

ADVENTURE TRAVEL  
WORLD SUMMIT



IRELAND 2014

*the* ECONOMICS *of* ADVENTURE

OCTOBER 6-9 / KILLARNEY



# contents

4	Welcome to the 2014 Adventure Travel World Summit
6	Monday, October 6
8	Tuesday, October 7
10	Marketplace Directory
14	Wednesday, October 8
16	Attending Media
22	Thursday, October 9
27	Venue Map
28	The Storytelling Team
29	Celebrating 10 Years
30	The ATTA Team
32	Summit Partners

**Name**

---

**Company**

---

**Email**

---

If this program is found, please return it to the ATTA table by the Partner Networking Tables in the INEC Lobby.



## Welcome to the Adventure Travel World Summit

Earlier this summer, I chose to celebrate the ten year anniversary of the ATTA by riding a motorcycle along the Wild Atlantic Way in Ireland and it was a spectacular experience. The reason we decided to celebrate ten years as an organization in Ireland is the same reason we chose to hold this year's Adventure Travel World Summit there: Ireland is serious about aligning itself with the vision of the ATTA to move the dial of the tourism industry toward more profitable and sustainable business.

"The Economics of Adventure" sounds like an academic approach to the industry, but our theme this year allows us to explore the core of adventure travel and our motivations for dedicating our lives and our livelihoods to this particular style of seeing the world. We will take a close look at ourselves and challenge our ideas about sustainability, our standards for safety, our future in business on the Internet and what trends and issues may have the largest impacts in our industry.

Ireland, with its emphasis on locally-driven tourism strategies and its stand-out cultural and natural assets, is the ideal backdrop for the Summit this year. Ireland is the kind of destination with whom we love to work -- one that approaches its own adventure potential with the curiosity of a traveler and the rigor of a disciplined business.

Rather than spend too much time looking back over the past ten years, our anniversary this year encourages a look into the future, knowing that what we learn and do in Ireland during this week will help define what adventure tourism looks like ten, fifty or one hundred years from now.

Thanks for joining us.

Shannon Stowell  
President, Adventure Travel Trade Association

2014 Adventure Travel World Summit

## Welcome to Ireland!

I am delighted to welcome you all here to Ireland and to Killarney in Co. Kerry for the Adventure Travel World Summit. Ireland is very proud to host this prestigious event at a time when adventure tourism is high on our agenda.

As an island destination, surrounded by stunning coastline and boasting acres of lush green landscape and natural beauty, Ireland is among the best locations in the world for adventure tourism. After all, adventure is quite literally, in our nature.

In Ireland, adventure waits around every corner. From high-speed, high octane adventure, such as coastering, kite surfing or wake boarding to more relaxing, slower paced adventure activities, such as fishing, dolphin-watching, snorkeling or just taking a stroll along a stunning beach; Ireland truly has a surprising diversity of adventure experiences to suit all ages and all levels of fitness.

Such adventure experiences are immersed in our unique heritage and culture; whether they include walking in the footsteps of St. Brendan, the Voyager on Mount Brandon; rappelling through 350 million years of history in the unique limestone Burren landscape or surfing the world's most powerful waves along our Wild Atlantic Way.

I know that most of you will experience our unique adventure product during your visit for the Summit. And, I know that you will enjoy these adventures, and that they will live up to, and even surpass your expectations.

Ireland's tourism industry looks forward to working with you over the coming months and years as together we work to promote Ireland's world class adventure and outdoor tourism.

I hope you have a very enjoyable and successful Summit and that you will return very soon for another Irish adventure.

Paschal Donohoe TD  
Minister for Transport, Tourism and Sport

Killarney, Ireland





monday  
october 6



🕒 7:15-16:00 📍 INEC

## Day of Adventure

Céad Míle Fáilte! A Hundred Thousand Welcomes To Ireland! Join your fellow delegates for a memorable adventure exploring the breathtaking scenery of Kerry. Thank you to Fáilte Ireland and the Day of Adventure providers. The Day of Adventure is also supported by DreamJobbing.

Delegates attending the Day of Adventure may check in for the Summit at 7:00 or wait until your adventure returns to the INEC around 16:00. There will be a short welcome and presentation at 7:30 with buses leaving for the adventures at 8:00.

DAY OF ADVENTURE PARTNER



🕒 15:30-17:00 📍 INEC

## Check In

If you did not check in for the Summit on Sunday afternoon on Scotts Street, stop by the INEC to pick up your program, gift bag and badge, **which needs to be worn throughout the Summit for access to any and all sessions and events.** All delegates must check in prior to Ireland's Opening Night.



