

ADVENTURE
EDU

POWERED BY THE ATTA



Education for the Business of Adventure Travel

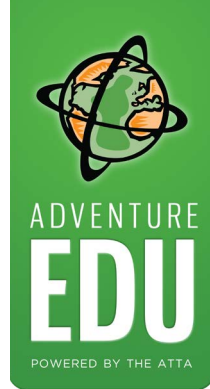
Inside:

- AdventureEDU Packages
- Pricing
- Client Case Studies

About AdventureEDU

AdventureEDU programs educate companies to deliver the best adventure travel experiences in a safe and sustainable practice.

Destinations and operators benefit from the collaboration and partnerships that result when the local adventure travel community gathers together with the specific purpose to learn.



Why AdventureEDU

Trainers Who Live the Business

AdventureEDU Educators are experienced adventure business owners and trainers; they share proven techniques to help drive profitability and sustainability.

Galvanizing Connections

AdventureEDU provides training + networking + promotion for participants; AdventureEDU events act as market accelerators building enthusiasm, capacity and linkages within the supply chain.

Free P.R.

An added value of hosting an AdventureEDU event in your destination is exposure gained through AdventureTravelNews, an AdventureEDU article, and a case study written by ATTA staff.



"A special strength of the AdventureEDU approach is the fact that the trainers are the 'doers' who bring to the front the solid firsthand experience. This brings down all barriers and Chris, Russell and Jack have managed to open up the audience and work with them on their direct issues while at the same time placing new ideas, expanding concepts and providing paths to solutions available to small operators."

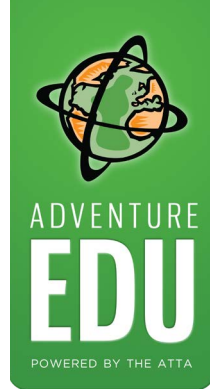
**ADVENTURE TOURISM ASSOCIATION
IN BOSNIA-HERZEGOVINA**



AdventureEDU Clients Include:

- Colorado Tourism Office
- Iceland Tourism Board
- New York State Division of Tourism
- PromPeru
- Samarth Nepal Market Development Corporation
- Travel Alberta
- Turismo Chile
- UNWTO-Themis for Saudi Arabia
- USAID-Carana for Macedonia
- USAID Empower Project for Kosovo

Adventure JumpStart



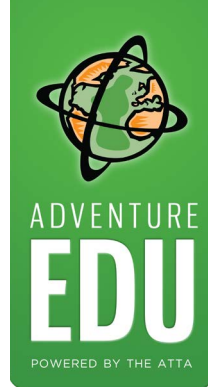
The Adventure JumpStart program provides destinations with the most important basics to start building their adventure market immediately. Local adventure travel tour operators participate in a high energy, interactive day which may cover global adventure market trends, product development, integrated marketing, selling to international partners, and safety and risk management. All participants receive a digital badge and a certificate to display as a mark of professionalism and commitment.

What You'll Do

- Hear from professionals who have experience building and managing adventure travel businesses to success.
- Learn to apply practical tools that can be used immediately to strengthen the adventure business, including safety management, product development and marketing techniques.
- Engage with content tailored to the destination and audience.



Adventure JumpStart Overview

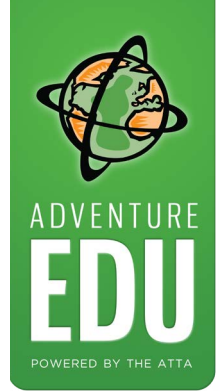


	Adventure JumpStart
Program	Courses in key subject areas cover topics necessary for destination managers and tour operators when building a successful adventure tourism market. <i>Note: Custom courses may be created for additional cost.</i>
Duration	1 day
Courses <i>Multiple options available!</i>	Three courses, chosen from five options, with a capstone exercise, which can be modified to emphasize product development, marketing or safety as desired.
Analysis & De-Brief	Post-session debrief includes results of participant satisfaction survey.
ATTA Team Members <i>3 ATTA members in attendance!</i>	2 ATTA Educators + 1 ATTA Event Host
Participants	Up to 75. For more participants, an additional facilitator can be added at an additional cost.
Benefits	Participants gain knowledge and practical tools they can use immediately to strengthen their business. Participants are awarded a digital badge of completion that they may display on their websites as a signal of professionalism.
Basic Package Cost	\$26,000

**2 day JumpStart option available, contact us for more information*

Adventure JumpStart Courses

The JumpStart Package includes the choice of three courses to best fit your destination's current needs.



