

# ADVENTURE TRAVEL TRADE ASSOCIATION SPONSORSHIP & ADVERTISING OPPORTUNITIES



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION

[www.adventuretravel.biz](http://www.adventuretravel.biz)

Namibia © ATTA  
[Cameron L. Martindell]



# ABOUT THE ADVENTURE TRAVEL TRADE ASSOCIATION (ATTA)

Established in 1990, the Adventure Travel Trade Association (ATTA) serves over 1000 members in 100+ countries worldwide.

Members predominantly include tour operators, tourism boards, specialty agents and accommodations with a vested interest in the sustainable development of adventure tourism. The ATTA delivers solutions and connections that propel members towards their business goals and the industry toward a responsible and profitable future.

Through its regional AdventureConnect and AdventureNEXT events and annual Adventure Travel World Summit and AdventureELEVATE trade conference, the ATTA excels in professional learning, networking and partnering services. With expertise in research, education, adventure travel industry news and promotion, members of the ATTA receive competitive opportunities that help establish them as leaders in adventure tourism.

ATTA also powers the consumer site, Adventure.Travel, and offers a variety of opportunities through this channel.



Baja California Sur © ATTA  
[Hassen Salum - Mark Crawford]

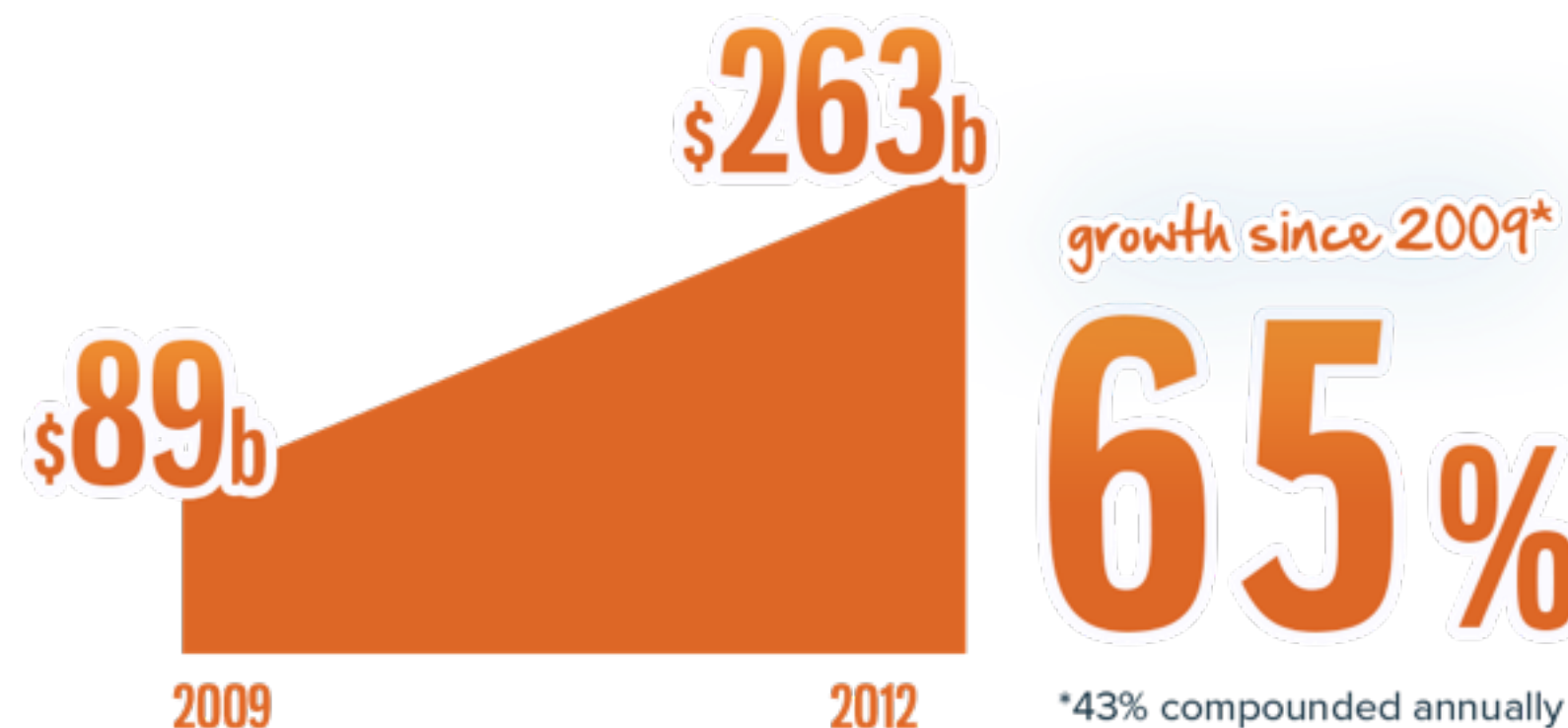


# WHY INVEST IN ADVENTURE

"International tourism (travel and passenger transport) represents 30% of the world's exports of services and 6% of overall exports of goods and services. As a worldwide export category, tourism ranks fourth after fuels, chemicals and food, ranking first in many developing countries." UNWTO



- The adventure travel market is worth \$263+ billion



- The adventure travel industry has experienced 65% growth since 2009

# 4,000,000

- Estimated adventure travel consumers reached per year by ATTA Member Tour Operators



- Enthusiast adventure travelers spend an annual average of \$485 per person on gear for their travel needs
- When Adventure Travelers Book with a Tour Operator they spend from \$338 to \$354 per person per day



# ADVENTURE ELEVATE

Coeur d'Alene, Idaho

April 13-14, 2017

# TRADE FOCUSED ADVERTISING

Theme of "Future Together" Announced for 3rd Annual AdventureELEVATE



Time To Focus: Women As Part of the Travel Leadership Equation



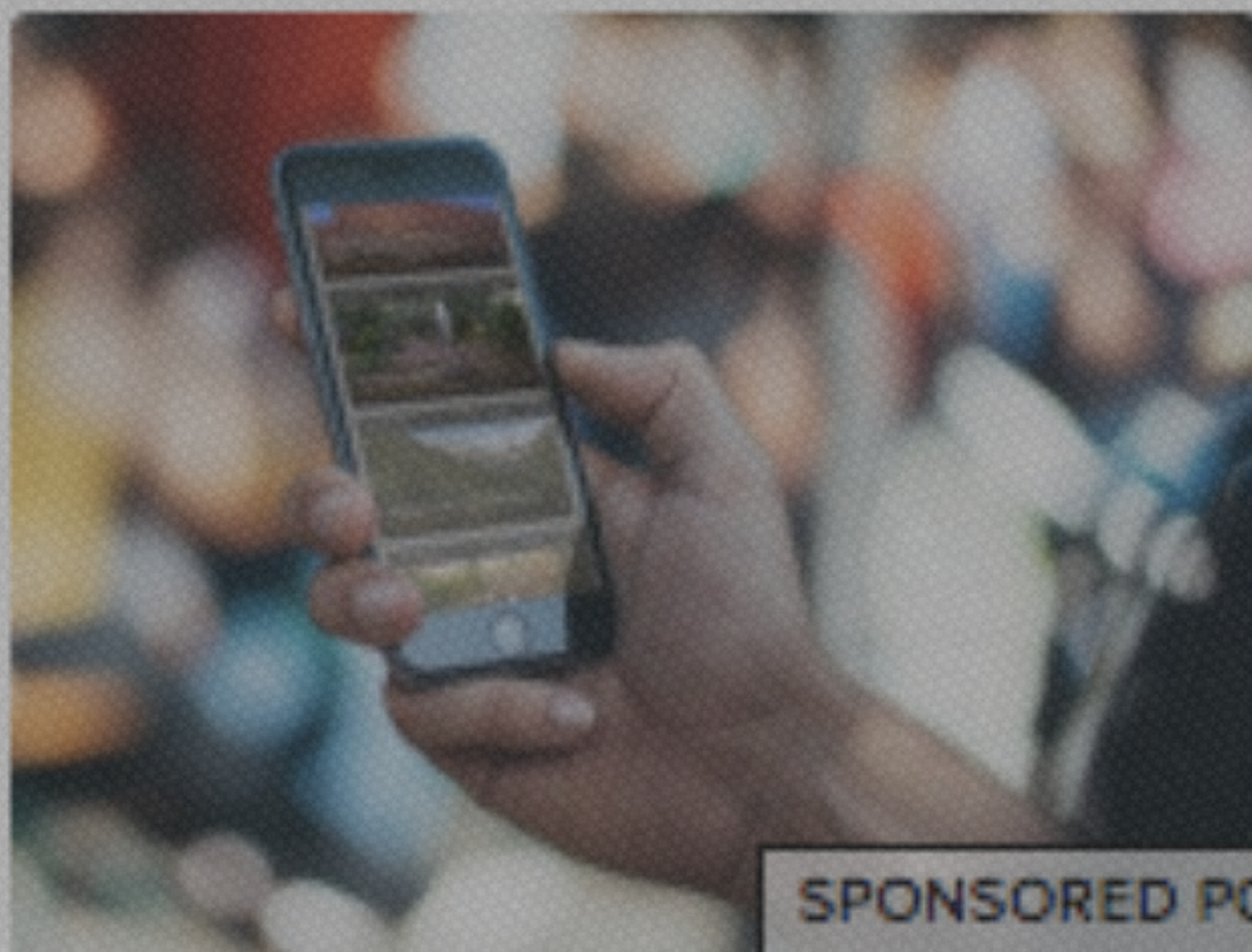
AdventureEDU Western Balkans Guide Training - Sarajevo, Bosnia & Herzegovina



