

# ADVENTURE TRAVEL WORLD SUMMIT

CHIAPAS, MEXICO | OCTOBER 17-20



HOST DESTINATION

CHIAPAS México

MAJOR SPONSOR





**PROSPER**  
*with*  
**PURPOSE**

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*For millennia, artisans have crafted their goods — like these scarves made in Chiapas — with refined design skill, producing intrinsic beauty, carrying specific meaning, and serving a lasting purpose. Across trades, industries and continents, humans strive to prosper... those who survive, Prosper with Purpose.*

# Welcome to the 2011 Adventure Travel World Summit!

**Juan Sabines Guerrero**  
Governor of Chiapas



Chiapas's natural resources potential is a source of innovative economic development, whose fundamental concern lies in the conservation of that potential. Fast-profit business models that degrade the environment must be a thing of the past.

We in Chiapas believe that it is through knowledge of nature that we grow to appreciate it, love it, look out for it and conserve it. That's why we believe adventure tourism — which in Chiapas means everything from eco-tourism, hiking, rappelling, photographic safaris to spelunking and so much more — has such a bright future in our state.

But the Chiapas advantage doesn't end there: we are also heirs to a rich human heritage that includes twelve indigenous cultures, each speaking its own language; numerous mestizo groups and even expatriates, all of whom bring the richness of their languages, flavors, colors and sounds to the attention of the world.

Not least of all, Chiapas is home to towns and cities that are filled with enchantment and history, whose streets beckon visitors to wander, lose themselves, and discover untold secrets.

For all these reasons, it is our honor to host the 2011 Adventure Travel World Summit in San Cristóbal de las Casas, from 17 to 20 October. We extend a welcome to organizations from all over the world, hoping the warmth of Chiapas's men and women will serve as an invitation to get to know us, as well as enjoy your time in the dream world we call Chiapas.

You will always be welcome here,

*Juan Sabines Guerrero*

**Shannon Stowell**  
President, Adventure Travel Trade Association



Another day, another dollar. Sometimes this phrase gets thrown out as a jaded way of saying, "I'm just earning a living". For about a billion people on the planet, it represents what they will actually earn for that day. And it will likely leave them hungry.

This year's theme is, "Prosper with Purpose". The ATTA and our Summit events have always been focused primarily on business, which we will continue to do. We believe that most of you are already doing business that is also doing good — protecting wild-life, the environment, and cultures, or helping people make a living where they might otherwise find it difficult or unfulfilling.

Our ultimate goal is to serve as a catalyst to help as many of you as possible on your path to success. Because, success throughout the global adventure travel community means good things happen for people and for the planet.

Dive into this year's Summit prepared to share and to receive. Your staff, colleagues throughout the industry, and in the destinations you represent and serve depend on your success to give them fulfilling jobs and income.

Thank you to President Calderón, Secretary Guevara, Rodolfo Negrete, Alfonso Sumano, Governor of Chiapas Juan José Sabines Guerrero, Katyna de la Vega, Ana Belia Díaz Ortega and all of Visit Mexico, OCV Chiapas and the people of San Cristóbal de las Casas for the opportunity to work together with you on a powerful and life-changing event.

Have a great Summit,

A handwritten signature in black ink that reads "Shannon Stowell". The signature is written in a cursive, flowing style.

MONDAY  
LUNES



MONDAY  
7:00 - 8:00AM

Registration - Badge & Program Pickup

MONDAY  
8:00AM - 4:00PM

CASA MAZARIEGOS CONVENTION CENTRE

**Day of Adventure**

Sponsored by Eddie Bauer



The Day of Adventure, brought to you by Chiapas and sponsored by Eddie Bauer, is a time to explore the local area and see what adventure awaits you in San Cristóbal. Thank you to the Day of Adventure providers and the State of Chiapas. Stop by the Eddie Bauer table (just inside the main entrance) to check out gear and product demos from Eddie Bauer First Ascent!

MONDAY  
5:00 - 6:00PM

CASA MAZARIEGOS CONVENTION CENTRE

**Summit Orientation**

Join the ATTA team for a special overview designed to help you make the most of your time at the Adventure Travel World Summit. You'll get the chance to meet members of the ATTA team, learn where conference sessions will be held, learn about special activities planned for Delegates, and how to connect with many of the 600+ attendees representing more than 50 nations.

*Photo Left: The Misol Ha Waterfall in Chiapas.*

*© CPTM / Ricardo Espinosa*

Gather outside the Convention Centre by 6:30PM for a swift bus tour of San Cristóbal de las Casas en route to Hermanos Dominguez Theatre for the official special guest inauguration of the 2011 ATWS, a brief welcome by ATTA President Shannon Stowell and our opening Keynote Presentations.

**Keynote Presentations**

# Profitable Conservation



**TENSIE WHELAN // Rainforest Alliance**

Tensie Whelan wrote the first book on ecotourism in 1991 when she was living in Costa Rica and has been working in the environmental field ever since, most recently as the President of the fast-growing Rainforest Alliance, which has a unique and successful model combining economic development with environmental and social responsibility. She will talk about the trends shaping the beginning of this century and the implications for the travel industry. Whelan

will share what she and the organization have learned about what works and what doesn't work in mainstreaming sustainability in tourism and other sectors. It will be a fascinating journey, filled with unexpected twists and turns, a few mountains to climb, and a few rivers to ford!

# Innovative Entrepreneurship



**BRUCE POON TIP // G Adventures**

Fired from Denny's and McDonalds, Bruce was not cut out to work for others. So in 1990, the 23 year old took his credit cards and founded Gap Adventures — a company which put people, places and ecosystems ahead of profits. Bruce's penchant for entrepreneurship and business acumen are regularly heralded internationally, and his work has helped prove that sustainable business can succeed. Bruce will share the story of his entrepreneurial journey and reveal

his innovative approach to building what has become the world's largest adventure travel company, driven by people, planet, profit, passion and purpose.

**Mexico Opening Night Festivities**

From the Hermanos Dominguez Theatre we'll board the bus back to San Cristóbal for a traditional Callejoneada - street parade - to the Parador San Juan de Dios where our Summit host Chiapas, Mexico kicks off a fun-filled, vibrant fiesta!



## Visit Exhibitors throughout the Summit!

**Casa Mazariegos Convention Centre**

AFAR	Greenland	Salta
Archaeology Magazine	Innovation Norway	South African Tourism
AvidTrips, Inc.	Jordan Tourism Board	Switzerland Tourism
Chiapas Tourism Board	Men's Journal	Tourism Ireland
Chile	Namibia Tourism Board	Tourisme Quebec
Eagle Creek	National Geographic Traveler	Visit Mexico
Ecuador	Peru	VisitScotland
Eddie Bauer		Wanderlust Magazine

**Cultural Centre — Mexico Showcase!**

- Baja California Sur
- Campeche
- Chiapas
- Chihuahua
- Durango
- Guanajuato
- Jalisco
- Oaxaca
- State of Morelos
- Tabasco
- Veracruz

## Cantinas of the Night

<b>Swing by these late-night gatherings for no-host casual networking.</b>	<b>MONDAY</b>	Hotel Mansion Del Valle - The Shower bar
	<b>TUESDAY</b>	The Green Pub - Presented by Belize!
	<b>WEDNESDAY</b>	Diego de Mazariegos - TequilaZoo

TUESDAY  
MARTES



TUESDAY  
8:45AM - 5:00PM

COURTYARD OF EL CARMEN CULTURAL CENTRE

#### AFAR Exchange Global Marketplace

The AFAR Exchange Global Marketplace features 100 inbound tour operators, accommodations and destinations from around the world, organized by region. Designed for quality over quantity of meetings, the AFAR Exchange offers Suppliers and Buyers (outbound tour operators, wholesalers and specialty travel agents) an ideal setting for introductions and in-depth product development discussions.

