

ADVENTURE  
**WEEK**  
**CHILE**

# ADVENTURE WEEK

Welcome to the first edition of AdventureWeek! We are proud to have Chile as our host for this exciting new format designed by ATTA to showcase the best adventure activities destinations have to offer. AdventureWeek is a multi-layered program designed to generate immediate visibility for the destination, leveraging ATTA's network of specialized media and travel advisors and tour operators around the world, as well as visitation, through new partnerships and cooperative marketing opportunities with Turismo Chile. We will be accompanied by an accomplished storytelling duo, who will capture the essence of the experiences Chile has to offer and develop photo and video assets which Chile and ATTA will use to promote the destination in a variety of online and offline spaces, including the Adventure Travel World Summit this year in Namibia. Your help will be critical to spread the word!

As most of you know, Chile holds the #1 position in Emerging Markets in the Adventure Travel Development Index (ATDI), which evaluates the 10 pillars critical to sustainable adventure travel operations. We are sure this experience throughout the Southern states of Chile will prove that Chile is clearly a destination with immense untapped potential ready to be discovered.

## Antonio del Rosal

Executive Director for Latin America  
ATTA



“THE JOY OF LIFE COMES FROM OUR ENCOUNTERS WITH NEW EXPERIENCES, AND HENCE THERE IS NO GREATER JOY THAN TO HAVE AN ENDLESSLY CHANGING HORIZON, FOR EACH DAY TO HAVE A NEW AND DIFFERENT SUN.”

Alex Supertramp



**PUNTA ARENAS**

# ITINERARY 1

## DESTINATION: STRAIT OF MAGELLAN - PUNTA ARENAS

### SATURDAY, AUG. 31

Arrival and transfer to hotel

Surprise activity in SCL, overnight.

### SUNDAY, SEPT. 1

Transfer to SCL airport

**9:30** Reception at airport and city tour of Punta Arenas & Lunch.

**14:30** Transfer to the lodge sector Agua Fresca 27 km south of Punta Arenas, for 2 hour ride along the Strait of Magellan witnessed countless adventures of old and new sailors and continuing through native forest trails to the viewpoint overlooking the Straits and islands of Tierra del Fuego and Dawson, Snack.

Dinner and overnight in Punta Arenas.

### MONDAY, SEPT. 2

Kayak all day in Cabo San Isidro sector, 65 kilometers south of Punta Arenas in pristine surroundings, we go beyond where the road ends for vehicles, very high chance of seeing marine life with a evergreen forest landscape coming to the edge of the sea, usually you can see dolphins and many shore-birds

**7:00** Departure from Punta Arenas and takes an hour to get to where you take the kayak, you will always have the support or the ability to go also in the zodiac boat in an emergency. In two hours you arrive at Faro San Isidro, it is a short walk and visit the old lighthouse, have lunch in the cozy Hosteria San Isidro and afternoon hike up the Eagle Bay where they are the last vestiges of what was once the farm whaling between 1911-1917, then started the return by boats to the car and back part of Punta Arenas. This tour includes kayak full equipment (here is used wetsuits and semi dry up if required, depends on the temperature of the day) we snack for the journey.

Dinner and overnight in Punta Arenas.

### TUESDAY, SEPT. 3

**9:00** Half day excursion to the Club Andino, located just 15 minutes from the city amidst Magallanes National Reserve, for snowshoe hike and climb lifeline to the summit of Mount Fenton with a majestic view of the Straits of Magellan on one side and the Seno Otway on the other. Here you can learn about the various activities that can be performed in both winter and summer. Lunch at Punta Arenas.

**15:00 to 18:00** Business with regional entrepreneurs.  
Dinner and overnight in Punta Arenas.

Punta Arenas



# ITINERARY 2

## DESTINATION: TORRES DEL PAINE NATIONAL PARK — PORT NATALES



### SATURDAY, AUG. 31

Arrival and transfer to hotel.

Surprise activity in SCL, overnight.

### SUNDAY, SEPT. 1

**9:30** Airport reception and transfer to Torres del Paine National Park. Stop for lunch in Puerto Natales. Continuing, Route 9 is responsible for taking them to the bowels of the Torres del Paine National Park. Gradually, the beech and roadside ñires begin to shade. Everything is full of color, is filled with life. It will face the Paine Massif and will not stop surprising for this colossus of granite.

Dinner and overnight at Hotel Grey.

### MONDAY, SEPT. 2

Navigation about an hour by the Grey Lake by motor boat with capacity for 50 people, among the icebergs from the glacier, to the base camp where the guides will be waiting to give them a lecture on how to walk in the ice and on the management of the technical team, to begin the adventure blue, an amazing experience between blocks of ice, cold caverns and deep cracks on the permafrost of Grey Glacier, the largest within the national park, which is part of Southern Patagonian Ice Field. Lunch Box lunch. Return to Puerto Natales dinner and overnight.

### TUESDAY, SEPT. 3

Transfer to Punta Arenas.

Lunch at Punta Arenas.

**15:00 - 18:00** Business conferences with regional entrepreneurs.

Dinner and overnight in Punta Arenas.



# ITINERARY 3

## DESTINATION: CAPE HORN - PUERTO WILLIAMS

### SATURDAY, AUG. 31

Arrival and transfer to hotel.

Surprise activity in SCL, overnight.