Antarctica's Ross Sea just declared Marine Protected Area



World's Wildlife Could Drop Two-thirds by 2020, Report Warns



SPONSORED POSTS

BY ATN EDITOR - MAY, 17TH 2016

A Better Way to Build



BY ATN EDITOR - NOVEMBER, 1ST 2016

The Polar Circle Marathon Kicks Off on Greenland's Ice Sheet



BY ATN EDITOR - NOVEMBER, 1ST 2016

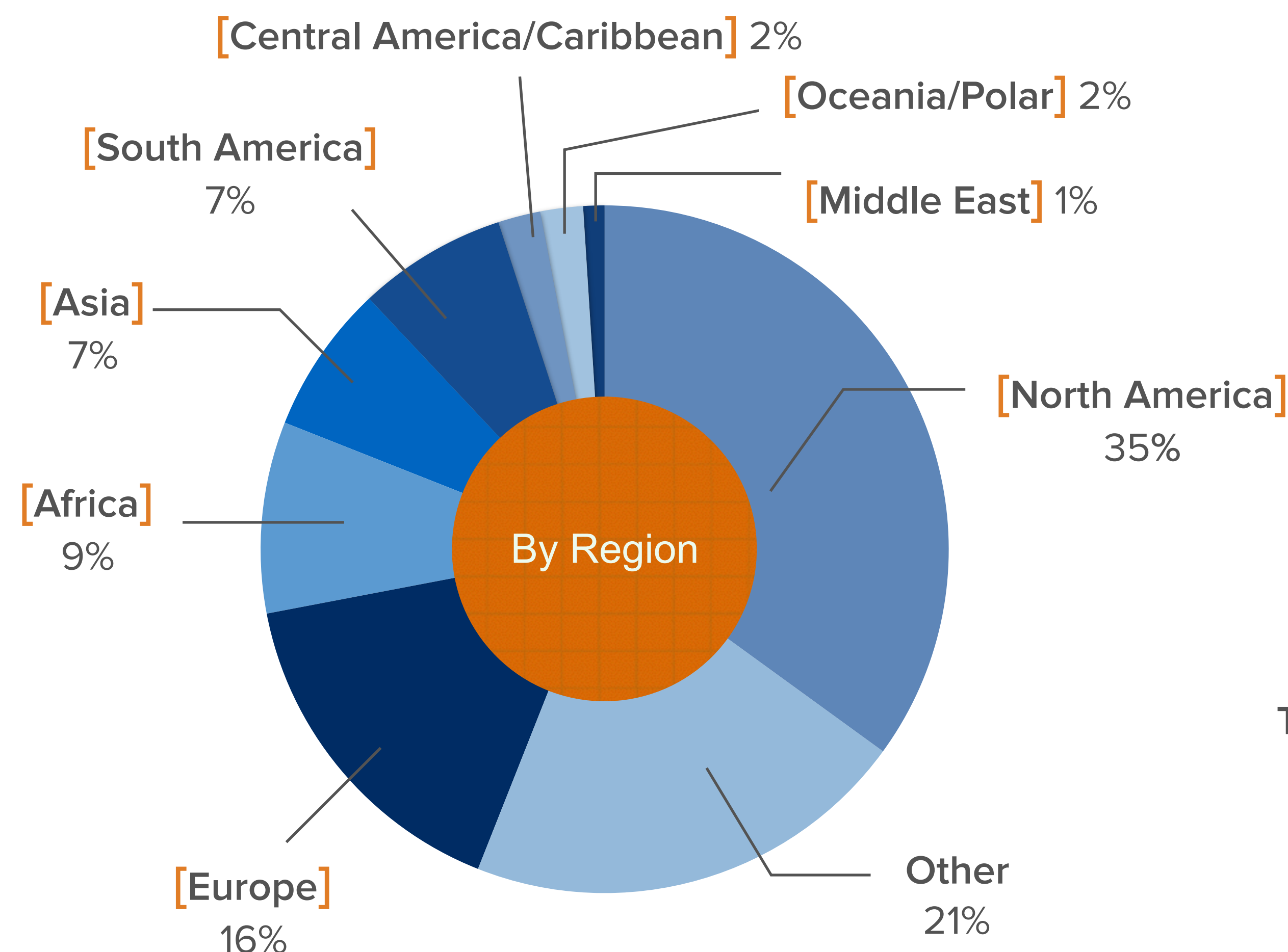
TDA Global Cycling Launching Cross Country for Canada's 150th Birthday



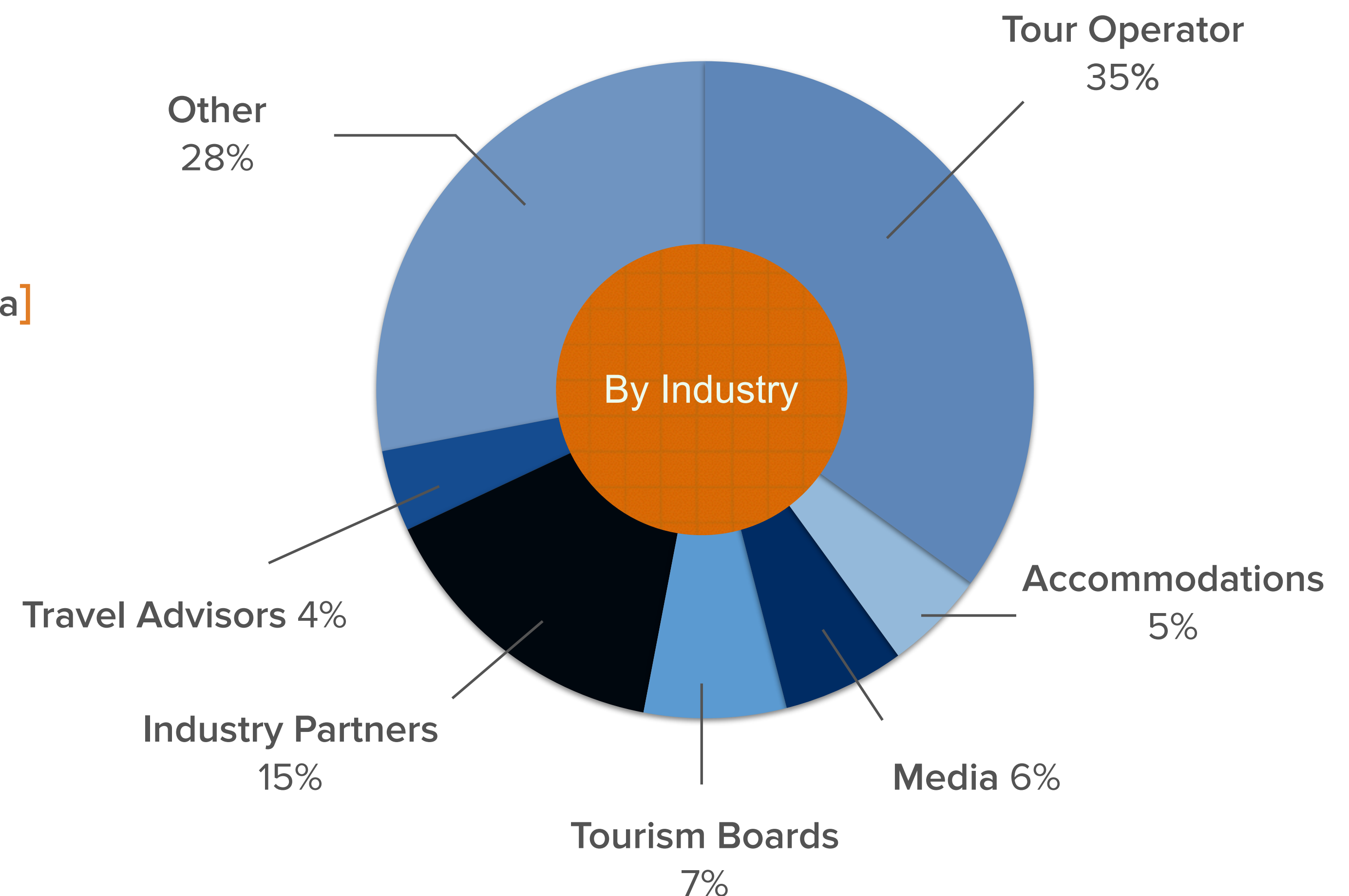
# TRADE ADVERTISING OPPORTUNITIES IN OUR PUBLICATIONS

To better serve our members and partners, we offer sponsorship and advertising opportunities on several of our online channels. In this media kit you will find information on our publications, our reader and visitor demographics, and currently available advertising opportunities.