# AFAR

**MEDIA IN THE AFAR EXCHANGE:** Extended for 2011! The hours of 3:20 - 5PM are for journalists, editors or other delegates seeking fresh story ideas and new adventures. Drop-in meetings can be scheduled onsite directly with Suppliers. Full Supplier profiles can be found on Summit Connections ([summitconnections.adventuretravel.biz](http://summitconnections.adventuretravel.biz))

TUESDAY  
10:20 - 10:40AM

#### Veracruz Coffee and Networking Break



TUESDAY  
12:00 NOON - 1:30PM

EL CARMEN CULTURAL CENTRE

#### Lunch

Sponsored by Namibia

Toast fellow Delegates with Namibian beer while experiencing Namibia's high plateaus and generous hospitality!



Photo Left: A market in Guanajuato.

© CPTM / Ricardo Espinosa

## Mexico

**MX01 VISIT MEXICO (CPTM)**  
www.visitmexico.com

**MX02 STATE OF CHIAPAS / CHIAPAS OCV**  
www.turismochiapas.gob.mx

**MX03 THE MUDDY BOOT**  
themuddyboot.org

**MX04 ARGOVIA FINCA RESORT**  
www.argovia.com.mx

**MX05 ECOTOURS DE AVENTURA EN CHIAPAS**

**MX06 RED DE ECOTURISMO LA ENCRUCIJADA**  
ecoturismolaencrucijada.com

**MX07 RED SUSTAINABLE TRAVEL**  
www.redtravelmexico.com

**MX08 STATE OF BAJA CALIFORNIA SUR**  
www.bcs.gob.mx

**MX09 STATE OF CAMPECHE**  
www.campechetravel.com

**MX10 STATE OF CHIHUAHUA / AH! CHIHUAHUA**  
www.chihuahua.gob.mx

**MX11 SUR DIVERS**  
www.surdivers.com

**MX12 RIO Y MONTAÑA EXPEDICIONES**  
rioymontana.com

**MX13 STATE OF GUANAJUATO**  
www.guanajuatoexperience.mx

**MX14 STATE OF DURANGO**  
www.durango.gob.mx

**MX15 STATE OF JALISCO**  
visita.jalisco.gob.mx

**MX16 STATE OF MORELOS**  
www.morelostravel.com

**MX17 EXPEDICIONES SIERRA NORTE DE OAXACA**  
sierranorte.org.mx

**MX18 HAGIA SOFIA**  
www.hagiasofia.mx

**MX19 STATE OF OAXACA**  
www.oaxaca.travel

**MX20 RED INTEGRADORA DE ECOTURISMO DE LA SIERRA JUAREZ**  
www.ecoturitlan.com.mx

**MX21 MEXICO OUTDOOR ADVENTURE TRAVEL**  
mexicohorsevacation.com

**MX22 ECOCOLORS**  
www.ecotravelmexico.com

**MX23 ITÁAI**  
www.itai.com

**MX24 TABASCO TOURISM**  
visitetabasco.com

**MX25 STATE OF VERACRUZ**  
www.veracruz.gob.mx

## Latin America

**LA01 BELIZE**  
www.travelbelize.org

**LA02 EPIC TOURS EL SALVADOR**  
epictourselsalvador.com

**LA03 COSTA RICA REPS**  
www.costaricareps.com

**LA04 AVENTURAS PANAMA**  
www.aventuraspanama.com

**LA05 NATOURA TRAVEL AND ADVENTURE TOURS**  
www.natura.com

**LA06 COLOMBIAN TRAVELS**  
www.colombiantravels.com

**LA07 VOYAGE COLOMBIA (WORLD TOURS LTDA)**  
www.voyagecolombia.com

**LA08 CHILE**  
turismochile.travel

**LA09 ANTARPPPLY EXPEDITIONS**  
www.antarppply.com

**LA10 SAY HUEQUE - ARGENTINA TOURS**  
www.sayhueque.com

**LA11 SALTA**  
www.turismosalta.gov.ar

**LA12 PERU**  
peru.travel

**LA13 CONDOR TRAVEL**  
www.condortravel.com

**LA14 DELFIN AMAZON CRUISES**  
www.delfinamazoncruises.com

**LA15 INKATERRA**  
www.inkaterra.com

**LA16 MOUNTAIN LODGES OF PERU**  
www.mountainlodgesofperu.com

**LA17 TUCANO REPS PERU**  
www.tucanoperu.com

**LA18 PURE BRASIL / AMAZONAS EXPLORER (ATLAS)**  
www.venturas.com / amazonas-explorer.com

**LA19 KALLPA TOUR (ATLAS)**  
www.kallpatour.com

**LA20 CASCADA / ECOCAMP (ATLAS)**  
www.cascada.travel

**LA21 WILDERNESS EXPLORERS / COAST TO COAST (ATLAS)**  
www.wilderness-explorers.com / www.coasttocoastadventures.com

**LA22 VIAVENTURE C. A. / JOURNEY MEXICO (ATLAS)**  
www.viaventure.com / www.journeymexico.com

**LA23 ECUADOR ADVENTURE (ATLAS)**  
www.ecuadoradventure.ec.com

**LA26 ECUADOR**  
www.ecuador.travel

**LA27 ECOVENTURA - GALAPAGOS NETWORK**  
www.ecoventura.com

**LA28 EQUATOR TREKKING**  
www.equatortrekking.com

**LA29 ENCHANTED EXPEDITIONS**  
www.enchantexpeditions.com

**LA30 METROPOLITAN TOURING**  
www.metropolitan-touring.com

**LA31 OTTO'S TOURS CIA. LTDA.**  
ottostours.com

**LA32 SOUTH EXPEDITIONS / TRAVELECUADOR**  
travelecuador.com

**LA33 YACU AMU EXPERIENCES**  
www.yacuamu.com

**LA34 TRAVEL MARKETING WORLDWIDE: HIDDEN GEMS OF THE WORLD**  
www.travelmarketingworldwide.com

## Europe

**EU01 VISIT SCOTLAND**  
www.visitscotland.com

**EU02 WILDERNESS SCOTLAND**  
www.wildernessscotland.com

**EU03 TOURISM IRELAND**  
www.failteireland.ie

**EU04 NORWAY**  
visitnorway.com / fiordnorway.com

**EU05 VILDMARK I VÄRMLAND**  
www.vildmark.se

**EU06 SWITZERLAND**  
www.myswitzerland.com

**EU07 BAUMELER TRAVEL LTD**  
www.baumeler.ch

**EU08 PAPA-LEGUAS / 09 WEST**  
www.09west.com.es

**EU09 FUTURISMO AZORES ADVENTURES - PORTUGAL**  
www.futurismo.pt

**EU10 S-CAPE TRAVEL**  
www.s-cape.eu

**EU11 GREENLAND TOURISM & BUSINESS COUNCIL**  
www.greenland.com

**EU12 GREENLAND EXTREME**  
www.greenlandextreme.com

**EU13 DESTINATION ARCTIC CIRCLE**  
www.arcticcircle.gl

**EU14 TASERMIUT, SOUTH GREENLAND EXPEDITIONS**  
www.tasermiutgreenland.com

**EU15 ICELANDIC MOUNTAIN GUIDES**  
www.mountainguides.is

**EU16 SPRACHCAFFE / HOLIDAY-N-ADVENTURE**  
www.holiday-n-adventure.com

**EU17 OCEANWIDE EXPEDITIONS**  
www.oceanwide-expeditions.com

**EU18 ADVENTURE SLOVENIA**  
www.AdventureSlovenia.com

**EU19 HIKE'N SAIL TURKEY**  
www.hikensail.com

**EU20 ETOURS TRAVEL CZECH REP.**  
www.etours.cz

## Africa

**AF01 NAMIBIA TOURISM BOARD - NORTH AMERICA**  
nambiatourism.com.na

**AF02 WILDERNESS SAFARIS**  
www.wilderness-safaris.com

**AF03 SOUTH AFRICAN TOURISM**  
www.southafrica.net

**AF04 BUSH AND BEYOND**  
bush-and-beyond.com

**AF05 SUMMITS AFRICA**  
summits-africa.com

**AF06 THE KUSINI COLLECTION**  
www.kusini-collection.com

## Asia / Middle East

**AME1 LERNIDEE TRAINS & CRUISES**  
www.lernidee.com

**AME2 EASIA TRAVEL**  
easia-travel.com

**AME3 SNOW LEOPARD ADVENTURES PVT LTD**  
www.snowleopardadventures.com

**AME4 SHIKHAR TRAVELS INDIA PVT LTD**  
www.shikhar.com

**AME5 PUREQUEST ADVENTURES**  
purequest.com

**AME6 ENCOUNTERS ASIA / JUNGLE LODGES**  
www.encountersasia.com

**AME7 JORDAN TOURISM BOARD**  
www.visitjordan.com

## North America

**NA01 EVERGREEN ESCAPES**  
www.evergreenescapes.com

**NA02 SUMMER FEET CYCLING**  
www.summerfeet.com

**NA03 SACRED RIDES MOUNTAIN BIKE ADVENTURES**  
sacredrides.com

**NA04 TOURISME QUÉBEC**  
www.bonjourquebec.com