🕒 18:00-21:30 📍 Ross Castle and Molly Darcy's

## Ireland's Opening Night Dinner

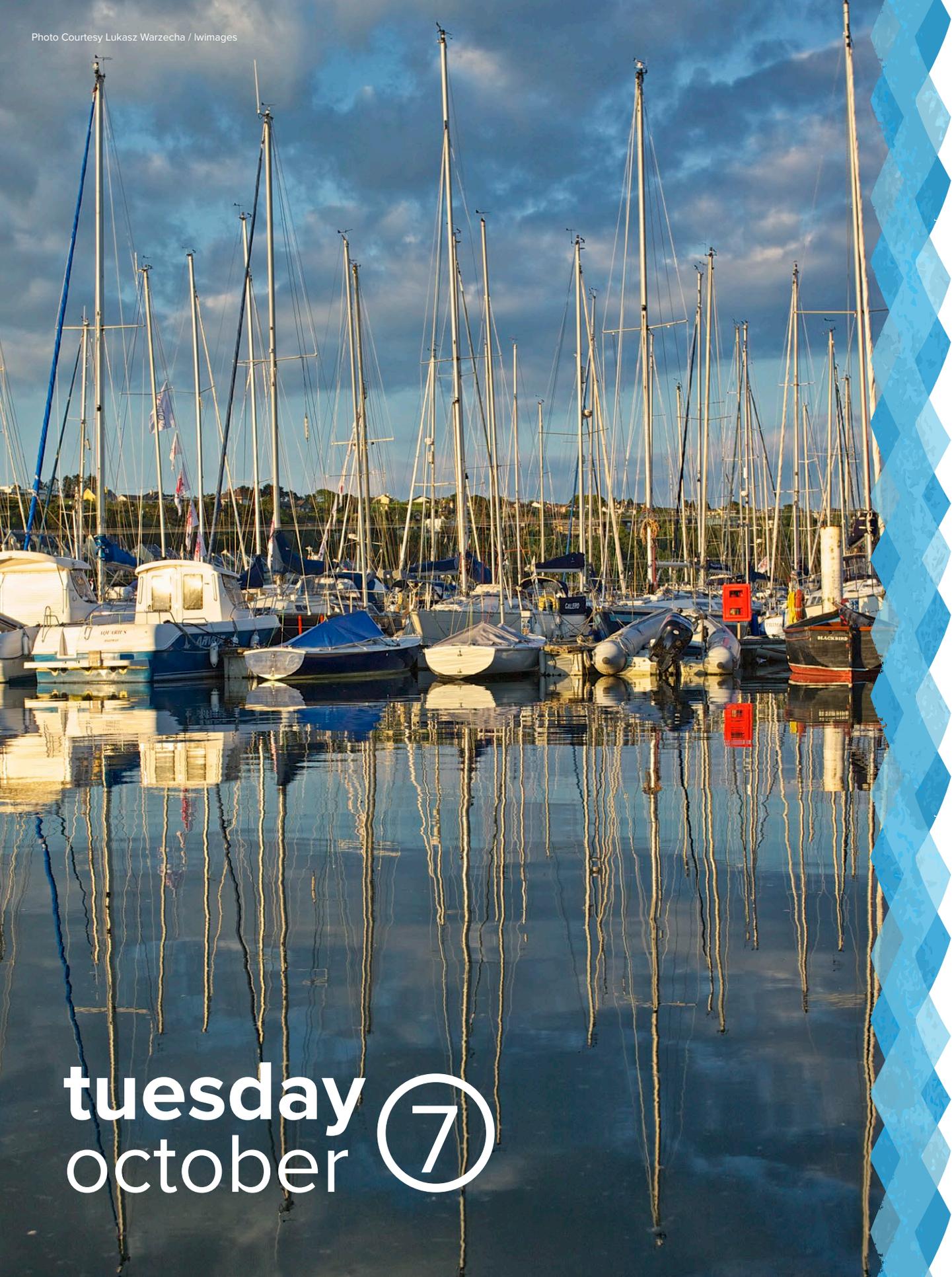
Please make your way to Ross Castle, a 15th century tower on the edge of Lough Leane, in Killarney National Park, for the official Irish Opening event. Check for shuttle times at the official ATWS hotels, or take a stroll down the walkway — be there by 18:00. At 19:00 we will make our way to Molly Darcy's, a traditional Irish pub, for an unforgettable Irish evening.

*On behalf of everyone in Irish tourism, I am delighted to welcome you to Ireland, to the 'Kingdom of Kerry' and to the environs of Killarney. We are delighted to have been chosen to host the 2014 Adventure Travel World Summit. It is a great privilege and we will not disappoint!*

*Our partners have made extensive preparations for your welcome and stay. We are keen to impress upon you the diversity, quality and value of the experiences we offer the adventure traveler here on the Wild Atlantic Way — what was once the edge of the known world. We continue to invest heavily in the quality, professionalism and delivery of our adventure offering. I very much hope you will have an opportunity to experience just some of what we have to offer in convivial surroundings with a genuine warmth of welcome.*

*Thank you all so much for choosing Ireland and taking time to visit on this occasion. I hope you take away many great memories, make new friends and arrive home safely with a longing to return.*

Shaun Quinn,  
CEO Fáilte Ireland



tuesday  
october 7



8:00-10:00 INEC - Ground Floor & Mporium

## MARKETPLACE

The 2014 Global MARKETPLACE features 130 inbound tour operators, accommodations and destinations from around the world and provides a focused setting to connect with potential partners, hold business meetings and promote your brand. A global delegation of buyers (outbound tour operators, wholesalers and travel advisors) and media attend our marketplace as it facilitates quality introductions and product development discussions. MARKETPLACE Suppliers can be accessed on page 10.

MARKETPLACE PARTNER

8:30-10:00 Mangerton

## Adventure Mentors

AdventureEDU provides educational courses in adventure tourism for companies, associations and governments. Courses are taught by industry experts with real world experience in the business of adventure travel. In the same vein, Adventure Mentors is an opportunity for delegates to engage in dialogue and Q&A with experts across a variety of fields, including legal, marketing, distribution, guide training and more. Don't miss this first-come, first-served chance to pick the brains of top industry professionals.



10:00-10:30 INEC - Lobby and Mporium

## Networking/ Coffee Break

Follow the delicious scent of Colombian coffee, from the Region of Quindío all the way to Killarney, Ireland. Colombia is the official coffee partner for the 2014 ATWS.



10:40-13:00 INEC - Ground Floor & Mporium

MARKETPLACE CONTINUES

10:30-13:00 Mangerton

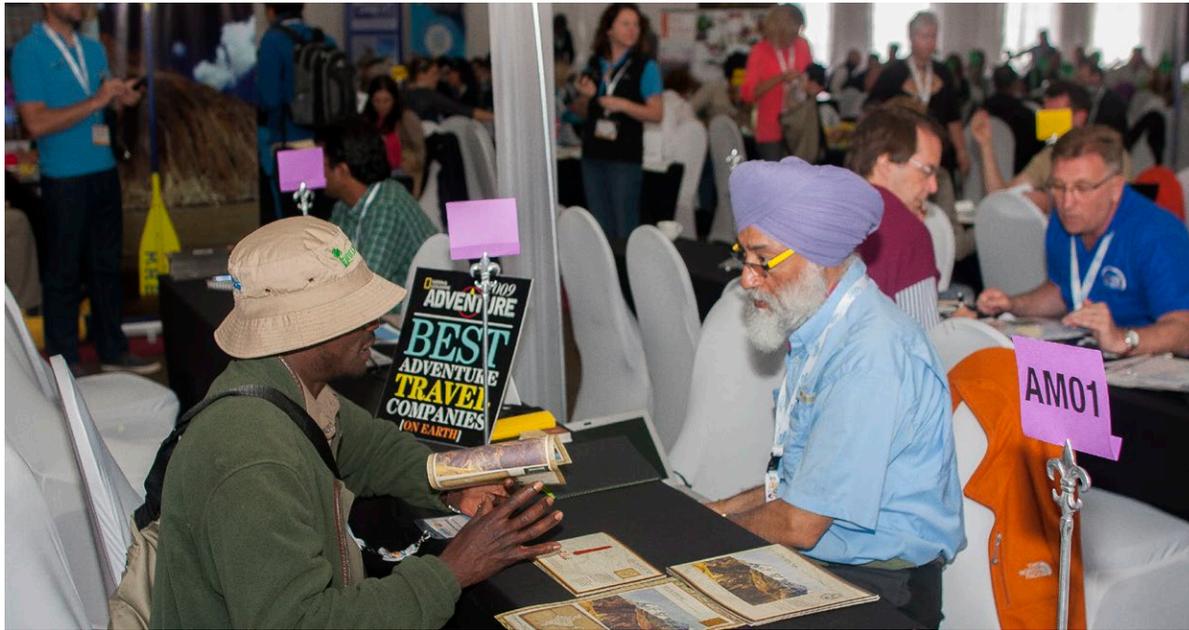
ADVENTURE MENTORS CONTINUES

13:15-14:45 INEC - Ballroom

## Lunch with Norway

Magnificent glaciers, northern lights, stunning fjords and adventures as far as the eye can see — welcome to a taste of Norway.