Readership Breakdown of our Trade Publications



Number of Countries Represented: 193

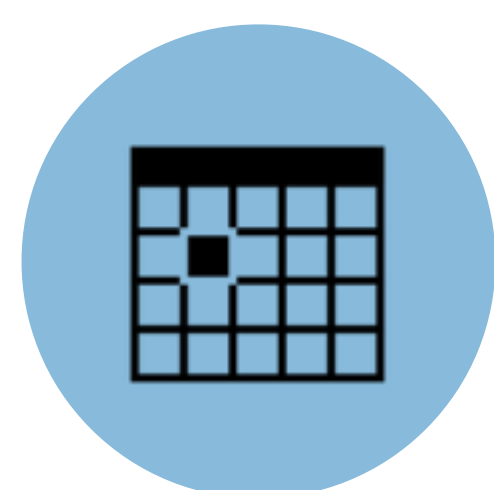




# OUR TRADE PUBLICATIONS: ADVENTURETRAVELNEWS

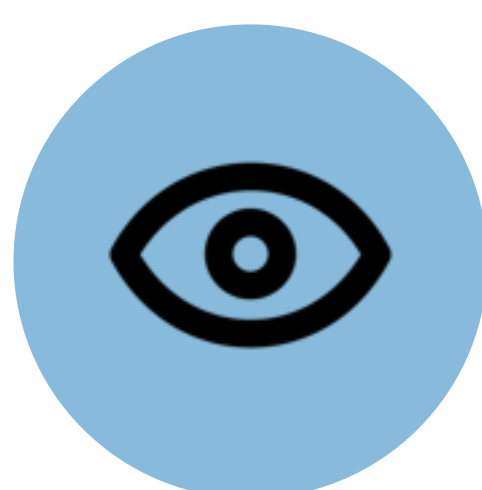
## AdventureTravelNews

AdventureTravelNews is a weekly publication of the ATTA, featuring original articles devoted to trending industry topics and press releases from ATTA members. AdventureTravelNews is geared toward a trade audience that includes stakeholders from throughout the adventure travel industry as well as the tourism industry at large, which looks to adventure travel as a dynamic, growing, influential segment of the travel market. The ATTA and its members are constantly creating and shaping industry standards to protect the people and places that the tourism industry touches. The content of AdventureTravelNews reflects these efforts.