## Oceania / Pacific

**OP01 DISTINCTIVE DESTINATIONS DOWNUNDER**  
www.dddownunder.com

## Industry Partners

**IP01 AFAR**  
www.afar.com

**IP02 EDDIE BAUER / FIRST ASCENT**  
eddiebauer.com

**IP03 WORLD NOMADS**  
www.worldnomads.com

2011 MARKETPLACE SPONSOR

# AFAR

TUESDAY  
2:00 - 3:30PM

Concurrent Sessions — Part One

# Risk Management

## Navigating Legal Risk in Adventure Tourism

LAW SCHOOL AUDITORIUM

Designing and following an effective risk management plan is critical for any adventure travel organization to succeed and thrive. This two-part interactive session will provide key information on legal issues that impact adventure tourism and tips on ways to proactively manage and mitigate the risks that are inherent in adventure travel. Topics include operator liability, waivers, insurance, international perspectives, case studies and the development of industry best practices. Join us for this important session to receive valuable information and tools that will help you address the legal risks in your adventure tour business.

CHUN "CHUNNIE" WRIGHT

Law Office of Chun T. Wright

# Indigenous Tourism

## Benchmarking Authentic Cultural Tourism Product Development

BELLAS ARTES THEATRE

Indigenous, aboriginal representatives and delegates interested in learning more about indigenous tourism success stories and issues will gather in this two-part session for benchmarking, discussions and to share insights that can contribute to a growing best practices body of knowledge. Session topics include: authentic cultural tourism product development; sustainable community tourism strategies; risk management; customized and culturally relevant training for industry certifications; and issues of mutually incompatible marketing demands and community readiness. Voices from Sapmi, Namibia, the United States Native American community, Chiapas, Nunavik and others will offer first-hand perspectives from indigenous communities, providing guidance and insights on indigenous issues.

Discussion Leaders & Case Studies:

BEN SHERMAN	JUDY KARWACKI	CHIEF JOSEPH MAYUNI	LENNART PITTJA	MAGGIE VRIES
Medicine Root, Inc.	Small Planet Consulting	Traditional Leader, Namibia	VisitSápmi	Torra Conservancy Namibia

# Voluntourism

## Transforming Good Intentions into Best Practice

ZEBADUA THEATRE



Planeterra, TIES, The George Washington University, Voluntourismgal.com, ATTA and other leaders in the sustainable tourism industry, are undertaking global research and conducting stakeholder meetings with a range of experts to develop a set of international criteria and best practices to develop and manage volunteer tours. The goal is to raise awareness of the need for guidelines, and once established, offering this resource to all involved in the growing field of voluntourism. This two-part session focuses on the adventure travel segment of the industry, with conservation and community being a focus to inform the drafting of the international voluntourism guidelines.

Discussion Leaders & Case Studies:

MEGAN EPLER WOOD	PAULA VLAMINGS	ALEXIA NESTORA	KRISTIN LAMOUREUX
Planeterra.org	Planeterra.org	Lasso Communications	The George Washington University

TUESDAY  
3:30 - 4:00

Veracruz Coffee & Networking Break

TUESDAY  
3:20 - 5:00

COURTYARD OF EL CARMEN CULTURAL CENTRE

Media in the AFAR Exchange (see page 11 for details)

TUESDAY  
4:00 - 5:30PM

Concurrent Sessions — Part Two

A continuation of the session breakouts beginning at 2:00PM today. Same rooms.

CASA MAZARIEGOS CONVENTION CENTRE

Keynote Presentations

# Sustainable Tourism



**LEILANI LATIMER // Sabre Holdings**

Are you up for the challenge of stretching beyond the feel good side of marketing sustainable travel? It's time to look at sustainable travel differently, and to capitalize on ways to deepen customer loyalty, power lasting engagement, and capture long-term value for your business. Are you ready to grasp the fleeting magic of 'open moments' and make them a part of your business dynamic? Open moments enrich our lives, and they happen most often during travel.

These brief windows of inspiration come about when we are engaged under the broad sky and open to envisioning our next adventure. With a few fresh ideas and a vision for our role, the journey never ends!

# Philanthropy & Corporate Social Responsibility



**MARYANN FERNANDEZ // Philanthropy Indaba**

Travel is transformational: it builds bridges to new cultures, ideas, and experiences, while fostering recognition of our shared humanity. An industry that develops journeys, which touch the heart and soul of the traveler, is also well-positioned to be an effective agent for positive change in the countries that we visit. This talk is an invitation to take leadership in evaluating how your company, employees and guests can make a difference.

# China Outbound – On the Move



**JENS THRAENHART // Dragon Trail**

A structural change is happening in the way Chinese travel. Packaged tours with busy schedules in multiple destinations are being replaced by all-directional development such as in-depth and theme tours. Chinese tourists are increasingly pursuing personalized tour experiences and are looking for authentic experiences, yet still rely on the convenience of travel agents to arrange flights, hotels, and visas. Niche experiences, such as Adventure Tourism, are becoming more important.

More than 80% of Chinese travelers are researching and educating themselves about destinations and brands online. With 500 million Internet users in China before the end of 2011, are you prepared to leverage these trends to reach and connect to this new type of Chinese tourist? What media channels are important? Understand how the rules of engagement are different when leveraging social media, and the web. Learn how China's burgeoning source of affluent travelers – along with Brazil, Russia and India – are changing the very composition of inbound travelers worldwide.

EL CARMEN CULTURAL CENTRE

Dinner

Sponsored by Scotland



Hear-hear, the pipes are calling! Drift through the highlands of Scotland as you enjoy fusion foods – and a wee dram.