### SUNDAY, SEPT. 1

**9:30** Reception at Punta Arenas airport and boarding for flight to Puerto Williams. Dap charter the world's southernmost town located on the north shore of Isla Navarino, Beagle Channel to Cape Horn commune. Visit around to admire its pristine landscapes with forests, untouched by human hands, was walk in snowshoe pathless places and trying not trace. Lunch snack.

Dinner and overnight at a cozy hostel in the village.

### MONDAY, SEPT. 2

Morning visit to the village with his anthropological museum and Villa Martin Gusinde Ukika last site inhabited by descendants of the Yagan.

Return flight to Punta Arenas.

Lunch, City tour, Dinner and overnight in Punta Arenas.

### TUESDAY, SEPT. 3

**8:30** Will bring you to a thrilling adventure in the outskirts of the city, visiting old and rugged trails, through peat, hills, rivers and forests on a four track to blend into the vastness and solitude of the Patagonian landscape

Transfer to Punta Arenas.

Lunch at Punta Arenas.

**15:00 - 18:00** Business conferences with regional entrepreneurs.

Dinner and overnight in Punta Arenas.

Cape Horn -  
Puerto Williams



# ITINERARY

DESTINATION: LOS LAGOS

## WEDNESDAY, SEPT. 4

Mapu Park Lahual suitable transfer

Visit Hacienda Romahue, seafood lunch + organic garden products.

Horseback riding / fishing clinic / rehab visit wildlife / birdwatching, river navigation Maulin / hiking.

Transfer to hotel

Exhibition of supply and technical equipment for adventure tourism in hotel

Night Chilota hotel curanto, music and performances.

## THURSDAY, SEPT. 5

FD Antillanca, winter sports + Half day biking tour route back from Antillanca by interlagos

Half day bike & beer in Llanquihue Lake Basin

Half day birdwatching Rio Maullin

Dinner in Frutillar, Lake Theater or Kitchen.

Exhibition of supply and technical equipment for adventure tourism in hotel

Full day Vicente Perez Rosales NP, trekking down the lonely + rafting / kayaking river Petrohue

## FRIDAY, SEPT. 6

Full day Sea Kayaking, Reloncavi Estuary

Half day mountain bike descenso Volcan Osorno

Half day Cannopy The Cascades

Dinner sailing yacht Nomads of the Seas, Bay of Puerto Montt

Exhibition of supply and technical equipment for adventure tourism in hotel

## SATURDAY, SEPT. 7

Seminar adventure tourism operators and suppliers

Exhibition green and Carretera Austral Patagonia, Chiloe Cochamo and in presentations and video exposure target capsules.

Brunch

Transfer to airport.

17:00 Arrival to Balmaceda, flight LA 273

16:30 18:30 hrs. Arrival in Coyhaique

19:00 19:00 hrs. Dinner and overnight.

## SUNDAY, SEPT. 8

8:00 Exit to the north of the region to Puyuhuapi

11:30 Arrival in Glacier National Park Queulat

11:30 Visit Queulat Glacier National Park (Hiking)

14:00 Crossing to Dorita Bay to Puyuhuapi

14:30 Lunch Puyuhuapi

16:00 Travel by boat.

17:00 Return to Coyhaique

22:00 Dinner and accommodation in Coyhaique

## MONDAY, SEPT. 9

8:00 Departure towards the south of the region to Puerto Rio Tranquilo

13:30 Arrival to Puerto Rio Tranquilo + Box Lunch

14:00 Trekking to Glacier Explorers

16:00 Transfer to Bay Explorers to Puerto Rio Tranquilo

20:00 Dinner and Accommodation

## TUESDAY, SEPT. 10

9:00 Navigating to visit Lago General Carrera Marble Chapels.

11:30 Return to Balmaceda Airport

14:00 Lunch at Cerro Castillo

16:00 Arrival to Balmaceda

17:30 Flight to Santiago, LA 272

Arrival in SCL and overnight.

## WEDNESDAY, SEPT. 11

Transfer at selected time.

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# ABOUT ATTA

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We are a catalyst, a hub, a refuge, a facilitator. We are the Adventure Travel Trade Association (ATTA), a global membership organization and home to a thriving community of 900 responsible, profitable businesses, destinations and media who transform customers and businesses alike into advocates for sustainability and justice worldwide. Our members include tour operators, tourism boards, specialty travel agents, guides, accommodations, media and service providers

We, the ATTA, are driven to help adventure tourism businesses and destinations worldwide succeed. We exist to bring our members opportunities that drive new customers, lower costs and increase returns on investment. We work to implement industry standards, face and address thorny issues, tackle initiatives that get adventure travel in front of the mainstream culture, and work to get others who should be investing in this industry educated about who the adventure traveler is, and the responsibilities we share to protect the people and places we visit. We're working to ensure the sustainable development of the adventure tourism industry, with our sights set on people, planet and profit..

As a global networking, business strategy, professional development, promotional and educational force, the ATTA exists to:

- Promote and grow the adventure travel market
- Provide exclusive professional support, development, marketing, business building and cost-saving resources to ATTA members
- Provide a unifying voice for the industry that promotes and facilitates WWknowledge sharing, networking and a common vision
- Research, anticipate, interpret and share travel, consumer and industry trends
- Identify, understand and rally industry leaders to tackle pressing issues, while propelling growth initiatives
- Define “adventure travel” and establish “best practices” and operating standards
- Encourage sustainable and environmentally and culturally sensitive adventure travel practices