# MARKETPLACE

The 2014 Global MARKETPLACE brings adventure travel product suppliers, buyers and media together and provides a dynamic atmosphere for introductions, learning about new opportunities and engaging in product development discussions.

- AFRICA
- ASIA/MIDDLE EAST
- EUROPE
- GLOBAL
- LATIN AMERICA
- NORTH AMERICA
- OCEANIA / POLAR

## PARTNER NETWORKING TABLES

- TRA** Travoom
- BUL** Bulgaria - Ministry of Economy and Energy
- EU01 / IRE** Fáilte Ireland/ Tourism Ireland
- EC** Eagle Creek
- NGT** National Geographic Traveler
- BRA** Visit Brazil
- CHI** Turismo Chile
- COL** ProExport Colombia
- ALA** State of Alaska
- ANC** Visit Anchorage

- QUE** Team Quebec / Tourisme Québec
- SNO** Snowmass Tourism
- ECU** Ecuador
- MEX** Visit Mexico (CPTM)
- GR** Global Rescue
- TR** TourRadar
- INN** Visit Norway
- FJORD NORWAY PROMENADE**
- NOR1** Fjord Norway #1
- NOR2** Fjord Norway #2
- NOR3** Fjord Norway #3

## SWISS MPORIUM

- SWI1** Switzerland Tourism
- SWI2** Valais Tourism
- SWI3** Interlaken Tourism
- SWI4** Ticino Tourism
- SWI5** Lucerne Tourism

## Africa

- AF01** Volcanoes Safaris
- AF02** Ultimate Safaris Namibia
- AF03** Grosvenor Tours
- AF04** Marrakesh Voyage
- AF05** Malawian Style

## Asia & Middle East

- AM01** Jordan Tourism Board
- AM02** Rventures Holidays
- AM03** Oku Japan
- AM04** KUONI DMC
- AM05** Worldwide Adventures India
- AM06** Trek Himalayan LLC
- AM07** Dharma Adventures
- AM08** Encounters Asia / Jungle Lodges
- AM09** Ak Sai Travel Ltd
- AM10** Atithi Voyages (India)
- AM11** Asia Aventura

- AM12** Mercury Himalayan Explorations Ltd.
- AM13** Armenia Holidays
- AM14** Kash' Venture Travels (KVT)
- AM15** Laila Tours & Travel
- AM16** Aeolus Tours
- AM17** Luxury India Holidays
- AM18** Easia Travel
- AM19** Tribal Adventure Tours
- AM20** Selena Travel Mongolia
- AM21** Ibex Expeditions, India
- AM22** Active Adventure Tours Mongolia

## Europe

- EU02** Camino Ways, Greenlife Tours
- EU03** Delphi Adventure Resort
- EU04** Wilderness Ireland
- EU05** Extreme Ireland
- EU06** Ireland Walk Hike Bike
- EU07** Mor Active
- EU08** Killarney Riding Stables
- EU09** Viator Travel, Croatia
- EU10** European Walking Tours
- EU11** Odysseia-IN Travel Ltd
- EU12** Portugal Nature Trails
- EU13** A.C.E Adventure
- EU14** Icelandic Mountain Guides
- EU15** VMD Adventure Travel
- EU16** Mandala Tour Italy
- EU17** 8Seasons4Women - Women Travel to Scandinavia

- EU18** HF Holidays
- EU19** Fiore Tours
- EU20** S-cape Travel Group
- EU21** croActive Holidays
- EU22** Via Antiqua Travel GmbH
- EU23** Macedonia Experience
- EU24** Go North
- EU25** Hike'n Sail Turkey
- EU26** Meridien Ten
- EU27** Adventure Slovenia
- EU28** AYGO Adventure Travel - DMC Eastern and Central Europe
- EU29** Elite Travel DMC - Lufthansa City Center
- EU30** Baltic Blues Travel

## Global

- GLO1** Travel Marketing Worldwide
- GLO2** Kusini Collection
- GLO3** PureQuest Adventures
- GLO4** Emerging Destinations

## Latin America

- LA01** Baja California Sur
- LA02** Latin Trails
- LA03** Pure Brasil
- LA04** Aniyami DMC Brazil
- LA05** Brazil Ecotravel
- LA06** Gondwana Brasil Ecoturismo
- LA07** Maritaca Turismo
- LA08** Caminhos do Sertao Cicloturismo (Cycling Tours)
- LA09** Terra Brasilis
- LA10** Turismo Vida Sol e Mar

- LA11** Mountain Lodges of Peru
- LA12** Galakiwi Adventures
- LA13** Natoura Travel and Adventure Tours, Venezuela
- LA14** Enchanted Expeditions
- LA15** Amigo Trails - Copper Canyon Experts
- LA16** Todos Santos Eco Adventures
- LA17** Maya Amazing Adventures
- LA18** The Muddy Boot
- LA19** Expediciones Sierra Norte de Oaxaca
- LA20** Cabo Expeditions Mexico
- LA21** Aysen Tourism Board
- LA22** Region de Magallanes Tourism Board
- LA23** Region de Los Lagos Tourism Board
- LA24** La Paz on Foot
- LA25** Green Pathways Tours
- LA26** Delfin Amazon Cruises
- LA27** Tropic Journeys in Nature
- LA28** Explora SA
- LA29** South Expeditions
- LA30** Solentiname Tours - Discover Nicaragua
- LA31** Kallpa Tour Operator
- LA32** Amazonas Explorer
- LA33** NeoTropic Travel Group

- LA34** Antarply Expeditions
  - LA35** Fantastico Sur - Torres del Paine
  - LA36** Pure! Travel Group Colombia
  - LA37** Voyage Colombia
  - LA38** Summum Outdoor
- ## North America

- NA01** Within the Wild Adventure Company
- NA02** Sacred Rides Mountain Bike Adventures
- NA03** The Ranch at Rock Creek
- NA04** Team Quebec / Tourisme Québec #1
- NA05** Team Quebec / Tourisme Québec #2
- NA06** Adventure Canada

## Oceania / Polar

- OP01** Heritage Expeditions
- OP02** Oceanwide Expeditions
- OP03** One Ocean Expeditions
- OP04** Visit Greenland

MARKETPLACE PARTNER





Courtesy Amit Sankhala/Encounters Asia

🕒 15:00-16:30 💧 INEC - Ground Floor

PLENARY SESSION

## Conservation Travel: Making Wildlife Worth More Alive than Dead



Jeffrey Parrish,  
WWF - World  
Wildlife Fund

Julian Matthews,  
TOFTigers Wildlife  
Association, India

Praveen Moman,  
Volcanoes Safaris

Across the globe our natural capital is over-drawn, and that has a direct impact on the financial capital of businesses involved in tourism. Wildlife is threatened by criminal poaching and wildlands are being destroyed for short term profit. In most places around the world, the value of living wildlife can't seem to match the value of it dead, but tourism can change that. World Wildlife Fund leaders will show how adventure travel can make positive economic waves throughout a community and make wildlife worth more alive than dead.