GREEN PUB

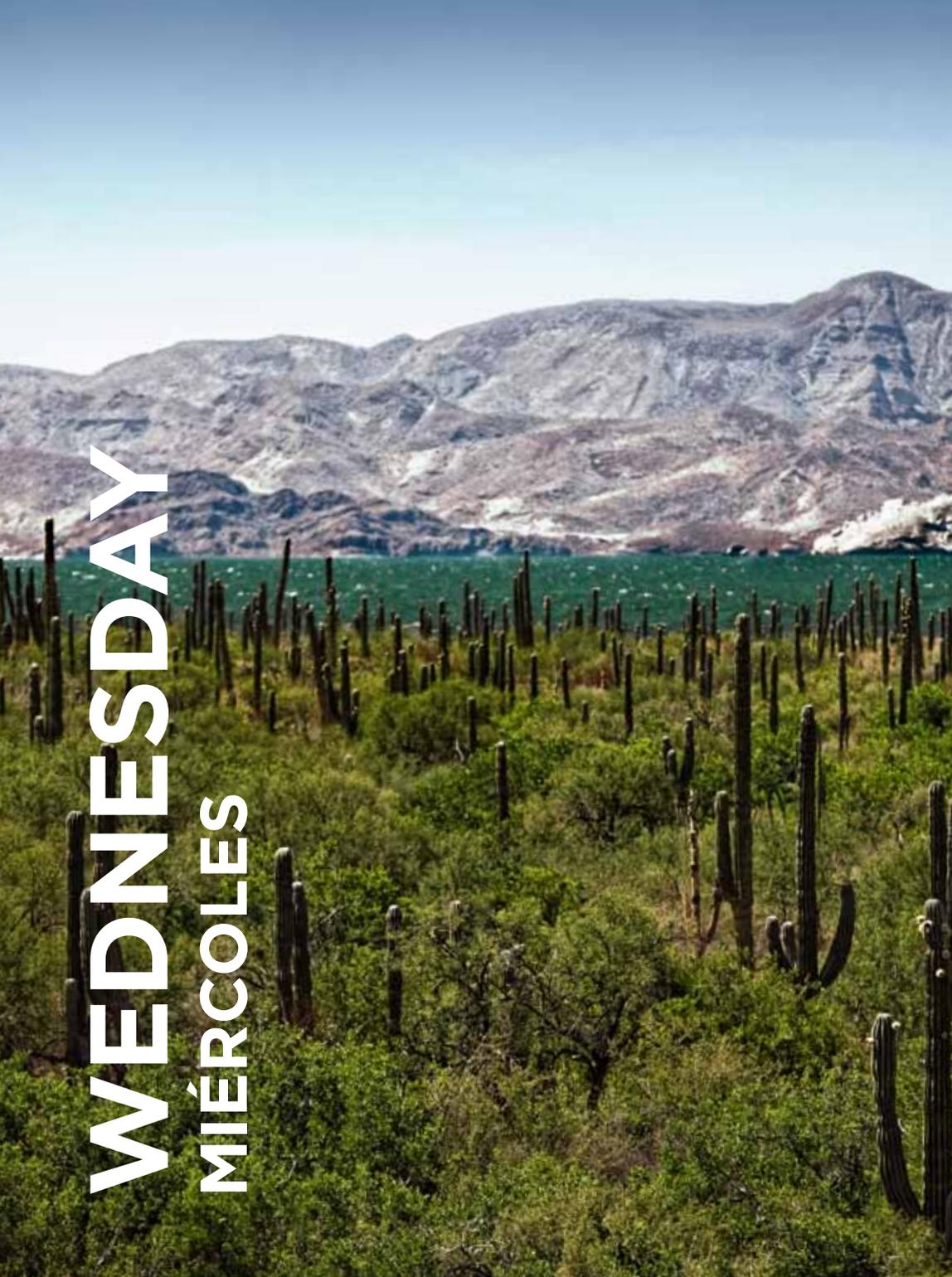
Noche de Cantina // Cantina of the Night

Sponsored by Belize



Belize invites you to a late-night gathering to catch up with friends old and new. No-host bar.

WEDNESDAY  
MIÉRCOLES



WEDNESDAY  
9:00 - 10:00AM

CASA MAZARIEGOS CONVENTION CENTRE

Keynote Presentations

## Peace & Tourism



**BILL RICHARDSON // Former Governor New Mexico, USA**

Known for his bold leadership and progressive thinking, Bill Richardson served two terms as Governor of the state of New Mexico, USA, from 2003 to 2011. Richardson made big changes for New Mexico, focusing on Clean Energy initiatives, the creation of the state's first commuter rail, the investment of over \$1 billion in public schools, \$1 billion in tax cuts, and the expansion of quality health-care. Beyond that, Richardson pushed the state into the forefront of leisure travel by spearheading a new commercial space industry at Spaceport America, where Virgin Galactic will be launching tourists into space in 2012. Richardson was instrumental in supporting the development of the country's first statewide Ecotourism Program, which capitalized on the state's cultural heritage, outdoor adventure, and conservation efforts.

## Sierra Gorda – A Community-Based Conservation Movement



**MARTHA ISABEL RUIZ CORZO // Grupo Ecológico Sierra Gorda**

The Sierra Gorda Biosphere Reserve is the largest natural protected area in Mexico managed through invested community participation. How was this achieved from the bottom up? Since 1987, widespread local buy-in surged from an unprecedented grassroots movement, where participatory management has been ingrained with the tools and best practices for every sector and across the resident population. Ten years later, a third of Queretaro State became a Biosphere Reserve followed by a new decree on the neighboring state. Strategies from this living case study are changing paradigms across the globe, from rural environmental education to ecosystem products and services.

*Photo Left: Bahía Concepción in Baja California del Sur.*

© CPTM / Ricardo Espinosa

WEDNESDAY  
10:00 - 10:30AM

Veracruz Coffee & Networking Break

WEDNESDAY  
10:30AM - 12:00 NOON

Prosper... with Knowledge

Concurrent Sessions— Repeated on Thursday at 8:45AM

# The Big Picture

CASA MAZARIEGOS CONVENTION CENTRE

Adventure tourism has entered a new phase, a new era, where what we're doing and how we're developing our businesses, our destinations and the industry as a whole, is nearing center stage, transforming how others view us, and attracting the attention of the much larger, leisure/mass tourism sector - trade and travelers alike. With this in mind, Shannon and Christina will offer an overview of the state of our industry, with new research, insights and trends, combined with perspectives drawn from outside of tourism (e.g., technology, health, education, finance etc.), to help inform the way in which we approach, accelerate and communicate our adventure tourism development progress, encouraging us to Prosper with Purpose.

And communicating our collective progress in a manner that enters mainstream consciousness is no small undertaking. This Herculean task, as conveyed by Corey, requires a future vision of the world of media and unprecedented levels of sophistication in how we tell our stories with impact, when and where we reach the audiences we seek to influence, and understanding how best to use technology and media on society's terms, moving people to travel, to laugh, to cry, to take action, to give and to explore our world.

CHRISTINA HEYNIGER	COREY RICH	SHANNON STOWELL
Vital Wave Consulting	Aurora Photos, Corey Rich Photography	ATTA

# Trend Watch

ZEBADUA THEATRE

Lightning-speed changes in technology and communications. Fickle, digitally-savvy consumers with incessant demand for real-time everything... custom-delivered. Society-changing impacts of social media. Economic turbulence. These and other dramatic trends in our daily lives wreak havoc on our industry's ability to keep pace with those we're trying to attract and those we're trying to serve. Presenters offer the most current insights and outlooks to assist you in meeting your clients' ever-changing needs. Along with Michaela and Eric, additional Summit presenters will join in for a vibrant Questions & Answers session to help you make sense of it all. Come ready to pose questions, offer insights, case studies and more.

ERIC BRODNAX	MICHAELA GUZY
National Geographic Society	American Express Publishing

WEDNESDAY  
12:15 - 1:45PM

EL CARMEN CULTURAL CENTRE

Lunch

Sponsored by Québec

Experience Quebecois hospitality and amazing food while being transported to the beautiful province of Québec, Canada.



**Prosper. . . with Insight**

Concurrent Real World Case Studies — Repeated on Thursday @ 11:00AM

# Modeling Successful Strategic Alliances

CASA MAZARIEGOS CONVENTION CENTRE

Namibia, Mexico and Belize, as in most destinations worldwide, are fraught with seemingly insurmountable obstacles to thoughtful and lasting development of adventure tourism product where competing interests – political, economic, social, etc. – stymie many worthy efforts. Finding multi-stakeholder strategies to combat poverty, protect our heritage sites and conserve our rapidly disappearing wild places is imperative if sustainable tourism is to have a meaningful future. For Modeling Strategic Alliances, our special guests share case studies from their respective countries where there are no shortage of challenges, yet where strategic alliances were forged for positive gain. We'll hear from Namibia which is in the midst of the greatest African wildlife recovery story ever told, from Mexico where perceptual challenges surrounding travel require unprecedented cooperation between unlikely partners, and from Belize, where a lack of collective vision and collaboration, under funding, habitat loss and poverty are putting some of the country's last remaining wild places at serious risk.