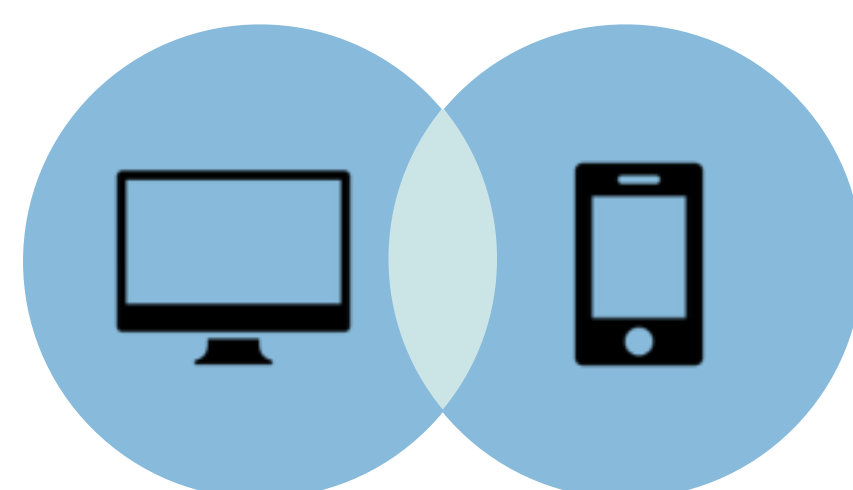
**13,000**

Monthly Sessions



**16,000+**

Monthly Page Views

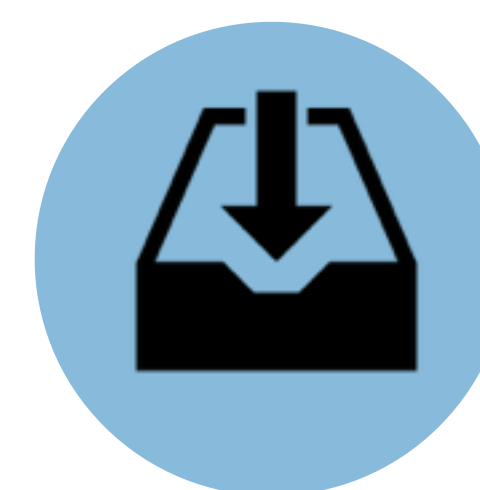


**70%**

Desktop

**30%**

Mobile

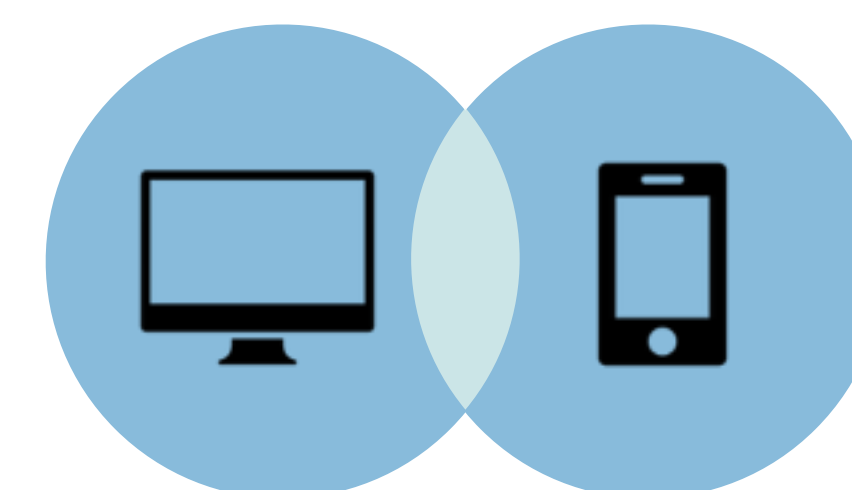


Delivered to inboxes  
every Wednesday



**20,000+**

Subscribers



**66%**

Desktop

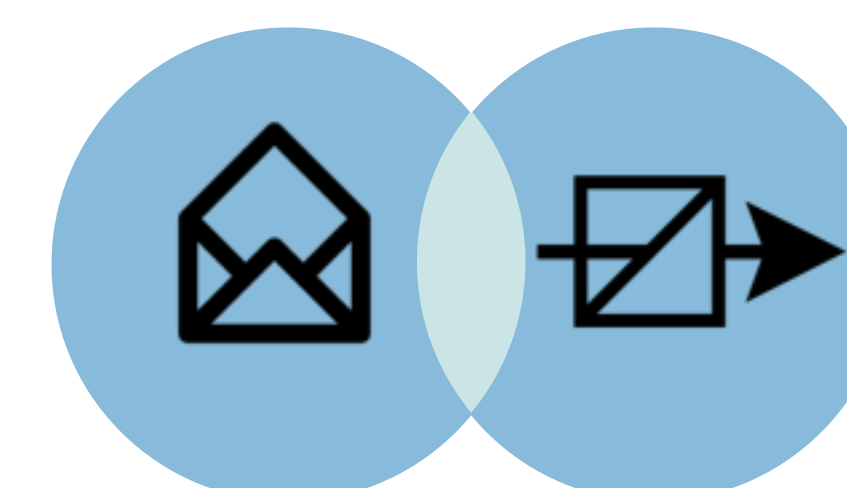
**34%**

Mobile



### Referring Sites:

- 37% Organic
- 31% Email
- 13% Social
- 11.5% Direct
- 7.5% Referral



**22%**

Open Rate

**3%**

CTR



# OUR TRADE PUBLICATIONS: PROSPER

Member  
Newsletter

## Prosper: Member-Only Newsletter: Targeted Exposure for Your Brand

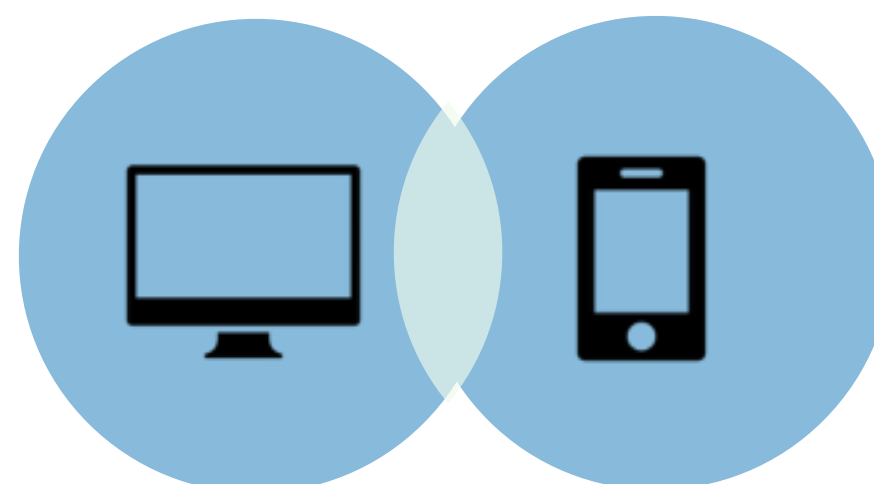
Prosper is a monthly publication of the ATTA, focused on keeping members informed of their member benefits, upcoming events and educational webinars, original ATTA research and special offers from sponsors. Prosper is delivered to all active members of the ATTA and drives collaboration between members seeking business opportunities and knowledge-sharing via the ATTA's online member community, The HUB.



Delivered to inboxes on the first  
Thursday or Friday of each month

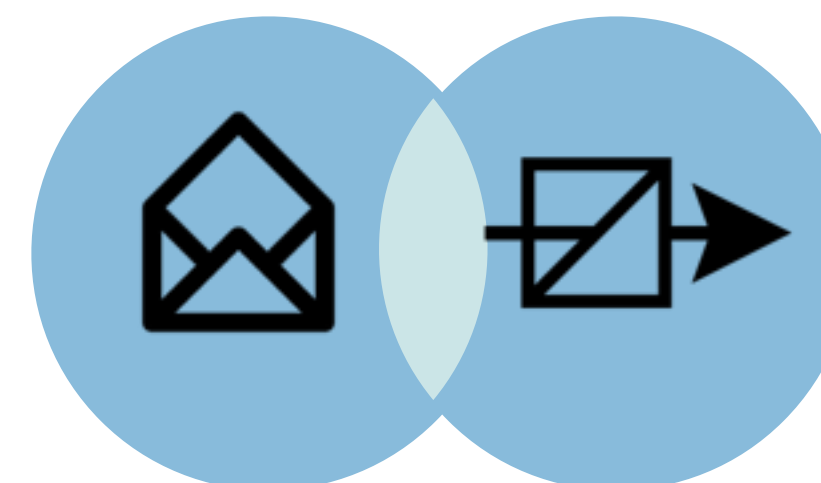


5,700+  
Subscribers



66%  
Desktop

34%  
Mobile



26%  
Open Rate

6%  
CTR



# TRADE SOCIAL MEDIA REACH



**16,000+** FANS



**13,000+** FOLLOWERS



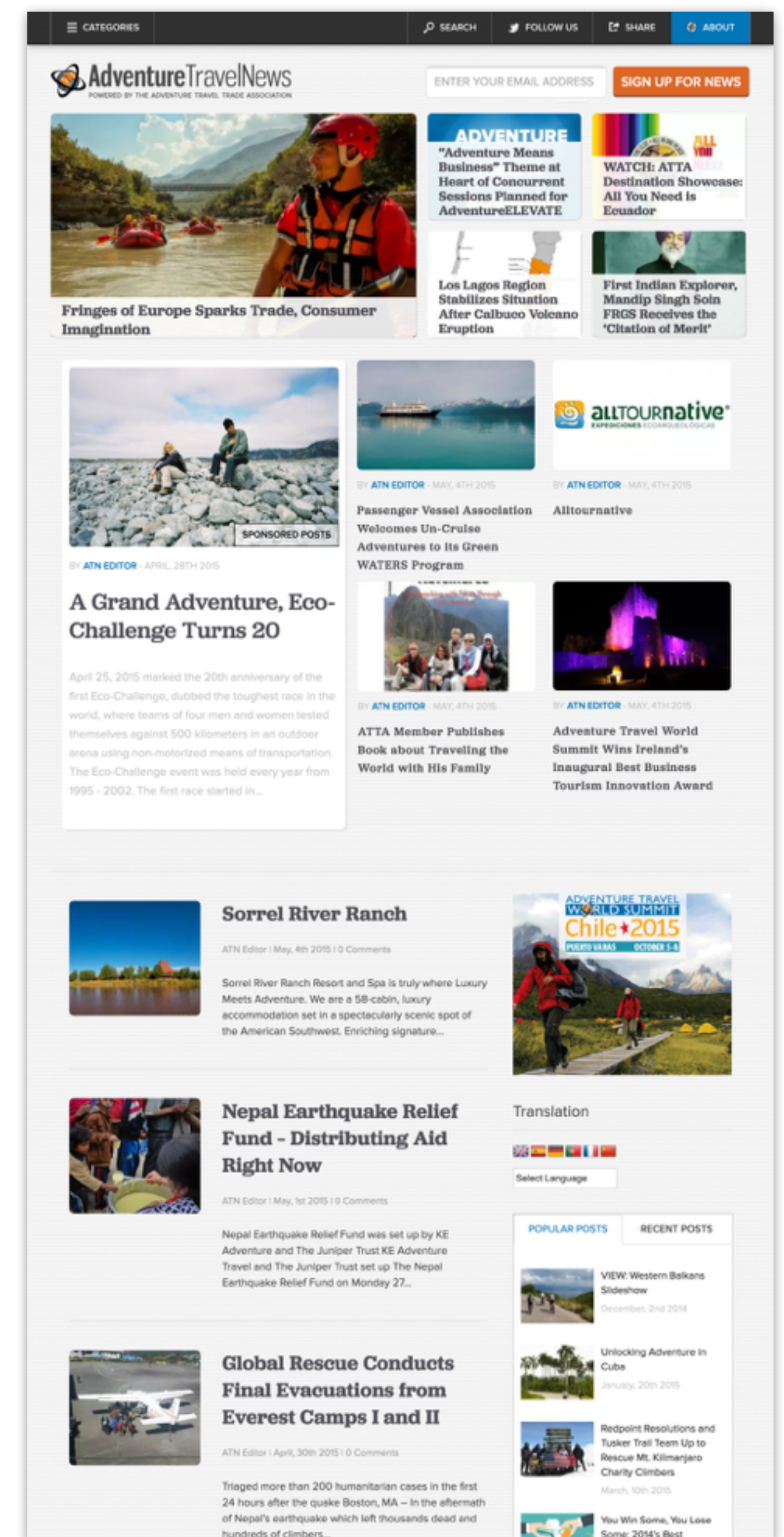
**18,400+** PINNERS



# TRADE ADVERTISING OPPORTUNITIES: SPONSORED POSTS IN ADVENTURETRAVELNEWS

Any AdventureTravelNews article that promotes a specific product by reviewing or linking directly to a purchase point is considered an advertisement and requires sponsorship. The ATTA holds sponsored AdventureTravelNews content to the same standards as its original, solicited and member-generated content. Sponsored posts should be appropriate for a trade audience and should appeal to the opt-in subscribers of the newsletter.

- Sponsored posts will appear on the AdventureTravelNews homepage for at least one week. The post will stay as an evergreen article on the site thereafter.
- Sponsored posts will appear within the body of one issue of the weekly newsletter email.
- In both placements, the content will be clearly designated with the “Sponsored Post” tag.
- Sponsored posts will be featured in a tweet by @adventuretweets to over 13,000 followers using the hashtag #sponsored.
- Sponsored posts will be featured in a Facebook post by The Adventure Travel Trade Association using the hashtag #sponsored.