🕒 16:30-17:00 💧 INEC - Lobby and Mporium

NETWORKING/COFFEE BREAK



🕒 17:00-18:15 💧 INEC - Ground Floor

PLENARY SESSION

## Adventurous Journeys: Case Studies Worth Talking About



Keira Powers,  
Spirit of Africa

Peter Veerapen,  
Spirit of Africa

Mandip Singh  
Soin, IBEX  
Expeditions, India

Many adventure travel companies have survived profound and game-changing experiences en route to success. We can learn a lot from others' stories of the importance of taking the longer, riskier and often more challenging paths to do well, by doing right. We welcome to the stage several of our peers who will share insights about how they've managed to create compelling adventure product that does not exploit people or nature, but helps both.

Keira Powers and Peter Veerapen tell their stories of overcoming adversity in pre- and post-democratic South Africa. They will speak of a fight undertaken against the tide of "standard industry products" to bring to the traveler offerings that are authentic and which avoid the fish-bowl effect of the "us and them" experiences often purveyed in the name of cultural and humanitarian tourism.

Mandip Singh is a mountaineer, explorer, eco-pacifist and Sikh who loves a good match between turban and sock. He bartered reading palms for climbing lessons in the Alps, returning to establish a pioneering adventure & luxury travel company in India, Ibex Expeditions, in 1979. Leading from the front, he explored new routes and ideas, opening winter tourism in the Indian Himalayas. Mandip created the footwork to make adventure travel safe via rescue systems in the Himalayas and formed the Ecotourism Society of India, the national body for responsible tourism.

We invite you to draw on the wisdom of these collective hard-earned experiences. An open question-and-answer session will provide practical and personal advice so you'll be better equipped to address business challenges and emerge triumphant.



🕒 18:30-20:00 💧 INEC - Ballroom

## Dinner

Ecuador is where the essence of Latin America fuses itself to create an unforgettable and unique destination.



# ADVENTURE TRAVEL TRADE ASSOCIATION SCHOLARSHIP PROGRAM 2014

In order to foster innovative and meaningful growth of the adventure travel industry and to provide financial support to early-stage adventure tourism enterprises, the ATTA and the legal office of Rome McGuigan, P.C., adventure travel legal specialists, offer an annual Tour Operator Scholarship program for the Adventure Travel World Summit.



The three winners attending the 2014 ATWS in Ireland in October are:



**YOLONDA NORMAN DE FERNANDEZ**  
Amigo Trails // Mexico



**STEPHEN TARANTO**  
La Paz on Foot // Bolivia



**GEMMA COPE**  
Green Pathways Tours // Nicaragua

These operators proved that their companies have potential for positive impact on local cultural and natural resources, a high level of professional ethics and practices, and a plan to use the ATWS experience to build long-term and lasting success.



wednesday  
october 8



🕒 9:00-10:30 📍 INEC - Ground Floor

## MediaConnect

ATTA's MediaConnect sessions deliver a format that mixes media tips and trends from top travel journalists, bloggers and media experts. Tour operator and destination specialist delegates receive an opportunity to pitch to an impressive field of international, top-tier and emerging media. During each 90-minute session, gain insight into the working world of the media through a dedicated 30-minute panel discussion – and then seize nearly a full hour to try your pitch to specific media contacts seeking story ideas related to your adventure travel business. A Q&A Corner, Storytelling Corner and a Blogger Corner will also be available where you can meet and ask questions to media and Storytelling experts.

### 9:00-9:30 — Panel: Seed to Story

Moderator: Casey Hanisko, ATTA  
Berne Broudy, Freelance Writer  
Peter Grubb, ROW Adventures  
Norie Quintos, National Geographic Traveler

Looking for ideas on how to get your story told? A freelance journalist, an editor and a tour operator will take you through their personal experience in going from an idea to a final published story.

### 9:30-10:30 — Speed Networking

During quick four-minute pitches you have the opportunity to seek out the media of most interest to you.

MEDIACONNECT PARTNER



ROUNDTABLE DISCUSSIONS

## Industry Intensives

Two special interest groups and ATTA partners will hold meetings to discuss and dive deep into important industry subjects that need focused conversations with input from the global delegation. All delegates with background or interest in the subjects are invited to attend.

ROUNDTABLE GROUP ONE

🕒 9:00-10:30 📍 Mangerton

## Adventure Travel Distribution Standards

Supported by NCE Tourism  
Moderator: **Marcel Niederhauser,**  
**NCE Tourism - Fjord Norway**

NCE Tourism - Fjord Norway is an active, nature-based and experience-focused travel cluster in Western Norway that has identified “distribution” as a restrictive factor of growth for adventure tourism. Many of the tours and activity providers throughout the region have a multi-channel distribution strategy that includes direct sales, sales via tourist offices, (niche) tour operators and other channels. NCE tourism partners have identified challenges that are impeding distribution and limited growth and economic stability in adventure tourism. NCE Tourism invites the adventure travel industry to this round-table discussion to work together to explore the development of an industry standard (API) for distribution of adventure travel products.



# MEDIA

Dozens of international journalists, bloggers and photographers are registered for the Summit, many of whom are featured on these pages. Journalists will be identified by their Press badge. We appreciate your support in assisting these special guests with their journalistic endeavors.

 **Ann Abel**  
Freelance Travel Writer

Outlets: Forbes, Departures, Robb Report, Afar, National Geographic Traveler, Islands, Hemispheres, Brides, Modern Bride, Spa Finder, and Well + Good

 **Xavier Argeles**  
Randozone

 **Gary Arndt**  
Everything - Everywhere

 **Jaime Becktel**  
Natural Bridge Productions

Outlets: Four Corners Free Press, Wild Travel, High Country News

 **Laura Begley Bloom**  
Yahoo Travel

 **Nathan Borchelt**  
National Geographic Adventure

 **Dave Bouskill**  
The Planet D

 **Berne Broudy**  
Freelance Travel Writer  
Outlets: Men's Journal, Outside, Sierra, Outsider, Bicycling, BIKE, SKI

 **Debra Corbeil**  
The Planet D

 **Mingrui Du**  
Freelance Travel Writer  
Outlets: Chinese Editions of Outside, National Geographic Traveler, Men's Health