HONOURABLE MINISTER  
NETUMBO NANDI-NDAITWAH

Minister of Environment and Tourism, Namibia

ZACHARY RABINOR

Journey Mexico

NEIL ROGERS

Francis Ford  
Coppola Resorts

# Continental Perspectives & Outlooks

BELLAS ARTES THEATRE

At the ATTA's ATWS events, we often deliver global trends and perspectives. So, for this Summit, we offer the new Continental Perspectives sessions, where geographic experts will offer more in-depth, behind-the-scenes looks into the emerging and transforming markets of the Middle East, Asia and Africa. Delegates will gain first-hand accounts of the realities, challenges, opportunities and futures of these regions, as it relates to the readiness of these destinations to receive adventure travelers, the product development opportunities available and how travelers are perceiving the destinations. After each geographic case study is presented, Delegates will be invited to participate in Questions & Answers with our presenters.

Middle East:

MANAL SAAD

Arab Tourism  
Organization

Asia:

RICHARD EDWARDS

Ecoism

Africa Co-Presenters:

KEITH SPROULE

World Wildlife Fund

ROB MOFFETT

Wilderness Safaris

# Innovations in Adventure

LAW SCHOOL AUDITORIUM

Sharing something new, different, and that breaks the mold is our goal. Entrepreneurial minds share compelling case studies: how a small, emerging destination — with a tiny budget and in a relatively unknown country — put itself on the global radar of adventure travelers; how a new institute brought 17 young, aspiring social entrepreneurs from 14 countries together to focus on understanding the global context of the issues we face and to study the skill sets needed to address them; and, how the great potential for growth that lies at the confluence of the outdoor industry, destination marketing and adventure travel is being unleashed. Explore new paradigms in business development and marketing with this inspiring group. Join in the Questions & Answers period for lively discussions.

DANIEL EPSTEIN

Unreasonable Adventures/  
Unreasonable Institute

ERIC JACKSON

Jackson Kayaks

NATASHA MARTIN

NTB North America  
/ Solimar

MADS PIHL

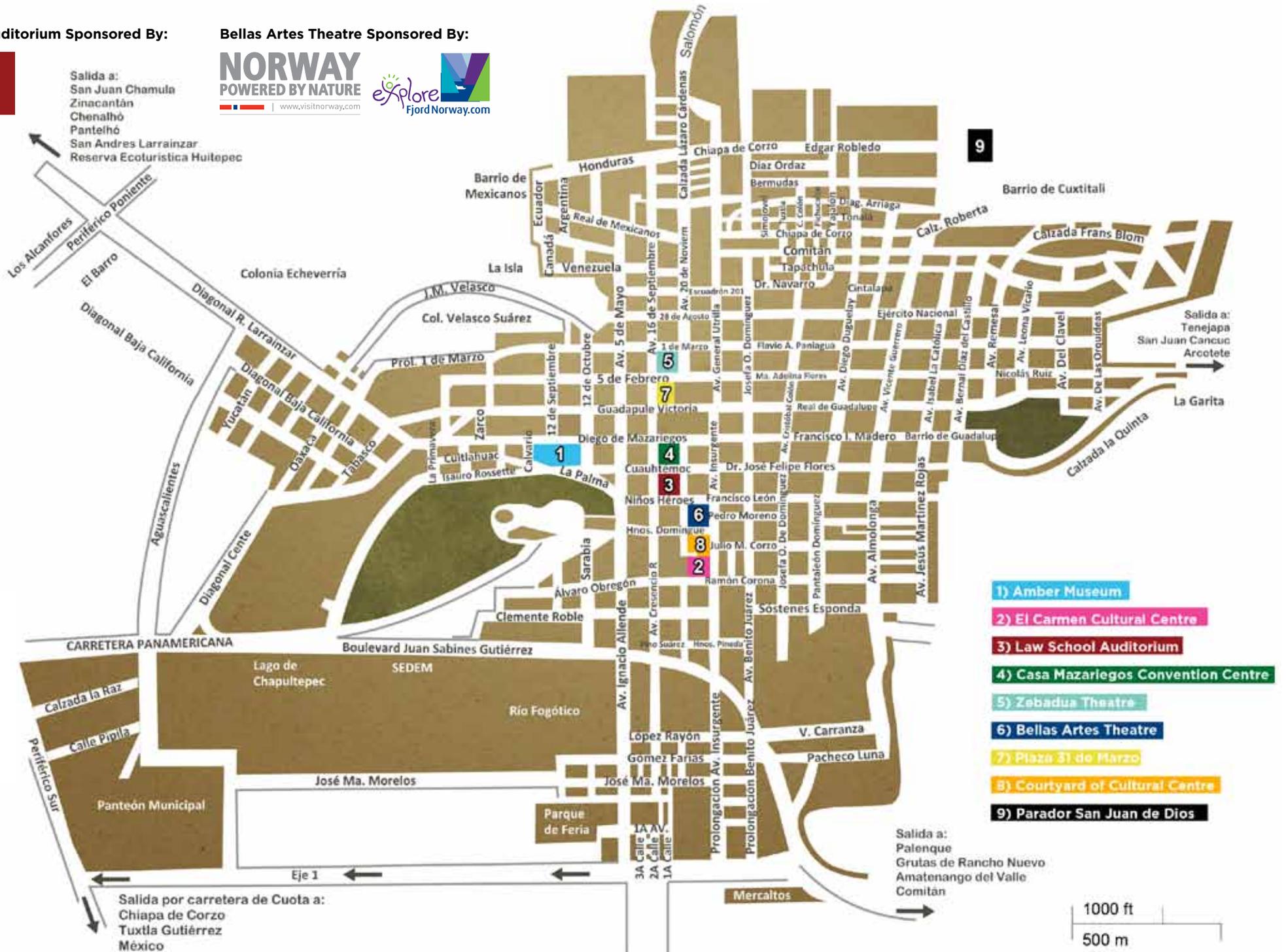
Destination  
Arctic Circle

Law School Auditorium Sponsored By:



Salida a:  
San Juan Chamula  
Zinacantán  
Chenalhó  
Pantelhó  
San Andres Larrainzar  
Reserva Ecoloturística Huitopec

Bellas Artes Theatre Sponsored By:



- 1) Amber Museum
- 2) El Carmen Cultural Centre
- 3) Law School Auditorium
- 4) Casa Mazariegos Convention Centre
- 5) Zebadua Theatre
- 6) Bellas Artes Theatre
- 7) Plaza 31 de Marzo
- 8) Courtyard of Cultural Centre
- 9) Parador San Juan de Dios

WEDNESDAY  
3:15 - 3:45PM

Veracruz Coffee & Networking Break

WEDNESDAY  
3:45 - 5:15PM

**Prosper... with Storytelling**

Concurrent Session — Repeated on Thursday at 2:15PM

# Succeeding in a New Era of Public & Media Relations

## Journalist & Delegate Exchange

EL CARMEN CULTURAL CENTRE

Powerful changes continue to shift the world of media relations. Digital consumers now demand high quality, quickly digestible, and tailored content delivered to them on-the-go, across multiple platforms and in exciting and relevant formats. Media has already migrated to the world of mobile technology, where storytelling and rich visuals have taken the place of press releases and traditional consumer content. Our media experts and journalists will discuss what they're looking for in this new environment, and answer your questions around pitching, FAMs, social media and other key topics. Some live pitches from the audience will be instructively critiqued. We'll conclude with a media mixer that allows small roundtable groups to speak with circulating media representatives for informal dialogue and questions.