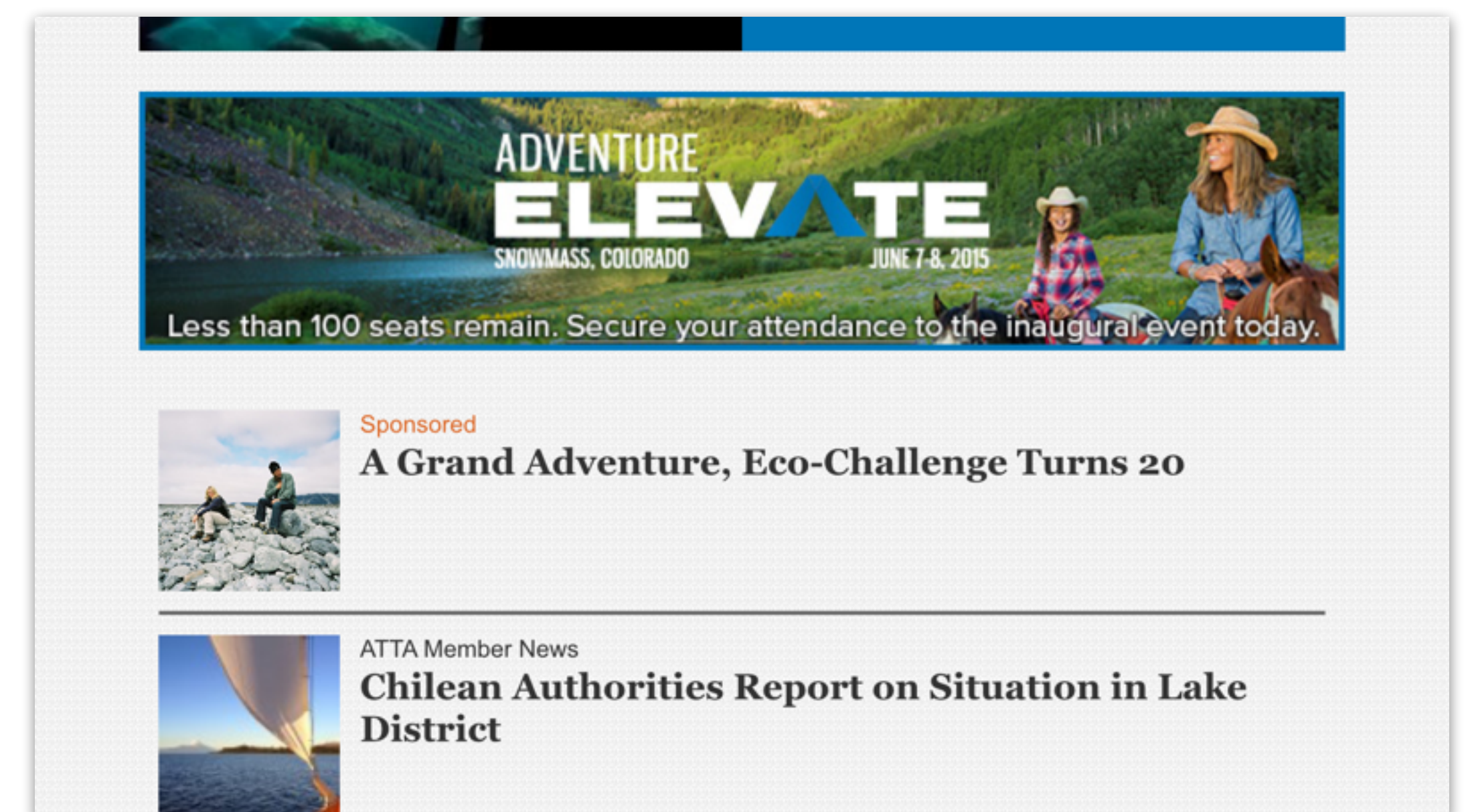
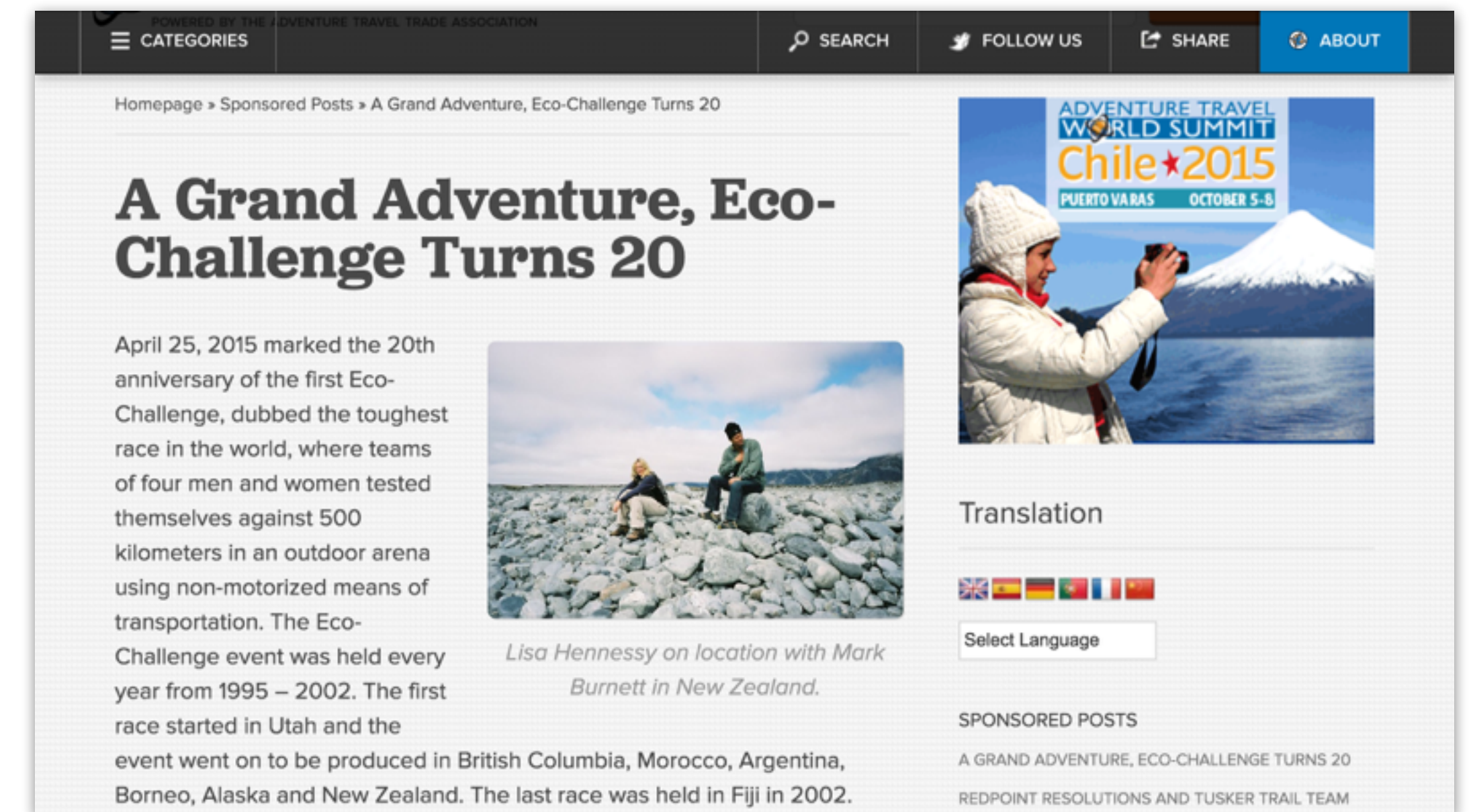


# TRADE ADVERTISING OPPORTUNITIES: SPONSORED POSTS IN ADVENTURETRAVELNEWS

## Guidelines

- Article length: ideally 400 - 600 words; maximum of 800 words.
- AdventureTravelNews editor reserves the right to edit copy before publishing.
- Article can include up to two (2) direct links.
- Submission must include at least one (1) photo with the rights to reproduce, but may include up to three (3) images. Minimum image size is 700 x 700 pixels.
- Submission may also include a short video.
- Must include short description (100 words) of the author and company.
- Must include a company logo.
- Sponsored posts cannot be posted on other websites and must be exclusive to AdventureTravelNews.