 **Roisin Finlay**  
Outsider Magazine

 **Bernard Frantz**  
i-trekkings

 **Paula Froelich**  
Yahoo Travel

 **Kristen Gill**  
Kristen Gill Media - Journalist/  
Photographer

Outlets: BBC's The World, Public Radio International, NPR, The Seattle Times, MSN Travel, Travel Weekly, CBS's PeterGreenberg.com, The Seattle Globalist, The Monarch Review

 **Yvonne Gordon**  
Freelance Travel Writer

Outlets: The Irish Times, The Guardian, The Irish Mail on Sunday, Metro, The National, AFAR.com, Greentraveller.co.uk, The Boston Globe, The San Francisco Chronicle, DK Eyewitness Travel Guides

 **Graeme Green**  
Journalist, Travel Writer &  
Photographer

Outlets: The Sunday Times, Wanderlust, National Geographic Traveler, The Independent On Sunday, Destinations Of The World, South China Morning Post, Adventure Cyclist, online magazine Curious Animal

 **Alexandre Guiltat**  
Carnet d'Adventure

 **Will Hide**  
Freelance Travel Writer

Outlets: The London Times, the Financial Times, the Independent, the Guardian, the Mail on Sunday, British Airways High Life, Food and Travel Magazine, The National (UAE), DestinAsian (Singapore), Travel and Leisure (USA)

 **Annika Hipple**  
Freelance Writer, Editor, and  
Photographer

Outlets: Various print and online travel and environmental publications

 **Eric Hiss**  
wandermelon media

Outlets: Conde Nast Traveler, Delta Sky, Robb Report, New York Times

 **Lyn Hughes**  
Wanderlust Travel Media

 **Justin Jamieson**  
get lost Magazine

 **Juno Kim**  
Runawayjuno.com

 **Alex Krapp**  
Outdoor-Magazin

 **Steph Lee**  
Host Agency Reviews

 **Karen Loftus**  
Freelance Travel Writer

Outlets: Travel Weekly, Globe & Mail, Shermans Travels, Jetsetter, About.com (Luxury Travel), Business Insider, The Huffington Post, Societe Perrier, Curve Magazine

 **Susi Maier**  
Black Dots White Spots

 **Don Mankin**  
Adventure Transformations

Outlets: Huffington Post, Active Over 50, The Adventure Geezer

 **Jennifer Murphy**  
AFAR Media

 **Tim Neville**  
Freelance Travel Writer

Outlets: Outside, New York Times, Financial Times, Via, Robb Report, Mountain

 **David Noyes**  
Noyes Travels - Freelance Writer  
& Photographer

 **Jonah Ogles**  
Outside Magazine

 **Sherry Ott**  
Ottsworld

 **Stephanie Pearson**  
Outside Magazine & Freelance  
Writer

Outlets: Outside, Wired, National Geographic Traveler, O, The Oprah Magazine, Men's Journal, Sunset

 **Jo Piazza**  
Yahoo Travel

 **Everett Potter**  
USA Today & Everett Potter's  
Travel Report

 **Norie Quintos**  
National Geographic Traveler

 **Gigi Ragland**  
Freelance Travel & Food Writer  
Outlets: Freelance travel, sustainable lifestyle and food writer for print and online publications.

 **Florian Michael Sanktjohanser**  
Freelance Writer / dpa-Themendienst

 **Angela Saurine**  
Escape (News Corp Australia)

 **Mark Sissons**  
Freelance Travel Journalist

Outlets: San Francisco Chronicle, Men's Journal, Dallas Morning News, Globe and Mail, Toronto Star, Vancouver Sun and Huffington Post.

 **Theresa Storm**  
Freelance Travel Journalist &  
Photographer

Outlets: up! (WestJet's inflight), Postmedia Network newspapers & Canada.com (largest Canadian news chain), WestJet Vacations, TravelWeek, WildHope

 **Claire Vassal**  
Randozone

Attend MediaConnect on  
Wednesday, October 8<sup>th</sup>  
to meet media delegates

## ROUNDTABLE GROUP TWO

🕒 9:00-10:30 📍 Brehon Suite

# Economics and Value Systems of Indigenous Tourism

Supported by World Indigenous Tourism Alliance  
Moderator: **Ben Sherman, WINTA**  
**Daniel Kreuger, WINTA & PuddleJump.org (Nunavik)**

For traditional indigenous communities, success and a rich life are not always measured primarily by the accumulation of money and assets. Indigenous people often prize most their people, cultural traditions, natural landscapes and waterways. Money is important in creating a sustainable indigenous tourism enterprise or a local economy, but likely not with a strong central focus on profit margins. If the cost of developing a tourism enterprise includes threats to people, cultures and homelands, indigenous communities are apt to forgo the enterprise or seek alternatives. This session will highlight the contrasts between the economic pursuits of travel/tourism business and those of indigenous communities. Facilitators will introduce actual cases that represent some of the challenges that may be found in indigenous communities around the world, and members of the audience will participate in the discussions and perhaps introduce their own relevant experiences.

Understanding these perspectives is important to the travel/tourism businesses intending to develop enterprises in partnerships with indigenous communities or individuals. Stimulating the growth of indigenous tourism is the heightened public interest in finding once-in-a-lifetime cultural experiences.

🕒 10:30-11:00 📍 INEC - Lobby and Mporium

NETWORKING/COFFEE BREAK



🕒 11:00-12:30 📍 INEC - Ground Floor

## MediaConnect

MediaConnect continues. See page 15 for the session description.

**11:00-11:30 — Panel: Get Real**

Moderator: Casey Hanisko, ATTA  
Deirdre Campbell, Tartan Group  
Eric Hiss, wandermelon media  
Jennifer Murphy, AFAR Media

As the lines continue to blur in the world of media, different ways to get covered have emerged. A panel of experts shed some light on what may be deemed a controversial topic: the fusion of PR, advertising and journalism.

**11:30-12:30 — Speed Networking**

During quick four-minute pitches you have the opportunity to seek out the media of most interest to you.

🕒 12:45-14:15 📍 INEC - Ballroom

## Lunch

Take your meetings to lunch! Join Snowmass, Colorado, for lunch and experience where mountain culture comes to life and families come to play. Experience the Rockies and taste them too — that's the beauty of Snowmass.