CHRIS DOYLE    EVERETT POTTER    VERONICA STODDART    OTHER ATTENDING MEDIA  
ATTA    everettpotterwriter.com    USA TODAY    See page 38 & 39

# It's the WHYrevolution

## Understanding & Communicating Your WHY through Online Channels

CASA MAZARIEGOS CONVENTION CENTRE

We are inundated daily with intensely interesting forms of technology designed to help us consume and share information faster, more colorfully, wherever we are, and in a way that lets us act upon the information we receive. As we communicate in this environment, we must begin with the question "WHY?".

To build trust and succeed in adventure tourism, we must understand deeply why we do what we do and how we do it. We must have confidence that what we do matches what we say we do and that we're doing it the right way. When we start with the question "Why?", one of the most difficult questions we face, and we honestly answer that question, then we have a powerful platform from which we can more effectively communicate with our target audiences and build trust in this multi-media, digital world.

In this session, we'll share examples of how your company can benefit from knowing the answers to your "Why?". Gain insight on recognizing and avoiding hurdles that may stand in your way, as well as guidance for developing a strategic plan to drive engagement through and beyond the bottom line, using social and mobile channels to reach travelers where they are and when they're paying attention.

STEPHEN JOYCE    CHRIS NOBLE    ZACHARY RABINOR  
Rezgo/OpenTravel Alliance    WorldNomads.com    Journey Mexico

Prosper... with Skills & Expertise

Concurrent Sessions — Repeated on Thursday at 4:15PM

# Marketing to the International Traveler

AMBER MUSEUM #1

Google, Facebook, Youtube, and Twitter are the buzzwords of any marketing plan, and a social media and online marketing strategy is focused on these sites. But, when you are marketing to China, Korea, Japan, Russia, Brazil, or other core markets, different rules and different channels may dictate online engagement. Be prepared for international export. Learn how culturally relevant techniques have to be adopted when designing a website for Chinese consumers, executing a search marketing campaign in Korea, engaging with bloggers in Japan, or meeting the baseline expectations of North American and European travelers.

JENS THRAENHART

Dragon Trail

# Web Strategy & Digital Marketing Imperatives

AMBER MUSEUM #2

Keeping pace with the evolution of online marketing has become increasingly difficult for adventure travel companies. Supported by insights from the just-completed ATTA/Resmark “Travel, Tweets & Trends” social media survey, this session will provide guidance for understanding the variety of social media marketing channels, deciding where to allocate limited marketing resources, and choosing the right strategies to build simple and effective social interactions that drive brand awareness and influence sales.

SCOTT ADAMS

Birchbark Media

BRANDON LAKE

RESMARK Systems

# Building a Brand through Storytelling

LAW SCHOOL AUDITORIUM

In today’s social media-rich world the ability to share stories through images, video and text is growing and becoming a near-instant feedback loop from the travelers to operators and prospective guests. Building trust with potential customers you have never met is a necessary reality in this new environment.

How do businesses leverage the growing volume of user-generated content and manage the delivery of their own stories in a way that helps to build trust in their company and brand while inspiring new adventure travelers? During this session we’ll deliver strategic planning guidance for effective storytelling through real-life experiences and success stories. A key case study includes the return of the Eddie Bauer brand, a legendary consumer brand that has found its way back to the forefront of adventure through storytelling.

KRISTEN ELLIOTT

Eddie Bauer

JOHN CANNING

Media Sherpa

5:30PM Concurrent Sessions continue on next page

WEDNESDAY  
5:30 - 7:00PM

**Prosper... with Skills & Expertise**

Concurrent Sessions — Repeated on Thursday at 4:15PM

# Beyond Social Media Engagement

EL CARMEN CULTURE CENTRE

As the public and the technology they're using become more sophisticated so must our approach to social media. We will lock down a working definition of social media engagement in a tourism context, and explore how to create successful B2B partnerships using transactionable content while capturing the attention of consumers. We focus on long-term strategies and specific tactics for going beyond engagement and you will leave with a roadmap for expanding the sphere of your social media ROI. This presentation is totally social! If possible, please bring your smartphone, tablet or laptop to participate in our live tweet sessions.

NATASHA MARTIN  
NTB North America  
/ Solimar

MADS PIHL  
Destination  
Arctic Circle

# Content Marketing/Distribution

## Extending your Reach through Online Channels

BELLAS ARTES THEATRE

Distribution in today's online landscape includes a variety of channels including online travel agencies, listing sites, content portals, review sites, blogs, mobile, social media and more. The ATTA and the OpenTravel Alliance are working to develop standards and strategies to make the distribution of marketing and tour messages to multiple channels easier and more effective for adventure businesses. This session will explore these fundamental distribution concepts and address myriad opportunities for content distribution that will help your organization expand its online reach.

NATE ABBOTT    STEPHEN JOYCE    JAMES O'LEONARD    TRAVIS PITTMAN    ALLAN SMITH  
Everlater    Rezgo/OpenTravel Alliance    Peak 15    TourRadar    DreamQuest Productions

# Storytelling for a New Era

ZEBADUA THEATRE

World-renowned adventure photographer Corey Rich takes us on a visual tour around the globe through the use of brilliant photography and motion. You will meet exceptional athletes, listen to inspiring and amusing anecdotes and get a sense of the level of commitment and passion that goes into Corey's work as a visual storyteller. Corey will describe the path that built his incredible career as a professional photographer and filmmaker, and how to apply those same lessons to documenting your own adventures. Together with Brett Wilhelm, "Storytelling for a New Era" goes beyond just capturing stellar images and video, exploring all of the details around a shoot, and how we, as visual storytellers, have become multi-media publishers in this technologically-enhanced day and age. Be ready to share your own story of adventure.

COREY RICH  
Aurora Photos, Corey  
Rich Photography

BRETT WILHELM  
Rich Clarkson &  
Associates

WEDNESDAY  
7:00 - 8:00PM

CASA MAZARIEGOS CONVENTION CENTRE

**Cocktail**

Sponsored by Chile

Sip fine Chilean wines while celebrating the magic and mystery of Chile!



WEDNESDAY  
8:00PM

**Free Night in San Cristóbal de las Casas**

# THURSDAY JUEVES



THURSDAY  
7:30 - 8:30AM

EL CARMEN CULTURAL CENTRE

**Breakfast Sponsored by Peru**



Network, nosh and 'live the legend' during a fascinating presentation about Peru! Limit 300.



THURSDAY  
9:00AM - 10:30AM

**Prosper... with Knowledge**

Repeat of concurrent sessions on pages 20 and 21.

THURSDAY  
10:30 - 11:00AM

**Veracruz Coffee & Networking Break**



THURSDAY  
11:00AM - 12:15PM

**Prosper... with Insight**

Repeat of concurrent sessions on pages 22 and 23.



THURSDAY  
12:30 - 1:45PM

EL CARMEN CULTURAL CENTRE

**Lunch Sponsored by Ecuador**



Learn how to 'love life' by discovering the four distinct worlds of Ecuador!



THURSDAY  
2:15 - 3:45PM

**Prosper... with Storytelling**

Repeat of concurrent sessions on pages 26 and 27.

THURSDAY  
3:45 - 4:15PM

**Veracruz Coffee & Networking Break**

*Photo Left: The Agua Azul Waterfall in Chiapas.*

*© CPTM / Ricardo Espinosa*

THURSDAY  
4:15 - 5:45PM

**Prosper... with Skills & Expertise**

Repeat of concurrent sessions on pages 28-31.

THURSDAY  
6:00 - 7:00PM

**CASA MAZARIEGOS CONVENTION CENTRE**

**Closing Remarks by Shannon Stowell, ATTA President**

**Keynote Presentations**

# High Culture



**JOHN HARLIN III // Alpinist & Editor, American Alpine Journal**

As a youth, John traveled to exotic countries focused on summits. But it was the local cultures that soon captured his passion. Now 55, John has just finished the most physically demanding journey he has ever undertaken, a 105-day muscle-powered circumnavigation of Switzerland. His tales of surprise and discovery on this journey and others across the globe, including his climb of the Eiger while living in Oaxaca during its mini-revolution, fascinate even the armchair adventurer.