Pricing PER POST	1	2-4	5-8	9+
400 - 800 Word Article	\$699	\$599	\$529	\$479

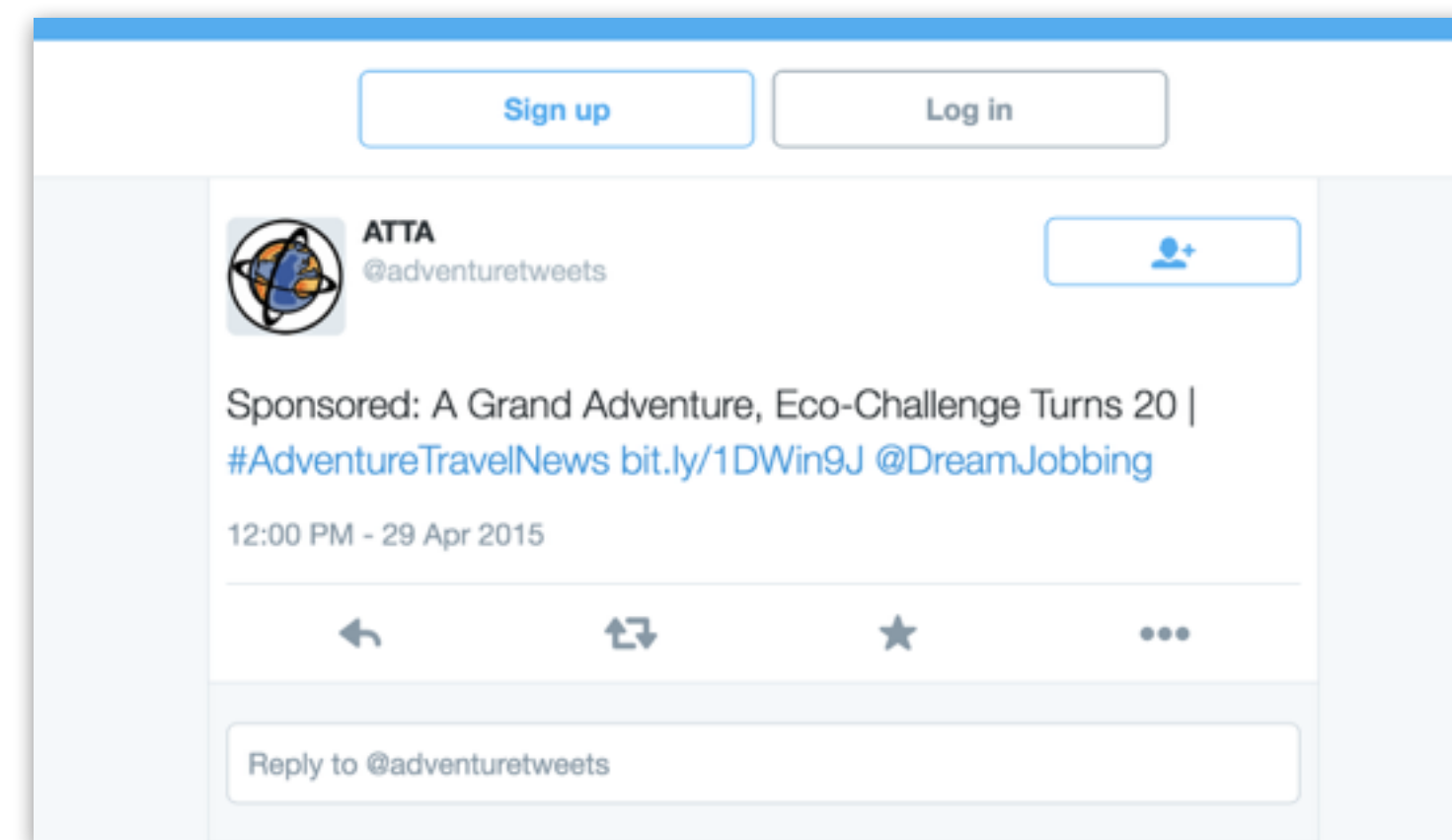




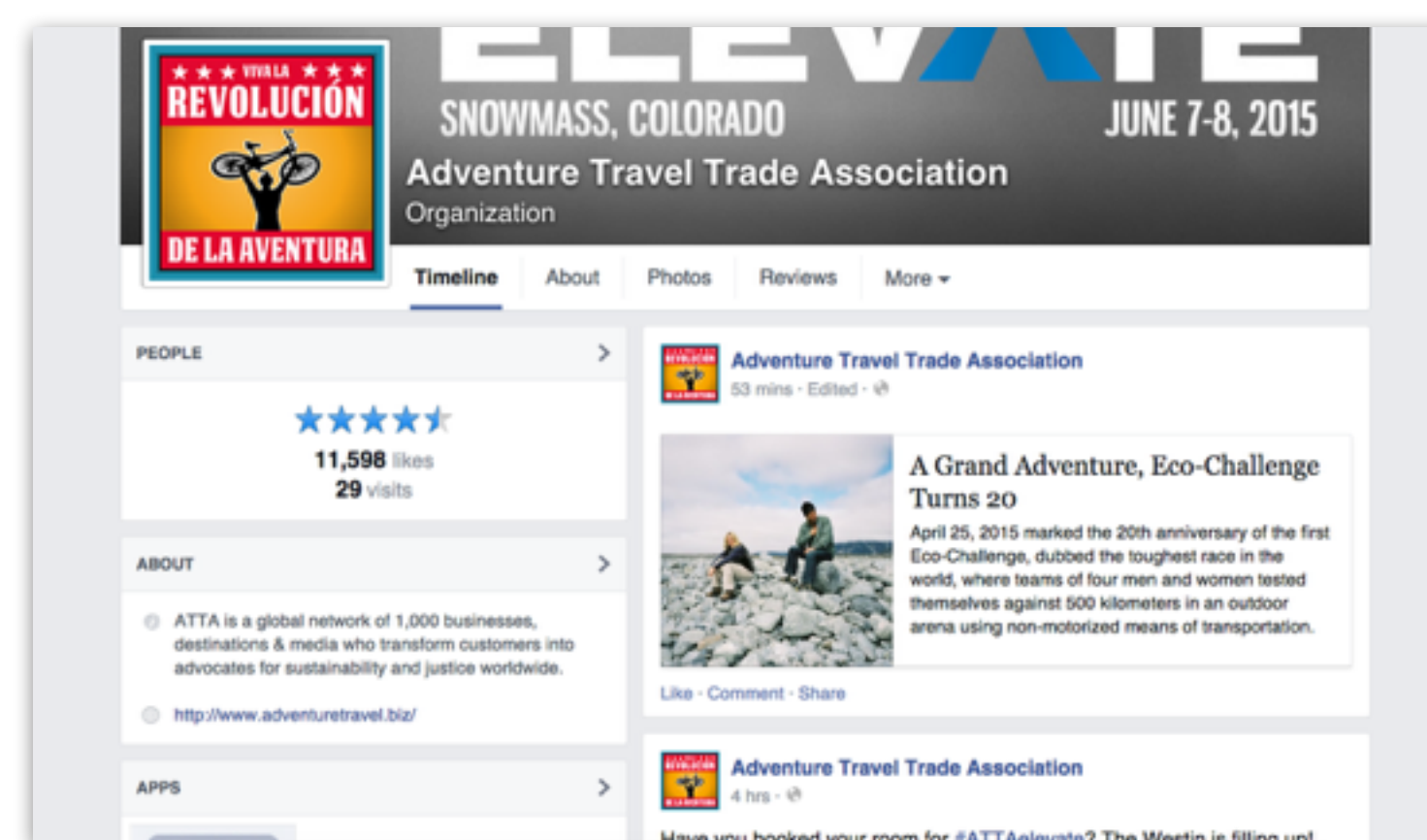
# TRADE SOCIAL MEDIA EXPOSURE



## [SAMPLE TWEET]

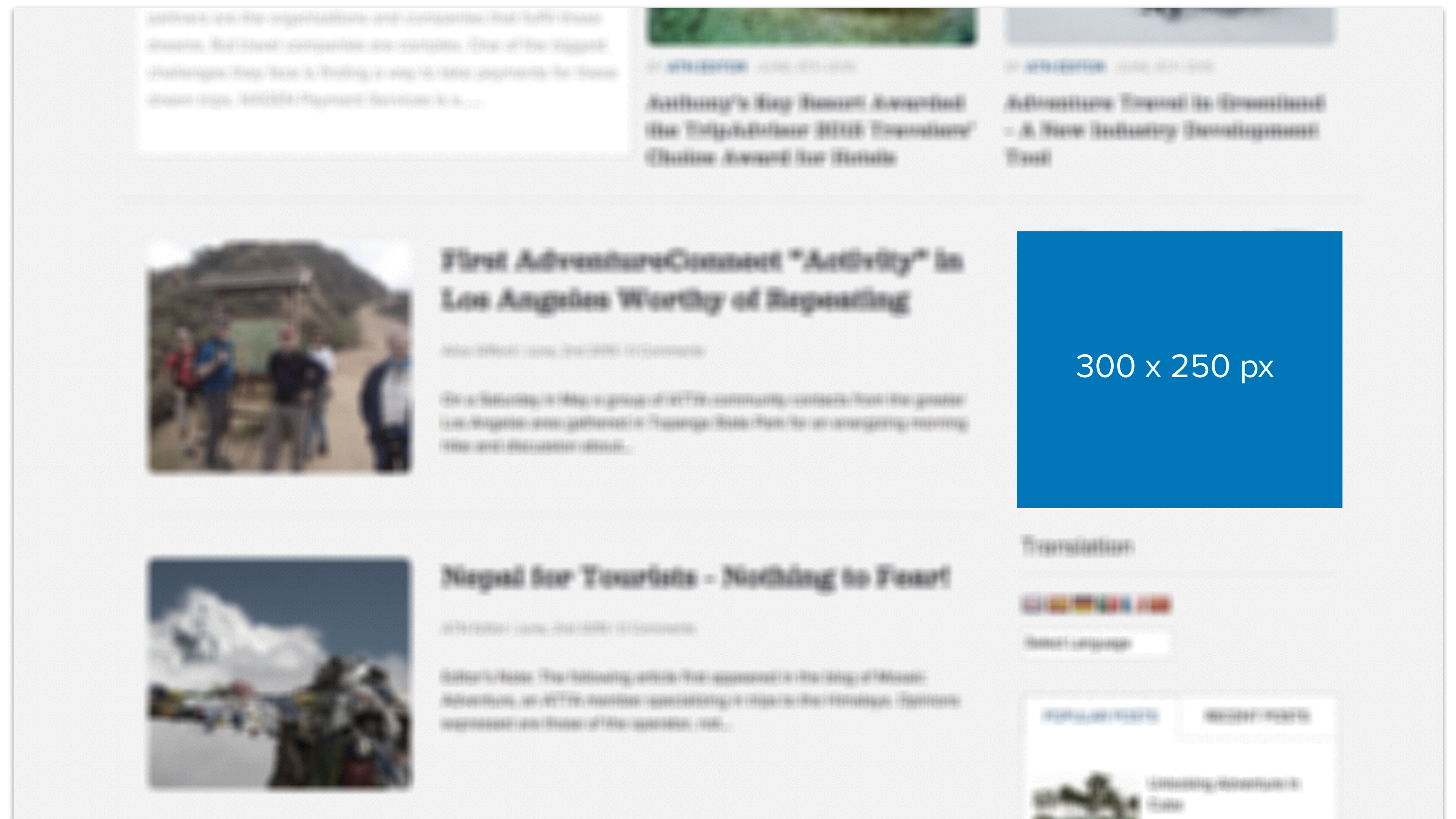


## [SAMPLE FACEBOOK POST]





# TRADE ADVERTISING OPPORTUNITIES: ADVENTURETRAVELNEWS WEBSITE

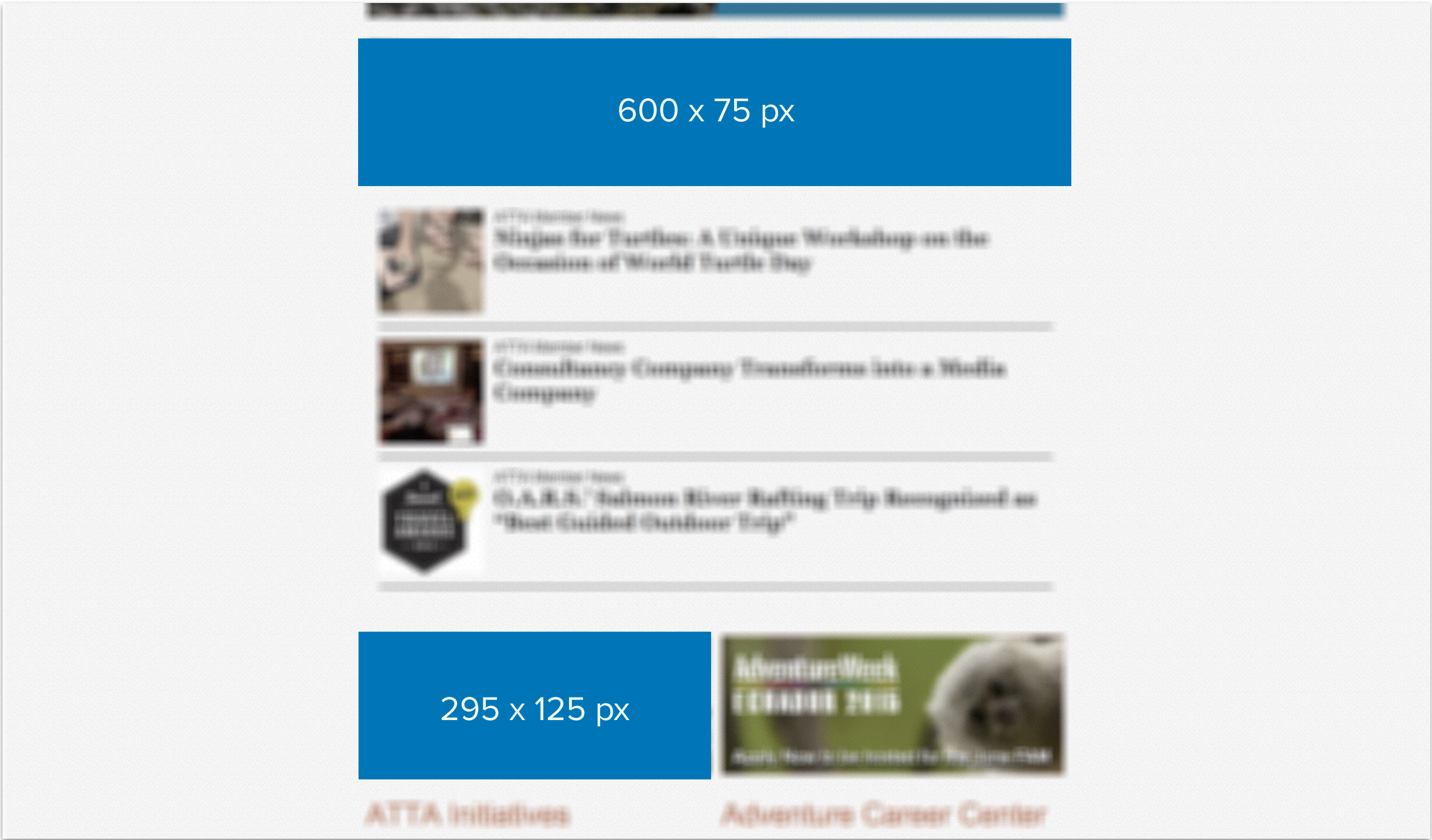


- Ad featured for one month on the AdventureTravelNews website, which has more than 16,000 monthly views