COURSE 1 Adventure Travel Industry Trends



Topics covered include:

- Adventure Travel Definition
- Global Market Value
- Travel Demographics
- Trending Destinations
- Trending Activities

COURSE 2 How to Create Adventure Packages That Deliver Visitors



Topics covered include:

- Successful Adventure Itineraries and their Components
- Viewing Your Destination Assets through the Adventure Lens
- Deliver the "Wow" Factor for Guests: Incorporating Distinctive Local Assets

Small Group Exercise: Develop Adventure Travel Packages for Your Region.

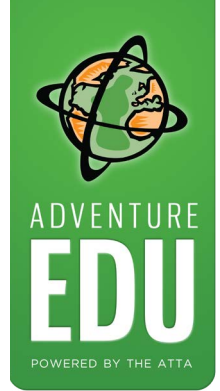
"This event definitely accomplished our objective, which was to teach our suppliers and upstate destinations about adventure travel and how they can develop, package and sell adventure travel product. Now these companies and CVBs are going home tonight with actionable steps to help them build their businesses and better help them reach, communicate with and sell to their core customers."

MARKLY WILSON | NEW YORK TOURISM'S
DIRECTOR OF INTERNATIONAL MARKETING



Adventure JumpStart Courses

(continued)



COURSE 3 Adventure Travel Marketing for Destinations



Topics covered include:

- Learn from Successful Tourism Brands
- Case Study Analysis of Successful Adventure Destination Brands
- Step-by-Step Tactics to Market Your Adventure Destination (Focus on target geographic markets; use of market research; engaging with local communities; working with partners; engaging the trade; providing education to the trade.)

Group Discussion: Discuss iconic features of the destination. Explore possibilities for adventure branding and messaging. Discuss roles and responsibilities of different stakeholders.

COURSE 4 Adventure Marketing for Companies



Topics covered include:

- Fundamental Components of a Successful Marketing Plan
- Six Habits of Successful Adventure Travel Marketers, and the Importance of Storytelling
- Marketing Tactics: Basic Strategies for Adventure Travel Businesses, such as:
 - Integrated Marketing Campaigns
 - SEO
 - Media Relations and PR
 - Tactics to Win International Trade Partners

Small Group Exercise: Draft a sample marketing campaign for your company.

COURSE 5 Adventure Travel Risk and Safety Management



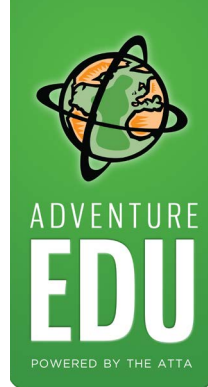
Topics covered include:

- Safety Management System: Concept and Logic
- The Process of Risk Management from Product Conception to Operational Standard Procedures
- Key Documents and Records to Manage Safety at the Company and Destination Level
- How to Plan for the Worst and Manage Problems When They Arise

Individual Quiz

Additional courses may be added. Cost may range from \$2,600 to \$6,000 depending on course and complexity of customization. Final cost depends on location and facilitation/educator needs.

