engaging in and promoting sustainable practices.

The challenges: confusion in the market around sustainability, limited financial benefits, no increase in demand for sustainable offerings. This session will address the issues of defining sustainable tourism and solutions in the marketplace to some of the main concerns around adopting sustainable tourism practices. Through best practice cases of some of our members, we will showcase the implementation of sustainable practices, following the definitions and resources provided through the Global Sustainable Tourism Criteria.

Erika Harms / Tourism Sustainability Council (TSC)

Traditional & Online Marketing: Blending the Best of Both Worlds

Pair the best of traditional marketing practices with the best practices in the online world, and you've a new model for marketing success. Drawing from real-world case studies, teams will explore proven traditional marketing strategies that, when blended with today's online marketing strategies, result in bottom-line impact even as marketing budgets and teams are reduced and expectations among value-conscious consumers are on the rise. Joint efforts will yield take-home actionable game plans and an a la carte marketing menu that you may tailor to your specific needs, budgets and strategic emphasis.

Al Merschen / Myriad Marketing

Crash Courses

WEDNESDAY AT 1:30 PM AND THURSDAY AT 9:00 AM

Accessing Creativity to Deliver Profound Results

Tied directly to the lessons shared in the Summit opening program, “Accessing Creativity”, this workshop will help you access and convert your new-found creativity into very practical terms. Through hands-on exercises, you’ll learn how you and your organization can strip away convention and discover new paths to deliver your organization’s stories, its key messaging and its unique selling proposition.

Judith Fein / Journalist & Author

Creating Demand for Sustainable Tourism

An important component in creating a fully ‘green’ supply chain is of course creating viable demand. On a B2B level, tour operators and agencies play a major role in influencing industry standards through the travel packages they design and offer to their clients, so working together building alliances within the supply chain to support sustainability is an important step for the Rainforest Alliance. This methodology allows us to help green supply chains and gives tour operators the confidence of knowing that the businesses in their ‘green’ portfolio are truly sustainable. This session will cover not only creating demand for sustainable tourism from within the supply chain but also how working together with one’s suppliers and buyers will benefit all down the road.

Federico Solano / Rainforest Alliance
Thomas Enderlin / Rainforest Alliance

Social Media – Digging Deeper...Beyond Awareness Building

This Crash Course will give you the chance to dig deeper into the social media world and help you access tools you’ll need to get better results, beyond simply creating new-found awareness for your organization.

Get recommendations on tools to schedule posts, allow multiple editors to Tweet, and learn how to develop your fan base with the help of your network of friends, past clients and sites to share your brand story and make connections in the physical world.

Chris Noble / WorldNomads.com
Scott Adams / Birchbark Media

Customer Relationship Management (CRM) – Re-tooling for Increased Profitability

Time to update the company’s CRM software? Processes? Productively managing and nurturing a company’s interactions with clients and sales prospects is heavily dependent on organizing, automating, and synchronizing business processes.

This Crash Course will aid your organization in preparing to find, attract, and win new clients – and nurture and retain those you already have. You’ll gain strategies to ensure that your company-wide CRM strategy embraces all client-facing departments and it’ll help you in assembling the right people, processes, and technologies to help you increase profitability and productivity, reduce operational costs and increase client loyalty.

Al Merschen / Myriad Marketing

Strategic Solutions

WEDNESDAY AT 10:30 AM AND THURSDAY AT 11:00 AM

Global Consumer Macrotrends Shaping Today's Marketplace

Conflict in the Congo, the Gulf oil spill, melting glaciers and potato chips; how they're going to affect your business next year.

With over 30 years of consumer marketing under his belt, Hugh doesn't need a weatherman to know which way the wind blows. In this presentation, Hugh will look at some of the global consumer trends shaping business and society today. He'll provide examples of how various brands are responding to these trends (some are doing it well, others... not so much) and what it all means to the adventure travel industry.

Hugh will discuss: the changing balance between consumption and happiness; how brands are losing control of their own identities; why food is the next climate change; the latest in crisis management; the growth of "Opportourism"; the importance of "knowing your sausage"; and more. As always, Hugh will encourage your interaction and collaboration.

Hugh Hough / Greenteam Advertising

Visual Storytelling – Producing & Publishing Quality Video on a Dime

Get your prospect travelers as close to feeling, tasting and experiencing your adventures and destinations as possible through powerful videos that you, your staff, clients and guides capture.