- Ad size: 300 x 250 pixels

Ad Size & Pricing PER AD	1 Ad	2-3 Ads	4-6 Ads	7+ Ads
300x250 px	\$349 per ad	\$319 per ad	\$279 per ad	\$259 per ad



TRADE  
ADVERTISING  
OPPORTUNITIES:  
ADVENTURETRAVELNEWS  
EMAIL  
NEWSLETTER

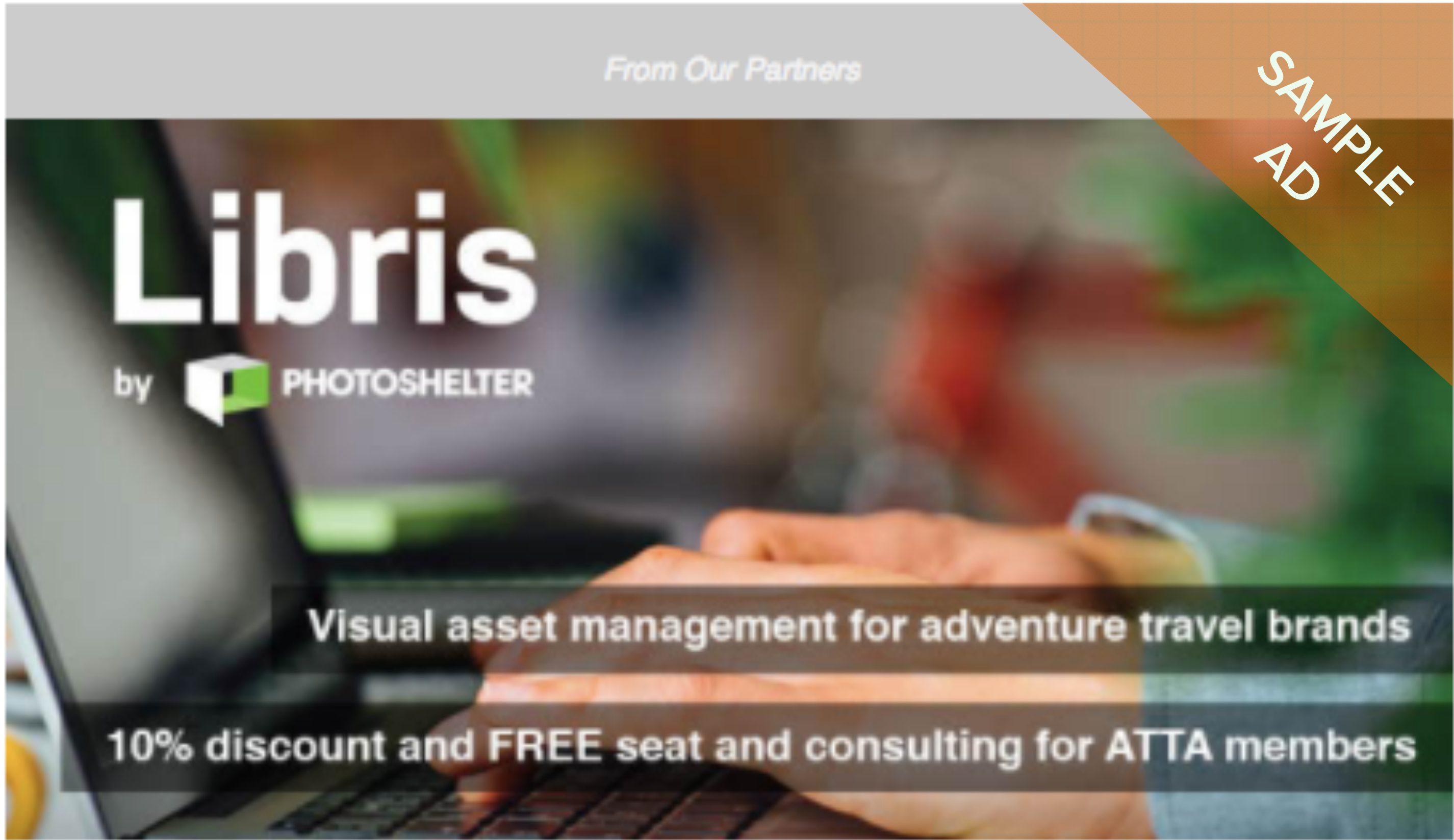


- Ad appears in one (1) weekly issue of the ATN email
- Two ad options available: 600 x 75 pixels Banner Ad / 295 x 120 pixels Small Box Ad