# The Power of Indigenous Values, Wisdom & Knowledge



**BEN SHERMAN // Medicine Root, Inc.**

Indigenous peoples from around the planet possess a set of ancient beliefs that have the power to capture the hearts and lift the souls of people who have long forgotten the ancient teachings of their forebears. Indigenous peoples readily embrace sacred ecology, holistic balance and reciprocal relationships with the natural world. Indigenous peoples easily show respect and reverence for our Mother the Earth, the giver of all gifts. Indigenous peoples demonstrate an

abiding love for all of life, acknowledging the Earth as a living organism, showing empathy for the stress that we humans create in nature, and honoring human life as a part of the larger circle of life. Luther Standing Bear told of a great unifying life force that flows in and through all things—the flowers of the plains, blowing winds, rocks, trees, birds, animals—the same force that had been breathed into first man by the Creator. Thus, all natural forms are thought to be kindred. The Lakota say *Mitakuye Oyasin*, meaning we are all related, one to another. Indigenous values of respect, generosity and reciprocity can shape a set of guiding principles for a brand of highly sustainable tourism that offers universal appeal to travelers. Tourism enterprises in New Zealand have generally adopted a version of earth stewardship that embraces the wisdom and teachings of the Indigenous Maori people. The New Zealand brand is considered innovative, appealing and successful.

THURSDAY  
7:30 - 9:30PM

**EL CARMEN CULTURAL CENTRE**

**Closing Dinner Celebration**

Sponsored by Switzerland

**Switzerland.**  
MySwitzerland.com



Switzerland Tourism and the ATTA invite you to bid adieu to the 2011 Summit — and celebrate the 2012 Summit, taking place October 8 to 11 in Lucerne! Hasta Luego in Switzerland!

THURSDAY  
EVENING

**CASA MAZARIEGOS CONVENTION CENTRE**

**End of Summit Party**

Sponsored by Jordan and Eddie Bauer



Our final networking event! Dance to a DJ, imbibe complimentary 'First Ascent cocktails' (while they last), see spectacular images of Jordan, and get ready for the 2012 Summit! No-host bar.

# SHOWCASE

Mexico has historically been one of North America's favorite destinations. The white sandy beaches of the Mexican Caribbean, the spectacular landscapes of the Baja peninsula, and the sublime nightlife of Acapulco are today international icons. However, the 22.5 million international travelers who visit Mexico each year have not begun to scratch the surface of what this magical land has to offer.



## CHIAPAS

Majestic archaeological sites, colonial cities, imposing natural beauties and towns full of history and tradition; Chiapas is an infinite mosaic of scents, colors and flavors. Located in Southeastern Mexico, bordering Guatemala, is the entrance to the Mayan region and one of the most biodiverse areas in the world, harboring 40% of the fauna of Mexico. Chiapas is a place rich in nature and culture, where adventure begins with the singing of the quetzal and the roar of the jaguar. In Chiapas you will find a new type of integration between man and nature, past and present, culture and fun, modernity and tradition; you will experience harmony, freedom, nature and emotion. Chiapas, live the adventure!!!



## CAMPECHE

Ever dreamt of a place where 40% of the land is a natural protected area? That dream is about

Campeche. A place where nature, archaeology and history wait to be discovered by the adventure traveler.



## JALISCO

The State of Jalisco is one of the most important destinations in Mexico to enjoy and practice

vertical activities, from rock climbing to canyoning down waterfalls 220mts high.



## DURANGO

Durango is one of the most magnificent tourist destinations in Mexico. Its incredible natural

landscapes, crowned by the Sierra Madre Occidental, make it the perfect spot for adventure travelers.



## VERACRUZ

Nature has been generous with the State of Veracruz; its lagoons, beaches, tropical forests, mountains, valleys and rivers offer visitors a unique experience not seen in other parts of the world, hosting a wide variety of activities, from famous, fast rivers to exploring its caves, to climbing its cliffs and rocks.



## GUANAJUATO

The State of Guanajuato, comprised of history, culture, architectural, jewels,

nature and friendly people, is a state that shines in the heart of Mexico... it's a valuable testimony of natural history and genuine colonial jewels.



## CHIHUAHUA

Chihuahua is Mexico's ideal destination for adventure tourism. Visit the Copper

Canyon Adventure Park's amazing Cable Car in the heart of the Tarahumaran Sierra.



## BAJA CALIFORNIA SUR

Remote, eternal and breathtaking. Where land, sea and

heaven meet. Get up close and personal with magnificent whales. Sea kayak along our breathtaking shores, discovering nature's unforgettable landscapes.



## OAXACA

Oaxaca is culture, nature and adventure. Come and enjoy the paradisiacal landscapes, practice

rafting, mountain biking, hiking, repelling, scuba diving, surfing, and more. Dare to live the Experience. Oaxaca, your Mexico.



## TABASCO

The adventure you dreamed of, surrounded by the green landscape of a tropical rain forest.

Rafting, canyoneering, caving, trekking & diving within 100 miles from Villahermosa.



## MORELOS

Cuernavaca, the "City of the Eternal Spring", gateway to Morelos' eclectic land full of history

and breathtaking landscapes...summit the Tepozteco or kayak the Amacuzac River, adventure is all around.

# Attending Media

More than 50 international journalists are registered for the Summit, a portion of whom are featured on these pages. Please note that Mexican national and state-level media also will be present at the Summit. All media will be identified by their Press badge and we appreciate your support in assisting these special guests with their journalistic endeavors.



**DAN BARHAM**

*Bike Magazine, Singletrack Magazine, Bicycling*



**KRISTIN GILL**

*Kristen Gill Media, Wanderlust and Lipstick*



**ELLEN BARONE**

*EllenBarone.com; YourLifeIsATrip.com; Nat Geo's Intelligent Travel*



**GRAEME GREEN**

*National Geographic Traveler, Metro, Sunday Herald*



**JEANINE BARONE**

*National Geographic Traveler, Conde Nast Traveller (UK), Delta Sky Magazine*



**ANNIKA HIPPLE**

*Sierra Magazine, Ethical Traveler, Earth Island Journal*



**GREGG BLEAKNEY**

*VeloNews, Sierra Club, Adventure Cycling Association*



**ERIC HISS**

*Conde Nast Traveler, Delta Sky, Robb Report*



**JONATHAN (JON) DORN**

*Backpacker magazine, Climbing magazine, Outdoor Retailer Daily*



**KAREN KEFAUVER**

*MSN.com, Santa Cruz Sentinel*



**JUDIE FEIN**

*Psychology Today, YourLifeIsATrip.com, Blogger, Huffington Post*



**DAN LINSTAED**

*Wanderlust*



**WENDY GEISTER**

*The Adventure Post*



**DON MANKIN**

*Active Over 50, Vibrant Living Magazine, Your Life Is A Trip*



**MARIO MERCADO**

*Travel + Leisure*



**PAUL ROSS**

*Drink Me, Blogger, Huffington Post, Sun Monthly*



**DIANE MERLINO**

*Travel Weekly, Northstar Travel Media*



**KATE SIBER**

*Outside Magazine, National Geographic Adventure (online), The Boston Globe*



**CAREN OSTEN GERZBERG**

*The New York Times, National Geographic Traveler, Embark travel blog*



**ALLAN SMITH**

*Outdoor Channel, History Channel, Canal +*



**STEVEN YARUKEEKURO NDOROKAZE**

*Business Today-Namibian Broadcasting Corporation*

**HANNAH STRANGE**

*The Times (UK)*



**STEPHANIE PEARSON**

*Outside Magazine, O, The Oprah Magazine, Sunset*



**VERONICA STODDART**

*USA TODAY*



**EVERETT POTTER**

*Travel + Leisure, Forbes Life, Everett Potter's Travel Report*



**THERESA STORM**

*Up!, WestJet Vacations, Travelweek*



**NORIE QUINTOS**

*National Geographic Traveler*

**ADAM THOMSON**

*Financial Times*



**GIGI RAGLAND**

*Women's Adventure, TravelAge West, Away.com*



**MICHELE WESTMORLAND**

*Scuba Diving, Sport Diver, Unterwasser*



**COREY RICH**

*Aurora Photos, Corey Rich Photography*



**MARCUS WOOLF**

*The Adventure Post*

# Pre-Summit Adventures

More than 100 Summit delegates took part in a Pre-Summit Adventure throughout Mexico. These adventures provided Mexico the chance to showcase its beauty and an opportunity for delegates to explore new areas and products. Thank you to all who made this possible:



## Thanks to the 2011 Summit Volunteers!

Andy Martin, Cristen Ellis, Jon Ellis, Joey Parr, and 50 students from around Mexico.