If a picture's worth a thousand words, then short-story-rich, compelling videos ought to be good for a few nights at the campfire. With online video so pervasive and more widely acceptable, more easily downloadable, production costs at a fraction of what they used to be, and raw, "unpolished" production quality often trumping the viral impact of slick-edited video, now's the time to bring it to your world.

Davin Hutchins / NOMADSLAND
John Canning / MediaSherpa

Discover, Engage & Deliver Awakening Destinations

Access the strategic road-map for discovering the next "hidden" emerging market destinations, as well as destinations rich in adventure potential yet challenged by perceptual issues (e.g., destinations previously viewed as only sun and beach or winter-only holiday spots).

Through case-studies, tour operators, destinations, ground suppliers and accommodations gain insights into WHAT to look for when seeking new product, and pairing consumer interests with increased incentives for local people in adventure tourism destinations. You'll gain insights into creating, developing and marketing innovative product with people, planet and profit in mind.

Christina Heyniger / Xola Consulting
Liza Masias / Inkaterra
Mads Pihl, Destination Arctic Circle Region / Qeqqata Business Council
Chris Seek / Solimar

SUMMIT 'PUBS OF THE NIGHT' NO-HOST CASUAL GATHERINGS

- Oct 3 Macdonald Highlands Hotel bar
- Oct 4 Mambos
- Oct 5 Old Bridge Inn
- Oct 6 Cairngorm Hotel





Training & Retaining Top-Notch Guides for Bottom-Line Impact

Our industry generally agrees that guides add some of the greatest value to consumers' adventure travel experiences. Guides are part biologists, part performers and part mothers. A healthy evolution of the adventure industry demands that the consumer marketplace value guides more. It's the industry's responsibility to affect positive change in this arena – from finding, managing and retaining top-notch guides around the world.

In this session, we'll look at where we've been, where we are and where we need to be. We'll explore how to market guides better for bottom-line impact while working to create support mechanisms that help to retain, develop and properly compensate guides so that "guiding" evolves into an esteemed, life-long profession.

Paul Easto / Wilderness Scotland
Myles Farnbank / Wilderness Scotland

A Night Out in The National Park

WEDNESDAY, OCTOBER 6TH

We, the people in the surrounding communities of Aviemore and the Cairngorms, would like to offer you 2010 Summit Delegates the chance to be our guests and to share a part of our lives in, 'A Night Out in the National Park'.

Local businesses and communities have come together to offer you an evening to remember! You'll have the option join in with some traditional Scottish music and dance at a 'ceilidh', sample our 'Uisge Beatha' (Whisky – Gaelic for 'Water of Life') at an exclusive tasting session, immerse yourself in our history and culture at specially planned events, watch our stunning wildlife enjoy their own brand of nightlife, or simply chill out at some of our local restaurants and bars. 'A Night Out in the National Park' is an opportunity for us to 'Share & Inspire' through an evening of friendship and relaxation in and around Aviemore within the beautiful Cairngorms National Park.

Scott Memorial in Edinburgh.
Built for writer Sir Walter Scott.
Photo: Tony Hisgett

THE ATTA TEAM

Clockwise from top-left.

Carrie Horner

Shannon Stowell

Chris Chesak

Jenny Holm

Murray Bartholomew

Paula Mendes

Jason Reckers

Alice Gifford

Amber Silvey

Chris Doyle

Nicole Petrak
(not pictured)

Meredith Guzy
(not pictured)

From the President

The ATTA has existed from day one for one major reason: to unite the industry where it makes sense to grow businesses we personally believe in as a team. Adventure travel in all its forms, from extreme to soft and nearly any place on the planet, inspires and motivates our team. Not many 'industries' combine such heart, passion, education, amazingly interesting subjects and products and services almost always wrapped around taking care of the most interesting and important assets the planet has — human culture, wildlife, and remote and wild places.