## CONCURRENT FORUMS

# Elevating the Conversation

Over the course of two days, delegates may attend any of the following forums — each will feature an initial panel of subject matter experts to help fuel awareness, dialogue, understanding and growth concerning the subject matter at hand. Facilitators will invite delegates to join in group discussions and/or round-table exercises to help peers exchange ideas, develop solutions and creative approaches concerning:

- Guide Qualification Standards
- The New World of Storytelling
- Destinations: Partnerships & Cooperative Marketing
- Blueprint for Authentic Tourism
- Tour Operators: Product Development & Innovation
- Adventure Travel and Conservation

## FORUM ONE

🕒 14:30-16:30 📍 Mangerton

# Industry in Transition: Global Adventure Travel Guide Qualification Standards

Moderator: **Dan Moore, Pandion Consulting**  
**Myles Farnbank, Wilderness Scotland & School of Adventure Studies UHI**  
**Sem T Shikongo, Namibia, Tourism and Gaming**

Guides are a tour operator's most important resource. They are on the front lines and bear responsibility for the safety, learning, and enjoyment of guests. Guides also perform valuable marketing for companies, creating the memorable experiences and personal connections that inspire guests to return to travel with the same company repeatedly, even as the destinations they visit may vary.

Adventure travel guiding is multi-faceted, complex work, drawing on interpersonal skills, technical skills and local knowledge.

Increased growth in the adventure industry in turn brings increased scrutiny on the quality of the services provided by adventure travel tour operators and their guides. In this forum learn about ATTA's recommendation for a core qualification and performance standard for adventure travel guides, irrespective of the destination or activity; discuss different approaches to applying guide qualifications and training programs around the world; see results from a recently completed pilot guide training program where these concepts were incorporated; and explore ways to support destinations and tour operators seeking to advance guide services and ensure that local operators meet performance standards for safe and rewarding guided experiences.

## FORUM TWO

🕒 14:30-16:30 📍 Brehon Suite

# The New World of Storytelling

Moderator: **Scott Adams, Birchbark Media**  
**Paula Froelich, Yahoo Travel**  
**John Canning, MediaSHERPA**  
**Lukasz Warzecha, LWImages**

Vast changes in media consumption — how people receive, engage with and act on news stories, blogs, and myriad other content sources — requires deeper consideration by our industry. We'll explore: our responsibility to be fair, authentic and ethically sound in how we communicate; how we influence, persuade, protect and affect how our industry presents itself and the very people, places and adventures we visit and experience; opportunities to leverage the emergence and global adoption of high-tech/digital/video wizardry (e.g., drones, GoPro, image editing apps) that have added new dimensions to our storytelling ability. We'll also investigate how to integrate digital and internet storytelling with real-world events to creatively and effectively distribute content to reach our intended objectives.

⌚ 14:30-16:30 📍 Private Dining Room in the Brehon

## Destinations: Partnerships & Cooperative Marketing

Ethna Murphy, Ethna Murphy Consulting  
Mads Pihl, Visit Greenland

Authentic experiences can rarely be delivered by individual organizations or businesses, and are best when organized through clusters and partnerships. Join this forum for insights into case studies from Greenland and Ireland which demonstrate exactly how tourism organizations have addressed challenges by joining forces with other successful businesses to craft and sell exceptional adventure tourism itineraries. You are invited to share, discuss and learn how to establish productive partnership paths which lead to innovative long- and short-term partnerships, co-operative marketing models, platforms and tools that deliver results.

⌚ 16:30-17:00 📍 INEC - Lobby and Mporium

NETWORKING/COFFEE BREAK



⌚ 17:00-18:30 📍 INEC - Ground Floor

PLENARY SESSION

## Condensed Trends for the Travel Professional



Moderator:  
**Moe Carrick,**  
Moementum



**Shannon**  
Stowell, ATTA



**David Chapman,**  
WYSE Travel  
Confederation

An hour of trends and research delivered in simple, easily digestible pieces. Our industry experts know what is relevant for adventure tourism professionals and won't waste any time when they deliver information you need to make short- and long-term business decisions. Hot topics include digital marketing, traveler lifestyle and motivation, youth markets, mobile booking, etc. You're already shaping the future of travel; we'll make sure you receive valuable insights on how to frame these issues within your business.

PLENARY SESSION PARTNER



⌚ 18:45-19:45 📍 INEC - Ballroom

## Cocktail

Relax and enjoy learning more about  
Brazil's endless adventure opportunities.



⌚ 19:45

## Free Night to Explore Killarney

Free night to explore the beautiful  
town of Killarney and network  
with your fellow colleagues.

## ATTA Advisory Board

The ATTA would like to thank the  
following individuals for their participa-  
tion with the ATTA Advisory Board.

**Malia Asfour – Jordan Tourism  
Board North America**

**Steve Barker – Wild Places LLC**

**Eric Brodnax – National  
Geographic Society**

**William L. Bryan, Jr., Ph.D.  
– Off the Beaten Path**

**Urs Eberhard – Switzerland Tourism**

**Paul Easto – Wilderness Scotland**

**Richard Edwards – PEAK /  
Intrepid Group**

**Fernando Escudero – Tourism Promotion  
Institute of Salta & AAETAV (Argentinian  
Adventure Travel Trade Association)**

**Alfredo Ferreyros – Explorandes**

**Kristian B. Jørgensen – Fjord  
Norway Tourist Board**

**Kurt Kutay – Wildland Adventures,  
Inc. & Travelers Conservation Trust**

**Maxi Pia Louis – NACSO**

**Praveen Moman – Volcanoes Safaris**

**Jim Sano – WWF Travel,  
Tourism and Conservation**

**Rob Torres – Google Travel**

**Richard Weiss – Strategic  
Travel Consulting, USA**



thursday  
october 9



🕒 9:00-10:30 ⚡ INEC - Ground Floor

PLENARY SESSION

## Going Head-to-Head with Your Digital Future



Moderator: **Ross Borden**,  
Matador Network



**Scott Field**,  
Google



**Neasa Costin Bannon**,  
Facebook



**Minesh Shah**,  
TripAdvisor

Where should you invest your time, energy and resources as the digital landscape changes before your eyes? Leaders from Google, Facebook and TripAdvisor share center stage to help you better understand the past and present of online travel and advise you on how to face the future head-on.

PLENARY PARTNER



🕒 10:30-11:00 ⚡ INEC - Lobby and Mporium

NETWORKING/COFFEE BREAK

### CONCURRENT FORUMS

## Elevating the Conversation

Concurrent forums continue. See forum summary on page 19.

### FORUM ONE

🕒 11:00-13:00 ⚡ Mangerton

## Blueprint for Authentic Tourism

Moderator: **Laurian Powers**, Spirit of Africa  
**Peter Veerapen**, Spirit of Africa

Adventure Tourism has matured over the years from simply being “travel” that was the adventure in and of itself to “travel + adventure activity”, thrilling guests on their holidays, to where we find ourselves today — at a cusp of the trend where guests are seeking out interactions with local people in order to feel “connected” to the destinations they are exploring. ‘Cultural Tourism Operators’ are establishing themselves in answer to this need, yet humanitarian and cultural tourism can often do more harm than good to local communities. During a participatory and engaging session, learn how to avoid the “Fish-bowl effect” and not support the “Us and Them” attitude that cultural tourism can often perpetuate. This interactive and collaborative workshop is led by Spirit of Africa’s Peter Veerapen who pioneered “Township Tours” in South Africa. Learn from those who have been enabling ethical, sustainable and authentic interactions in the humanitarian and cultural tourism sector for over 20 years.