The ATTA wishes to thank the following individuals for their continued support and enthusiasm for the annual ATWS. These "Summit Experts" have attended 6 or more Summits over the years - meet them this year to tap into their breadth of knowledge.

ALLIE ALMARIO	HUGH HOUGH	JENNIFER CHESTERMAN LEONG	TRISH SARE
ERIC BRODNAX	JUDY KARWACKI	DON MANKIN	GUSTAVO TIMO
PETER GRUBB	BRYAN KINKADE	STEVE MARKLE	GEORGE WENDT
NANCY HARRISON	KURT KUTAY	MARCELO MENESES	RICHARD WEISS
CHRISTINA HEYNIGER	BRANDON LAKE	JOHN RASMUS	
	JUSTIN LAYCOB		



Photo: The state of Oaxaca, one of many Mexican states offering Pre-Summit Adventures.

## Meet our 2011 ATWS Storytelling Team!

The ATTA has engaged these consummate storytellers to capture our collective 2011 ATWS experiences to share during and after the Summit. Thank you for supporting our team with interviews, photo and video opportunities!

 <b>JOHN CANNING</b> <i>Media Sherpa</i>	 <b>GREGG BLEAKNEY</b> <i>Gregg Bleakney Photography</i>
 <b>TREVOR CLARK</b> <i>Trevor Clark Photography</i>	 <b>ALLAN SMITH</b> <i>DreamQuest Productions</i>
 <b>MARK CRAWFORD</b> <i>Unreasonable Media</i>	 <b>COREY RICH</b> <i>Aurora Photos, Corey Rich Photography</i>
 <b>KRISTEN GILL</b> <i>Kristen Gill Travel Writing &amp; Photography</i>	 <b>BRETT WILHELM</b> <i>Rich Clarkson &amp; Associates</i>

# Meet Your 2011 ATWS Emcees

## Jennifer Hobson

Jennifer founded JLH Media in 2011 after 3 years focusing on ecotourism and international promotion as Deputy Cabinet Secretary at the New Mexico Tourism Department, appointed by Governor Bill Richardson. Previously, Jennifer was the Director of an L.A.-based PR firm's New Mexico office in Santa Fe, handling the New Mexico Tourism Department, New Mexico Film Office, Santa Fe CVB, and other tourism brands in New Mexico and Los Angeles. She began her career as a freelance writer and columnist. Jennifer, who loves yoga and fly fishing, earned her B.A. with a double-major in English and Spanish and currently lives in Santa Fe.



## Antonio del Rosal

Antonio, born to a Mexican father and an American mother, was raised in a bi-national, bi-cultural environment. With an MBA from Georgetown University in Washington D.C., he has served as a consultant for the Inter-American Development Bank, advisor to a large Private Equity firm in D.C., and as a strategy and planning manager for CEMEX, one of Mexico's largest conglomerates.



An avid mountain bike racer and endurance horseback rider, he then shifted gears to follow his adventurous passions, first serving as Executive Director for Rio y Montaña Expediciones, one of Mexico's largest and most reputable adventure travel companies, then as Director for the ATTA in Mexico, and now as the Marketing Coordinator for the Mexico Tourism Promotion Board.

# Meet the ATTA Team



Shannon Stowell  
ATTA President



Alice Gifford  
Member Advocate



Chris Doyle  
Vice President  
Editor, *AdventureTravelNews*



Carrie Horner  
Special Projects



Chris Chesak  
Vice President,  
Business Development



Nicole Petrak  
Special Projects  
Assistant Editor, *ATN*



Jason Reckers  
Director of Operations  
& Online Strategies



Amber Silvey  
Director, Event Operations



Murray Bartholomew  
Membership Administration



Meredith Guzy  
Business Development



Paolo Balduzzi  
Associate



Paula Mendes  
Business Development



Jenny Holm  
Summit Coordinator



Rebeca del Rosal  
Executive Director Mexico



Jennifer Hobson  
Associate

Each year, industry leaders are consulted on how to make the Adventure Travel World Summit as productive as possible. ATTA would like to thank the following individuals for being a part of the 2011 ATWS Advisory Committee.

SCOTT ADAMS  
Birchbark Media

DAN AUSTIN  
Austin-Lehman Adventures

STEPHEN AUSTIN  
CPTM (PROMOTUR -  
Mexico Tourism Board)

AJEET BAJAJ  
Snow Leopard  
Adventures Pvt. Ltd.

DR. KELLY S. BRICKER  
University of Utah

WILLIAM L. BRYAN, JR., PH.D  
Off the Beaten Path

TULLIA CABALLERO  
S-cape Travel

MARYANN FERNANDEZ  
Philanthropy Indaba

LAUREN HEFFERON  
Ciclismo Classico

ALEX HERRMANN  
Switzerland Tourism

ANDY LEVINE  
DuVine Adventures

CHRIS NOBLE  
WorldNomads.com

MONICA MALPEZZI PRICE  
ExperiencePlus!  
Bicycle Tours

JOHN SHEPPARD  
REI - Recreational  
Equipment Inc.

BEN W. SHERMAN  
Medicine Root, Inc.

JENS THRAENHART  
Dragon Trail

BRUNO GIESEMANN  
EVERSBUSCH  
Argovia Finca Resort

The ATTA would like to thank the following individuals for their participation with the ATTA Advisory Board.

ERIC BRODNAX  
National Geographic  
Society

URS EBERHARD  
Switzerland Tourism

PAUL EASTO  
Wilderness Scotland

FERNANDO ESCUDERO  
Tourism Promotion Insti-  
tute of Salta, AAETA

FRANCIS X. FARRELL  
Turnstile Media

ALFREDO FERREYROS  
Explorandes

NICKY FITZGERALD  
Pangaea Associates

KRISTIAN B. JØRGENSEN  
Fjord Norway Tourist Board

MANAL S. KELIG  
Gateway To Egypt

KURT KUTAY  
Wildland Adventures

PERRY LUNGMUS  
Travcoa

PRAVEEN MOMAN  
Volcanoes Safaris

HELEN NODLAND  
Virtuoso, Ltd.

ANTONIO DEL ROSAL  
Consejo de Promoción  
Turística, Mexico

GUSTAVO TIMO  
ABETA

RUSSELL WALTERS  
Northern Outdoors

RICHARD WEISS  
Strategic Travel Consulting

MEI ZHANG  
WildChina Travel Inc.



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## OFFICIAL OUTFITTER OF THE ATTA AND PROUD SPONSOR OF THE ADVENTURE TRAVEL WORLD SUMMIT

FOR MORE THAN 90 YEARS, EDDIE BAUER HAS OUTFITTED ADVENTURES OF ALL KINDS with gear that performs under any conditions. As The Original Outdoor Outfitter®, we're proud to support the ATTA and its mission to help more adventurers explore the outdoors around the world.



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Hummingbird/  
Cascade Designs

South African  
Tourism

Bike Adventure

Fjord Norway

Orbitz.com

Terramar Sports

ExOfficio

Global Rescue

Peru

Expedición

Greenland

Salta, Argentina