As a business, the ATTA has grown from 100 or so members in 2004 to more than 600 today and meets together at regional events, Summits and online (The HUB). The reason is simple: adventure travel businesses are getting something they need or want here. It might be as practical as education, promising as new relationships, concrete as new business realized, or it may simply be inspiration. Different companies are a part of the ATTA for different reasons, but one thing I think we'd all agree upon is that as a tribe, we are more powerful individually as members and together as a group than if we all fight our own separate battles. And battles we do fight: on economic, environmental, political, relational and ethical fronts at some point in our business life. Ours is a community where you can come for help, for knowledge, for connections, for sharing, for collaboration, for ideas, for business.

We encourage all leaders from every part of the industry and every part of the globe — if you are passionate about adventure tourism and a sustainable future, and want to be a part of the community that helps put all the pieces together, join the ATTA today.



Shannon Stowell
ATTA President



The ATTA's homepage online at www.adventuretravel.biz



The adventure travel industry's source of trade news online at www.adventuretravelnews.com



The traveler's guide to finding adventure at www.adventure.travel



The annual trade-only industry conference. Learn more online at www.adventuretravel.biz/summit



The HUB is ATTA's Online Members Community at <http://members.adventuretravel.biz>

Thanks to This Year's Summit Volunteers

Darren Holm, KC Hoppe, Kymberly Milroy, Joey Parr, Tony Robison, Mark Silvey and Jonna Vance.

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Off the Beaten Path

Chris Noble
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Wildland Adventures

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Mei Zhang
WildChina

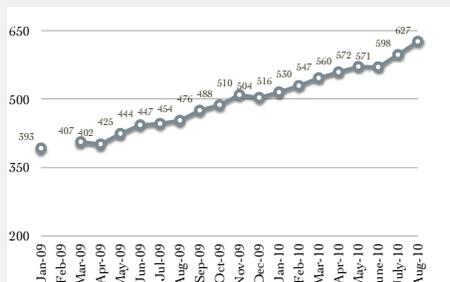
Media Team

John Canning
MediaSherpa.net

Davin Hutchins
Nomadsland.com

Cheryl Robison

Surpassing 600-Member Mark, Global Adventure Travel Trade Association Continues Geographic Diversification



ATTA Membership Growth Since 2009

(SEATTLE) – Fall 2010 – Surpassing its one-year membership growth record first established in 2009, the Adventure Travel Trade Association (ATTA) in the past 10 months added more than 120 new adventure tourism members to its diverse portfolio of corporations united to responsibly develop adventure tourism throughout the world.

From Argentina to Australia and Venezuela to Vietnam, tourism leaders are joining the ATTA to access the steadily strengthening global adventure travel marketplace fostered by the ATTA since its re-launch in 2005. With more than two months remaining in the year, that brings the ATTA's total community to more than 620 corporate members – entities that continue to expand the association's geographic representation.

“Geographic diversification remains a high priority at the ATTA because it brings different perspectives, practices, opportunities and product to our global network,” said ATTA President Shannon Stowell. “Whether insights are gained from ancient practices or cutting-edge solutions, listening and learning from adventure tourism professionals throughout the world contributes greatly to our ability to improve best practices, to raise professional standards, and to deepen our body of knowledge for the common good.”

Today, 71 countries are represented within ATTA's membership which are comprised of the following categories: operators, agents and accommodations (65%); tourism boards, ministries and destination marketing organizations (9%); Industry Partners (21%); and Association Partners (4%). Within the tourism board arena, the ATTA counts 27 national tourism boards, including countries such as Norway, Belize, South Africa, Brazil, Namibia and Switzerland.

The diverse composition of ATTA membership helps ensure that the

association's vital network is preserved, while varied perspectives are considered when championing industry issues. Active participation across the ATTA's membership categories has served as one of the hallmarks of its annual conference, the Adventure Travel World Summit, which is being held this year, October 4-7 in Aviemore, Scotland. At the 2009 Adventure Travel World Summit alone, more than 40 countries were represented by executive delegates representing all membership categories.

“I met 80 percent of my current tour suppliers at the Summit, and the others I have found on ATTA's The HUB or through their referrals. Both have been invaluable resources, and I wouldn't have as many itineraries and contacts as I have now if it weren't for ATTA, The HUB and the World Summit,” said John Ricci, Owner, Wandrian Adventures. “Part of my business plan and success is predicated on working with ATTA members because they are in the ATTA.”

Ricci refers to the ATTA's HUB, which is the exclusive online community for ATTA members, a site that also experienced significant growth in 2010. Today, more than 1,000 adventure tourism professionals actively use the site's networking tools, professional development Webinars and forums to address and advance industry discussions.