## FORUM TWO

⌚ 11:00-13:00 📍 Brehon Suite

# Tour Operators: Product Development & Innovation

Moderator: **Peter Eich, Founder of Radweg-Reizen, Island Hopping, TourSprung**  
**Jack Delf, Black Mountain Montenegro**  
**Fiona Monaghan, Fáilte Ireland**

Designed primarily for tour operators interested in expanding their existing adventure tourism business, or for those new to the sector, this forum will help delegates zero in on adventure travel product creation best practices. This program might also interest tourism ministry staff seeking a greater understanding of the challenges and opportunities faced by adventure tour operators. In addition to case study reviews demonstrating exactly how other successful businesses have crafted and sold exceptional adventure tourism itineraries, forum leaders will collaborate with delegates in discussion and exercises to help you discover new markets, create distinctive and sustainable adventure travel itineraries, assemble the best tour package to showcase a destination and establish productive business partnerships.

## FORUM THREE

⌚ 11:00-13:00 📍 Private Dining Room in the Brehon

# Adventure Travel and Conservation

Moderator: **Jeffrey Parrish, WWF - World Wildlife Fund**  
**Julian Matthews, TOFTigers Wildlife Association, India**  
**Praveen Moman, Volcanoes Safaris**  
**Amit Sankhala, EncountersAsia**  
**Ted Martens, Natural Habitat Adventures**

Led by the World Wildlife Fund and partners, participants debate how to turn theoretical

approaches to conservation into real practice on the ground. The previous plenary, "Conservation Travel: Making Wildlife Worth More Alive than Dead" will be our inspiration and guide.

⌚ 13:15-14:45 📍 INEC - Ballroom

## Lunch

Have a little taste of Mexico today! Experience a mosaic of infinite landscape and cultural contrasts that are perfect for adventure.



⌚ 14:45-16:30 📍 Killarney

## OPEN NETWORKING

Use this time to schedule additional networking meetings, enjoy the views at the Killarney National Park, or rest up for the conclusion of the Summit.

⌚ 16:30-17:00 📍 INEC - Lobby and Mporium

## NETWORKING/COFFEE BREAK

⌚ 17:00-17:30 📍 INEC - Ground Floor

## Summit Closing

We begin our evening celebration with trip giveaways (you must be present to win) and back by popular demand our live auction to benefit local conservation groups sponsored by our Aussie mates from Blue Mountain Tourism. We will wrap it up with the culmination of the ATTA's Summit Storytelling Video.

AUCTION PARTNER



⌚ 17:30-19:00 📍 INEC - Ground Floor

## PLENARY SESSION

# Adventure in Motion: Short Film Competition



Master of Ceremonies  
**Stevie Christie,**  
Wilderness Ireland

Film screenings and intimate conversations with filmmakers will entertain delegates at the ATWS' first adventure film screening. The finalists from the Adventure in Motion Film Contest with Yahoo Travel will help draw attention to the role of creative storytelling in motivating travelers to pack their bags, to distinguish destinations and tour operators from their competitors, and to advance important causes.

ADVENTURE IN MOTION PARTNERS



Wilderness Ireland

⌚ 19:00-19:30 📍 INEC - Ground Floor

## Looking Forward

Shannon Stowell will reflect on the last ten years of the adventure travel industry and share the ATTA's vision for the future.

⌚ 19:30-21:00 📍 INEC - Ballroom

## Dinner

Enjoy a superb dinner and learn about this land of contrasts. Feeling adventurous? Come to Chile!



⌚ 21:00-00:00 📍 Mangerton

## Closing Party

Is it still 'work' if you're mingling and dancing with friends new and old? It certainly is if it's the Summit's Closing Night Party, sponsored by Jordan and Columbia! Come swing to the DJ, enjoy Jordanian imagery, and keep the networking going long into the night! Cash bar only.

CLOSING PARTY PARTNERS





Your Adventure Travel World Summit Emcee

## Nicky Fitzgerald

A long-time supporter and ATTA Advisory Board Member, Nicky has had a dynamic career in tourism consulting and marketing that has spanned several continents over the past two decades.

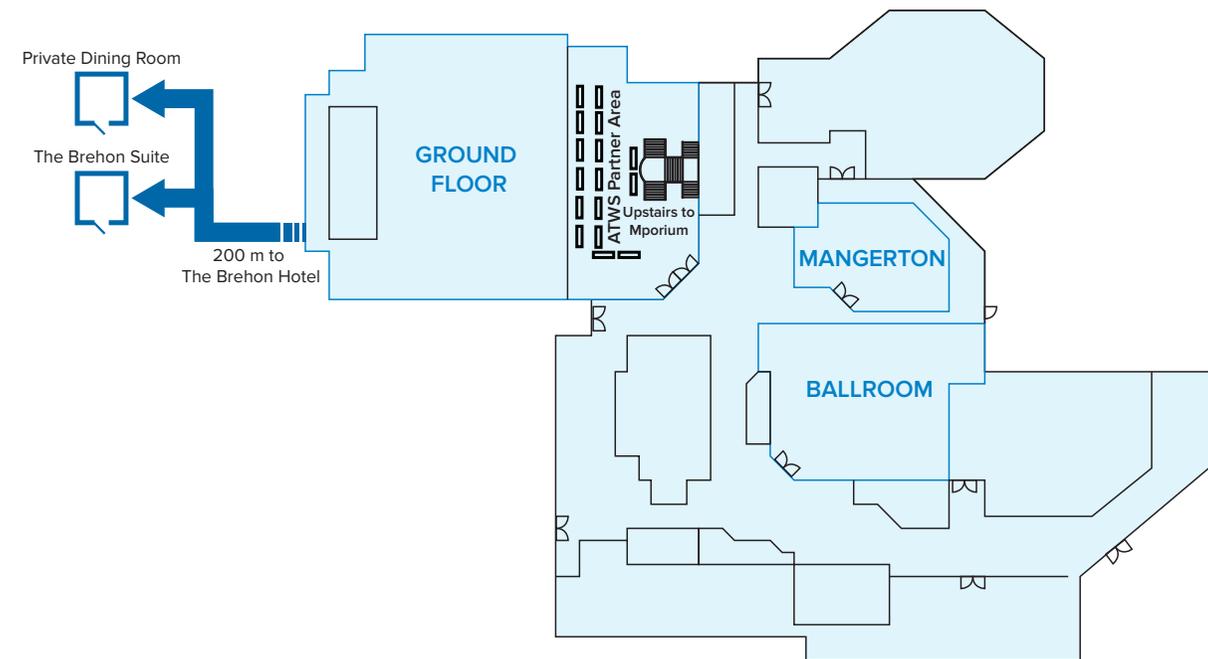
She spent fifteen years as the Marketing VP for Africa and India's foremost luxury adventure travel company, &Beyond. She was instrumental in helping to build the business from just three properties to over fifty luxury safari lodges across six African countries plus four in India.