Example Adventure JumpStart Agenda



8:30-9:00 AM **Official Welcome & Introductions**

9:15-10:15 AM **Adventure Travel Industry Trends, with Questions & Answers**

- Brief history of commercial adventure travel.
 - Global market size and growth.
 - Overview of trends in product development and necessary elements to be competitive.
-

10:15-10:30 AM BREAK

10:30-11:45 AM **How to Create Adventure Packages that Deliver Visitors**

- Review key components of successful adventure trips.
 - Learn how to construct adventure travel itineraries.
 - Examine case studies of a variety of successful packages.
 - Review current products sold in the region and discuss how to improve them.
 - Group exercise: build adventure packages.
-

12:00-1:00 PM LUNCH

1:15-2:45 PM **Adventure Marketing for Destinations**

- Learn brand success factors by studying winning adventure brands = identity, messaging, emotional benefits.
 - Review examples illustrating how private companies and tourism boards and/or destination marketing organizations cooperate to build awareness and interest in travel to new adventure destinations.
 - Learn elements of successful integrated marketing campaigns.
 - Group Work: Discuss iconic features of the destination. Explore possibilities for the destination's adventure brand and message.
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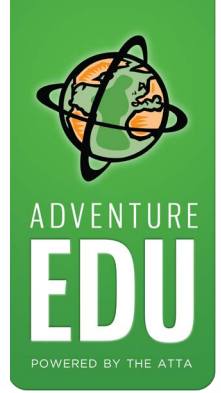
2:45-3:00 PM COFFEE BREAK & NETWORKING

3:00-4:45 PM **Capstone Exercise in Product Development and Marketing**

- Participants are organized into groups to create an adventure travel package and marketing campaign leveraging destination brand messages. Using a template, this capstone exercise helps participants bring together key strategies for destination branding, components of integrated marketing campaigns, and cooperation between public and private sector entities.
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4:45-5:10 PM **Conclusion, Certificate Award, Official Workshop Closing**

Community Builder



The Adventure Community Builder is a professionally facilitated day of strategic planning and relationship building for adventure industry stakeholders. Participants work closely with regional peers and leave with both short and long term action plans. The Community Builder may be offered as a one or two day event, or may be customized to fit your destinations needs.

What You'll Do:

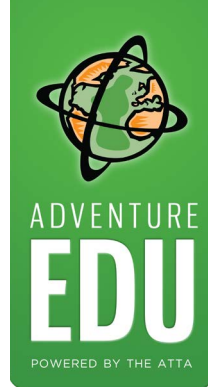
- Develop strong relationships and cohesion amongst diverse stakeholders in the adventure travel sector.
- Jointly better understand the needs, concerns, and priorities for all invited partners.
- Bring key players together to align on priorities and focus for advancing the adventure travel economy.
- Establish a structure and plan to keep things moving forward.



"I think it was just what we needed as a small community in a country with a big potential for adventure tourism. Raising the awareness of our responsibility in creating and developing a unique and sustainable adventure destination is really essential and you hit the right spot."

ALEKSANDAR DONEV | MOUNTAINEERING & HIKING GUIDE, MACEDONIA

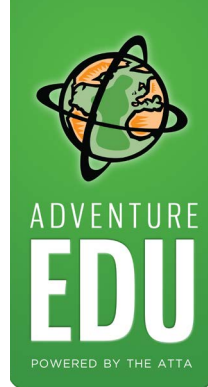
Community Builder Overview



	Adventure Community Builder	
Program	Adventure Travel industry brief followed by in-depth discussion about current destination challenges. Facilitated meeting topics include destination opportunities, priorities, and future development in small and large groups.	
Duration	1 day	2 days
Courses <i>Multiple options available!</i>	Adventure Travel Industry Trends course and Group Facilitation	
Analysis & De-Brief	Post-session debrief includes results of participant satisfaction survey	
ATTA Team Members <i>2 ATTA members in attendance!</i>	1 ATTA Educator 1 ATTA Event Host Graphic Illustrator Optional	
Participants	Up to 75. For more participants, an additional facilitator can be added at an additional cost	
Benefits	Participants gain relationships with stakeholders in their community while aligning priorities and focus for the benefit of the adventure travel economy of their destination. Participants will leave with short- and long-term objectives and a plan for the future.	
Basic Package Cost	\$12,000	\$20,000