According to Stowell, “In addition to expanding geographically, ensuring our network includes a complementary variety of businesses that represent the entire adventure tourism supply chain, and offering them the real- and digital-world venues to connect, is essential to being able to monitor and serve our industry's viewpoints and interests worldwide.”

Between 1990 and 2004, the organizational structure, business mission and composition of membership varied greatly and membership had notably fluctuated, with most members based in the United States. In 2004, the ATTA temporarily halted operations, restructured under the leadership of Stowell, redefined its mission and re-launched in 2005 as a global organization dedicated to sustainable adventure tourism development efforts. Since that time, the ATTA membership has been on a steady increase from 150 members to today's more than 600 members.

2010 Summit Speakers

SCOTT ADAMS
BIRCHBARK MEDIA

ELLEN BARONE
ELLENBARONE.COM

LAURA BEGLEY BLOOM
TRAVEL + LEISURE
MAGAZINE

KEITH BELLOWS
NATIONAL
GEOGRAPHIC
TRAVELER

ELLEN BETTRIDGE
AMERICAN EXPRESS -
U.S. RETAIL TRAVEL
NETWORK

JOHN CANNING
MEDIA SHERPA

MOE CARRICK
MOEMENTUM

COSTAS CHRIST
WORLD TRAVEL AND
TOURISM COUNCIL

STEVIE CHRISTIE
EDINBURGH MOUNTAIN
FILM FESTIVAL

JOHN DISCALA
JOHNNYJET.COM

KATHY DRAGON
TRAVELDRAGON.COM

PAUL EASTO
WILDERNESS
SCOTLAND

THOMAS ENDERLIN
RAINFOREST ALLIANCE

MYLES FARNBANK
WILDERNESS
SCOTLAND

JUDITH FEIN
GLOBAL ADVENTURE

NEIL FISKE
EDDIE BAUER

NICKY FITZGERALD
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MICHAELA GUZY
TRAVEL + LEISURE
MAGAZINE

ERIKA HARMS
WORLD HERITAGE
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HUGH HOUGH
GREEN TEAM
ADVERTISING

DAVIN HUTCHINS
NOMADSLAND LLC

JOHN KASAONA
INTEGRATED RURAL
DEVELOPMENT
AND NATURE
CONSERVATION
(IRDNC)

JOSE KOEHLIN
INKATERRA

KURT KUTAY
WILDLAND
ADVENTURES

KRISTIN LAMOUREUX
THE GEORGE
WASHINGTON
UNIVERSITY

LIZA MASIAS
INKATERRA

AL MERSCHEN
MYRIAD MARKETING

ALEXIA NESTORA
LASSO
COMMUNICATIONS

DR. WALLACE
J. NICHOLS
OCEANREVOLUTION.
ORG

CHRIS NOBLE
WORLD NOMADS

MADS PIHL
DESTINATION ARCTIC
CIRCLE REGION /
QEQQATA BUSINESS
COUNCIL

NORIE QUINTOS
NATIONAL
GEOGRAPHIC
TRAVELER

CHRIS SEEK
SOLIMAR

FEDERICO SOLANO
RAINFOREST ALLIANCE

KEITH SPROULE
WWF-NAMIBIA

JOHN STERLING
THE CONSERVATION
ALLIANCE

JOHN SWINNEY MSP
CABINET SECRETARY
FOR FINANCE AND
SUSTAINABLE GROWTH,
SCOTLAND

DR. SAKENA YACOOBI
AFGHAN INSTITUTE OF
LEARNING

Your Summit Emcees

Praveen Moman
Volcanoes Safaris

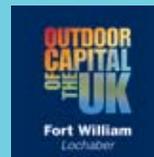


Mei Zhang
Wildchina Travel Inc.



Scotland Pre-Summit Adventures

Many 2010 Summit delegates — especially tour operators considering Scotland as a trip destination — took part in one of fifteen fantastic Pre-Summit Adventures throughout Scotland. These tours were made possible by VisitScotland, Highland Council, North Ayrshire Council, Perth & Kinross Council, Scottish Borders Council and the following inbound Scottish operators along with numerous Scottish activity and wildlife providers.





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