More recently, Nicky undertook extensive research across Argentina and Brazil into the feasibility of high-end eco lodges in Patagonia, Iguazu, the Pantanal and the Amazon. With her husband Steve Fitzgerald, Nicky has started on an incredible new project in Kenya's beautiful Maasai Mara and hope to welcome their first guests in May 2015.

## Partner Networking Tables

Be sure to visit these partners, which are located in the lobby of INEC

- Brazil
- Bulgaria
- Chile
- Chile Regions
- Colombia
- Eagle Creek
- Ecuador
- ExOfficio
- Global Rescue
- Ireland
- ISEBOX
- Mexico
- National Geographic Traveler
- Norway - Fjord Norway & Innovation Norway
- Québec
- Snowmass
- State of Alaska
- Switzerland
- TourRadar



### Switzerland Energy Lounge and Tour de Suisse

It's back! The Switzerland Energy Lounge (in the Mporium above the INEC lobby) allows you (and your devices) to recharge before, between and after sessions. Access coffee, ample power strips, adapters and other surprises. Also, come and see the other Swiss Regions and destinations in the "Tour de Suisse."



Sponsor of the Mangerton Room



Sponsor of the Brehon Suite



### Fjord Norway Promenade

Be sure to visit the Fjord Norway Promenade outside the INEC for a breath of fresh air and to learn more of this beautiful destination.



Sponsor of the Private Dining Room In the Brehon Hotel



# STORYTELLING TEAM

The ATTA has assembled a team of storytellers to help us capture the energy, adventure, inspiration and knowledge from the Summit through video, photos and your stories. We thank you for your support as this team conducts interviews and shoots video and photos during the adventures and Summit programming. The 2014 ATWS Storytelling Team, a project driven by the ATTA, is made possible by the support of the Ireland Tourism Board, Fáilte Ireland and ExOfficio.

Photos and videos from the Storytelling Team are available for delegates, media and ATTA members to use in future marketing of Ireland itineraries.



**SCOTT ADAMS**  
BIRCHBARK MEDIA



**JOHN CANNING**  
MEDIASHERPA



**MARK CRAWFORD**  
UNREASONABLE MEDIA



**JUNO KIM**  
RUNAWAYJUNO.COM



**RUPERT SHANKS**  
WILDERNESS SCOTLAND



**EVAN SWINEHART**  
APARTMENT 7 FILMS



**LUKASZ WARZECHA**  
LWIMAGES



## Celebrating Ten Years in Adventure: 2004 to 2014



In 2004, Shannon Stowell took the lead of the Adventure Travel Trade Association. The organization was in need of new direction and new energy. The several dozen members of the ATTA who believed in the new mission became one thousand members over the past ten years, including thirty original members who survived the transition and have been a part of the organization since 2004, and whom we want to recognize publicly.

Naturally we have been using our tenth anniversary as a time for reflection, but more than that as a time to look ahead at the future of the adventure travel industry — the state of travel in general — and our role in it. Milestones for the first decade of the ATTA include:

- Hosting now eleven Adventure Travel World Summits
- Welcoming 1,000 members in 91 countries around the world
- Developing a research program and AdventureEDU
- Organizing several AdventureWeeks to help put destinations on the global adventure map
- Advising hundreds of industry leaders on key decision making around development of responsible tourism
- Involvement in hundreds of tourism events around the world helping to develop and promote responsible adventure tourism
- Delivering three Adventure Travel Mexico (ATMEX) events

Looking forward, we plan to expand our global reach, filling in the gaps from destinations in Asia that we know have enormous adventure potential. We're working on plans for a training program for adventure guides and we'll continue to dig deeper into consumer research on the global travel market.

**ATTA Members Since 2004** · The ATTA member companies on the right have been true advocates for the adventure travel industry. Please note the ones with \* are here at the Summit. Delegates from those businesses will have a special ATTA 10 Year Member badge.

The first Adventure Travel World Summit in Seattle, U.S.

### ATTA Members Since 2004

Adventure Life*	Mountain Lodges of Peru*
AdventureWomen	Natural Habitat Adventures*
Austin Adventures*	Northern Outdoors*
BikeHike Adventures*	O.A.R.S.*
Ciclismo Classico*	Osprey Packs
Classic Journeys	Pure Adventures*
Deeper Africa	REI Adventures*
DuVine Cycling + Adventure Co	ROW Adventures*
ExOfficio**	Thomson Safaris*
ExpeditionTrips	Western River Expeditions
G Adventures	Wilderness Travel*
GeoEx (Geographic Expeditions)	Wildland Adventures*
Intrepid Travel*	Zegrahm Expeditions*
Journey Mexico	
MIR Corporation	

\*\*Summit Partner since 2005

**Shannon Stowell**  
President



**Meredith Guzy**  
Business Development



**Christopher Doyle**  
Executive Director,  
Europe



**Jen Pemberton**  
Communications  
Manager



**Chris Chesak**  
Executive Director, North  
America & Oceania



**Sarah Pickard**  
Member Advocate



**Antonio del Rosal**  
Executive Director,  
Latin America



**Rebeca Yañez**  
Membership Director,  
Latin America



**Manal Kelig**  
Executive Director, MENA



**Ulrika Larsson**  
Member Advocate,  
Europe



**Jason Reckers**  
Vice President,  
Operations



**Jessica Inge**  
Office Manager



**Casey Hanisko**  
Vice President, Marketing  
& Communications



**Gabi Assis**  
Account Manager



**Amber Silvey**  
Director,  
Event Operations



**Carrie Horner**  
Special Projects



**Alice Gifford**  
Director of Community  
Development



**Jenny Holm**  
Summit Coordinator



**Nicole Petrak**  
Manager, AdventureEDU  
and Research



*Not Attending*  
**Christina Beckmann**  
Director, AdventureEDU  
& Research



**Garth Reckers**  
Web Development



*Not Attending*  
**Murray Bartholomew**  
Marketing Manager



# The ATTA Team



ADVENTURE TRAVEL  
WORLD SUMMIT  
**Chile**★2015  
PUERTO VARAS OCTOBER 5-8



REGISTRATION NOW OPEN for the 2015 Adventure Travel World Summit in Puerto Varas, Chile. Secure your attendance today at [adventuretravel.biz/summit2015](http://adventuretravel.biz/summit2015)



# HOST DESTINATION



# MAJOR SUMMIT PARTNERS



# KEY SUMMIT PARTNERS



# SUMMIT PARTNERS