**Community Builder packages may be customized to fit your needs.*

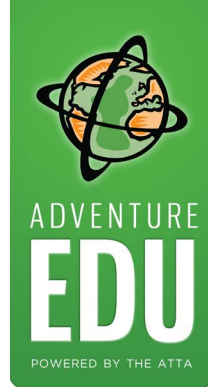
Example Community Builder Agenda



8:00-8:45 AM	Check In & Networking
8:45-9:15 AM	Welcome & Context Setting, Including Adventure Industry Update
9:15-9:30 AM	Community Agreements & Engagement
9:30-10:15 AM	Interactive Activity <ul style="list-style-type: none">○ Participants exchange business description, challenges and opportunities.
10:15 AM	BREAK
10:30-11:45 AM	Where do we hope to go together? <ul style="list-style-type: none">○ Envision the future using an interactive process.
11:45 AM	Wrap-Up/Summary
12:00-1:00 PM	LUNCH
1:00-1:45 PM	Strengths, Problems, Opportunities, Threats Workshop <ul style="list-style-type: none">○ Participants exchange business description, challenges and opportunities.
1:45-2:30 PM	What obstacles could get in our way and what could lessen our risks?
2:30 PM	BREAK
2:45-3:45 PM	What actions must/can we take to mitigate/lessen the obstacles to success?
3:45-4:30 PM	Assignments/Commitments/Next Steps
4:30-5:00 PM	Closing Appreciations

Optional Add-Ons

The options below can be added to a JumpStart or Community Builder AdventureEDU package.



Graphic Facilitation

Drawing visuals that are created in real time, a graphic facilitator will create images that capture your conversations, strategies and brainstorming sessions. These resources create context and capture the wisdom of the group. Graphics are shared with the group post training.

Estimated Cost: \$2,000*

**Travel expenses may vary.*

QuickPoll

Access ATTA members' experience and expertise through a specific and targeted QuickPoll survey sent to tour operators and travel advisors about your destination and its perception. QuickPoll results are shared with the ATTA membership via the HUB and are also available for you to share with your constituents.

Note: Standard QuickPoll template will be used; three custom questions may be added by the destination.

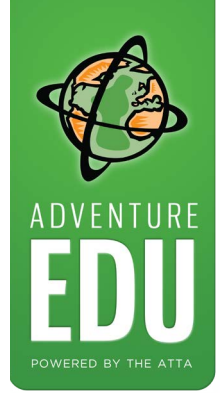
Cost: \$5,000

"This is probably the best training I have listened to. The educator's passion and experience translate into a process of extremely interesting, useful, supportive learning with so many light bulb moments that just elevate the dedication and positive outlook for all."

PARTICIPANT COMMENTS SHARED IN SATISFACTION SURVEY FROM KOSOVO ADVENTUREEDU, OCTOBER, 2015

Optional Add-Ons (continued)

The options below can be added to a JumpStart or Community Builder AdventureEDU package.



ATTA Memberships

As part of your strategy to advance adventure travel tourism in your destination, membership in the ATTA is a long-term solution that can provide continued guidance before and after an AdventureEDU. The ATTA offers a \$150 discount to membership in the ATTA for all AdventureEDU attendees for their first year. The Executive Director in your region can discuss ways for your destination to subsidize memberships for tour operators.

Estimated Cost: *To be discussed, based on number of potential members.*

Custom Course

The ATTA AdventureEDU team will work with you to create a custom course to fit your destination's needs.

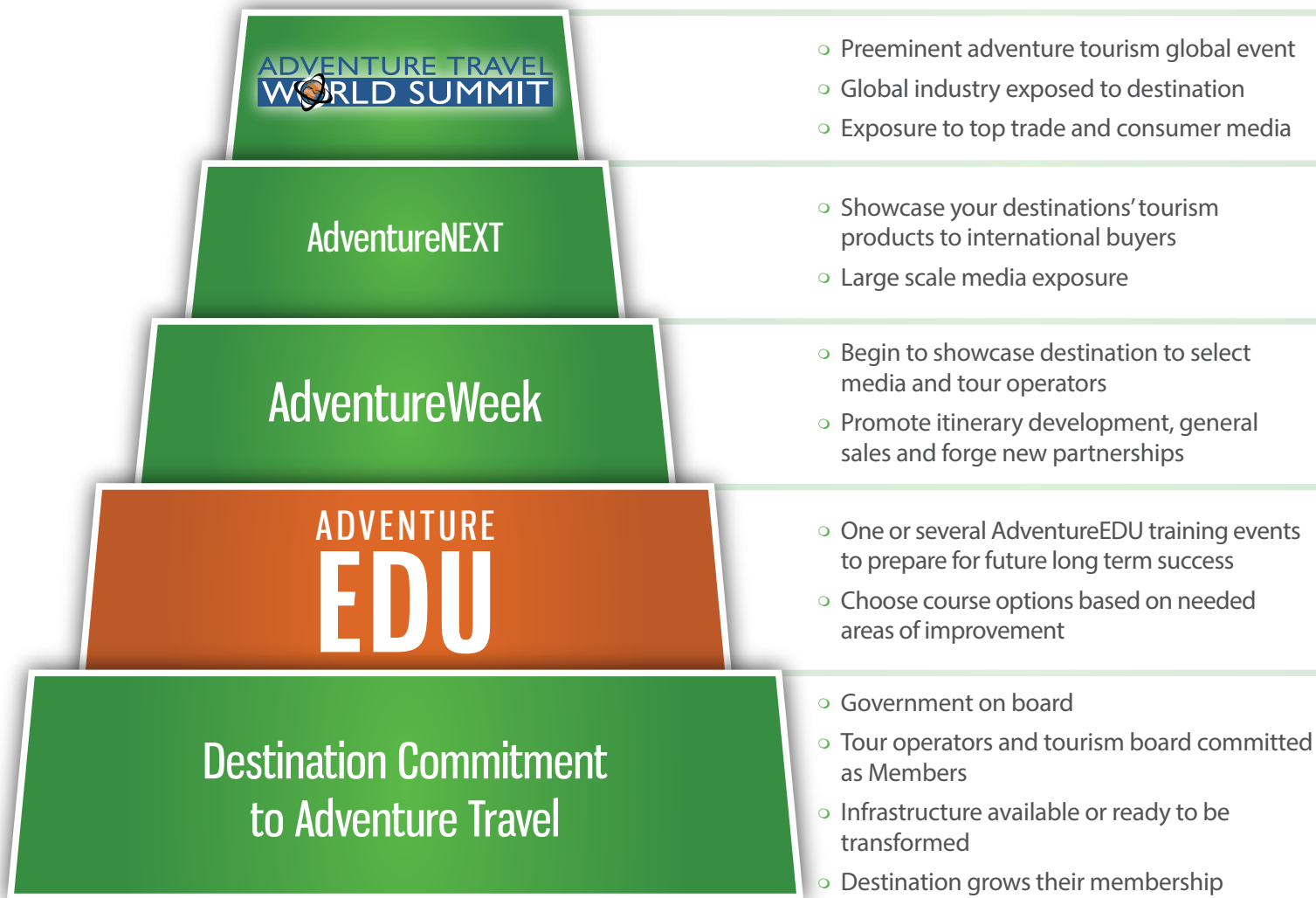
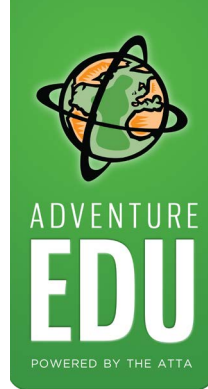
Price: *Please inquire.*

"We wanted to bring this learning opportunity to our tourism businesses to provide them with new tools which allow them to update their knowledge and skills on marketing and sales. In addition these seminars triggered something very valuable – the sharing of new ideas, networking and connections amongst the participants. The mutual collaboration initiated in these events may result in commercial partnerships and the creation of new tourism products that will contribute to the diversification of tourism experiences in Chile."

SOLANGE FUSTER | PROMOTION CHIEF, SERNATUR

Development Opportunities

AdventureEDU is an important step toward engagement with the adventure travel community. As education and development progresses and high-visibility initiatives result, success will mean exposure to the international community — from tour operators, to media, and travelers.



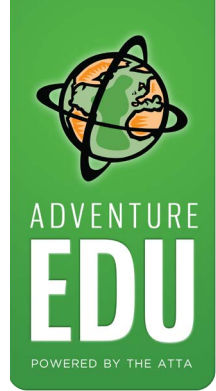
"The event exceeded my expectations.. and it was money well spent. I was really impressed with the quality of the presenters, Jean-Claude and Gordon – their practical expertise really made the difference and this was evident in participant reactions. I have been through or sponsored a lot of training in development over the years, and this was one of the best. We are looking forward to the next installment."

DAVID T. KING, PH.D. | CHIEF OF PARTY, USAID KOSOVO EMPOWER PRIVATE SECTOR PROJECT, KOSOVO EDU

AdventureEDU Benefits

AdventureEDU can help grow your adventure tourism market:

- Strengthen local adventure businesses to improve bookings and increase revenue.
- Improve the safety and quality of your region's adventure tourism services.
- Gain the knowledge and network to improve your destination's adventure tourism image.
- Convey professionalism to travelers through display of AdventureEDU digital badge and certificate.
- Receive discounted ATTA membership to continue supporting local businesses.

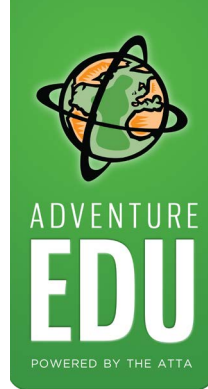


"The Adventure EDU course brought together a group of fragmented industry participants, leaders and pioneers and somehow funneled our ideas and questions into what was the most meaningful discussions I have ever witnessed and the beginning of something that can be truly special for our industry. I think that we got everyone on the same page and moving forward and I am actually excited to work with a group of people that have the genuine passion and motivation that we had at the Adventure EDU conference in Crested Butte."

TYSON HORNER | SUMMITCOVE.COM

Educators

AdventureEDU Educators are chosen to fit the needs of your destination, package and course selection. A few of our Educators include:



Jack Delf

Jack specializes in sustainable adventure tourism product design, development, and delivery. His company provides experiential training for corporate and academic groups and government and non-government agencies, and has been recognized as one of the most influential tour operators.



Julie Thorner

Julie's practical, "in the trenches" experience in senior management finance and marketing positions over more than two decades has created her unique business approach to strategic marketing.



Jean-Claude Razel

Jean-Claude has 30 years experience in the adventure business, specializing in safety management, operation and product development. Initially focused in mountaineering and climbing, Jean-Claude is now active in the whole chain of the adventure business.



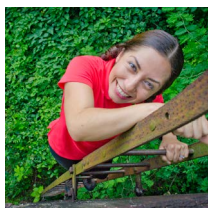
Gordon Janow

With a passion for new trip development, Gordon's experience in scouting, writing, and researching propelled the expansion of Alpine Ascents from a single trip offering in 1991 to becoming one of the largest outfitters in the world.



Moe Carrick

Moe helps leaders transform themselves and their companies using her experience in personal leadership, consulting, academic and institutional learning, keynote addresses, authorship, strategic partnering, and masterful facilitation.



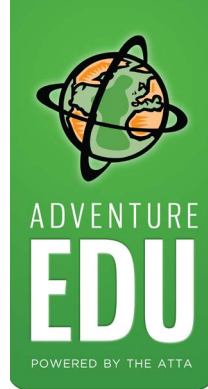
Ena Buenfil

With 15 years of industry experience, Ena has trained university students in Mexico and consulted tourism companies on risk management models, human resource training and development, and operational success.

[Access all AdventureEDU Educators](#)

Case Studies

See AdventureEDU in action online:
adventuretravel.biz/education/adventure-edu



Western Balkans



Saudi Arabia



Greenland



Kosovo



Iceland



Colorado State



New York



Macedonia



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Next Steps

Planning Time:

AdventureEDU events can be planned with as little as six weeks advance notice.

Participant Registration:

ATTA will create and host a dedicated event registration page for the destination.

Contact the ATTA Executive Director for your region to get started in designing an AdventureEDU event for your destination.



North America, Oceania & Asia

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