Ad Size & Pricing PER AD	1 Ad	2-3 Ads	4-6 Ads	7+ Ads
600x75 px	\$349 per ad	\$319 per ad	\$279 per ad	\$259 per ad
295x125 px	\$99 per ad	\$89 per ad	\$79 per ad	\$69 per ad



TRADE  
ADVERTISING  
OPPORTUNITIES:  
PROSPER - MEMBER  
ONLY EMAIL  
NEWSLETTER



- Ad appears in one issue of Prosper, sent to the entire ATTA membership
- Ads can link to your website, specific product, event, or service
- Ad size: 600x300 pixels
- Must be a JPG or PNG file

Ad Size & Pricing PER AD	1 Ad	2-3 Ads	4-6 Ads	7+ Ads
600x300 px	\$199 per ad	\$179 per ad	\$159 per ad	\$129 per ad



# TRADE ADVERTISING OPPORTUNITIES:

## MAJOR PARTNER OPPORTUNITIES

### Research Partner: Research Survey & Promotion \$6,250

- Dedicated email sent to 20,000+ emails to capture research data
- Banner ad included in one AdventureTravelNews email
- ATTA will be a featured research partner
- ATTA will market the final report to ATTA community via AdventureTravelNews
- ATTA will review the research subject for its alignment with our community
- Research to be done by partner

### Education Partner: Webinar Promotion \$3,950

- Dedicated email sent to 20,000+ emails to promote webinar
- Banner ad included in one AdventureTravelNews email
- ATTA will market post recorded webinar to our community if requested by partner
- ATTA has the right to determine whether educational content is aligned with audience interests
- Webinar conducted by partner

### Major AdventureTravelNews Month Long Partner \$4,250

- Major Partner mention at the top of email for four weeks
- Sponsored post in two (2) email issues
- Four (4) banners ads
- Website ad for one month





# CONSUMER FOCUSED ADVERTISING

## Chile

There's no better way to explore the land of contrast than by visiting Chile's most extreme landscapes: Explore the vast desert of San Pedro de Atacama or journey to the wild lands of Patagonia.

Explore



## Namibia

Namibia is home to rich cultural traditions, in a land where water meets the desert for an extreme confluence of the elements. Marvel at wildlife in Etosha National Park and watch antelope migrate on endless, cascading sands.





# CONSUMER ADVERTISING ON ADVENTURE.TRAVEL

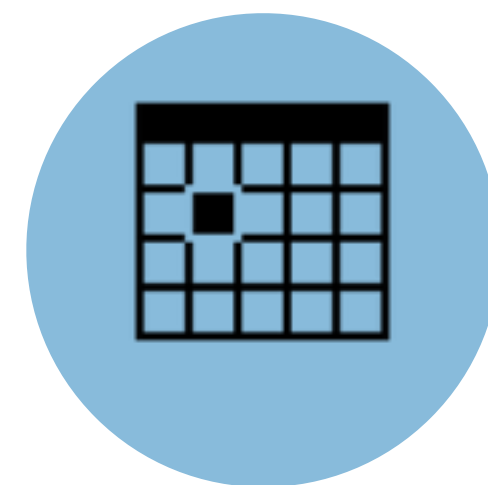
Website

Adventure.Travel offers website, email campaigns, and social media advertising opportunities for consumer focused exposure for your destination or brand. Advertising may reach Adventure.Travel's regular visitors, as well as a monthly email newsletter reaching over 150,000 adventure travel interested consumers.

## Adventure.Travel's Website Audience

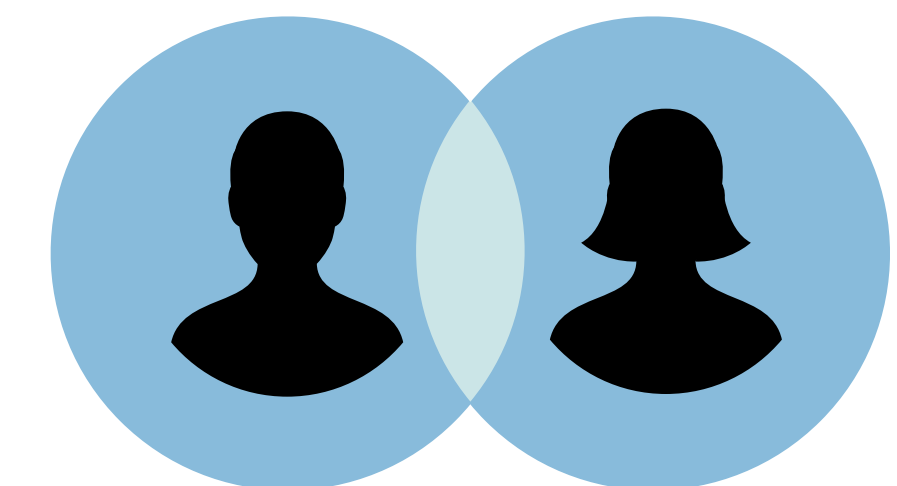
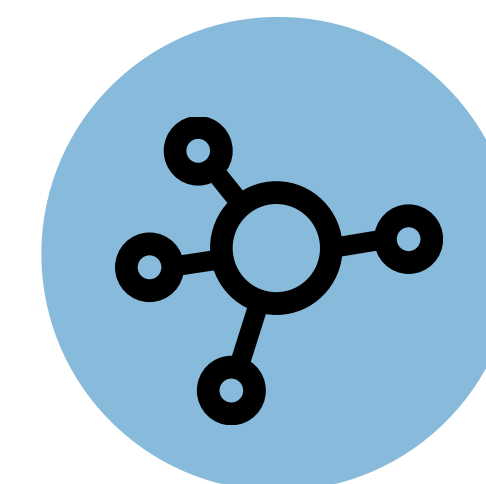


**400+** tour operators  
**100s** of activity options  
Destinations around the globe



**32,000**  
Average  
Monthly Sessions

### Demographics:



**45%**  
Male

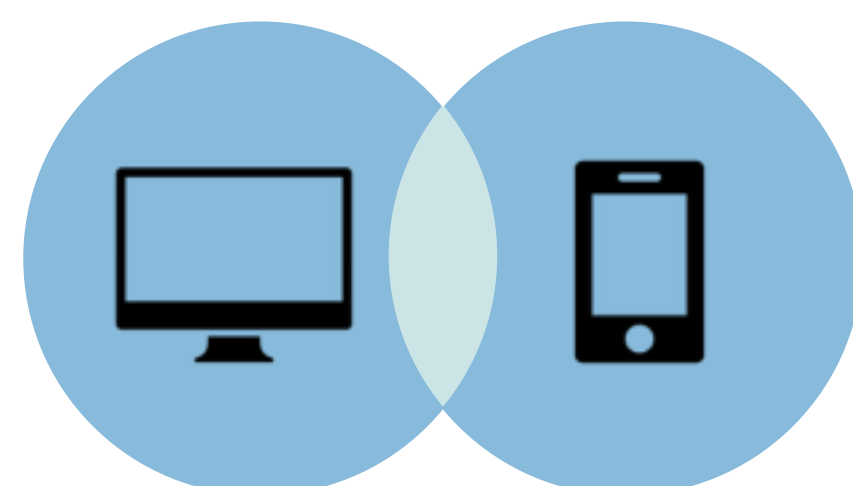
**55%**  
Female

- US: 34%
- Canada: 6%
- Peru: 5%
- Chile: 5%
- UK: 5%
- Australia: 4%
- Other: 41%

### Referring Sites:



32% Social  
29% Organic  
23% Direct  
8% Referral  
8% Email



**49%**  
Desktop

**51%**  
Mobile &  
Tablet



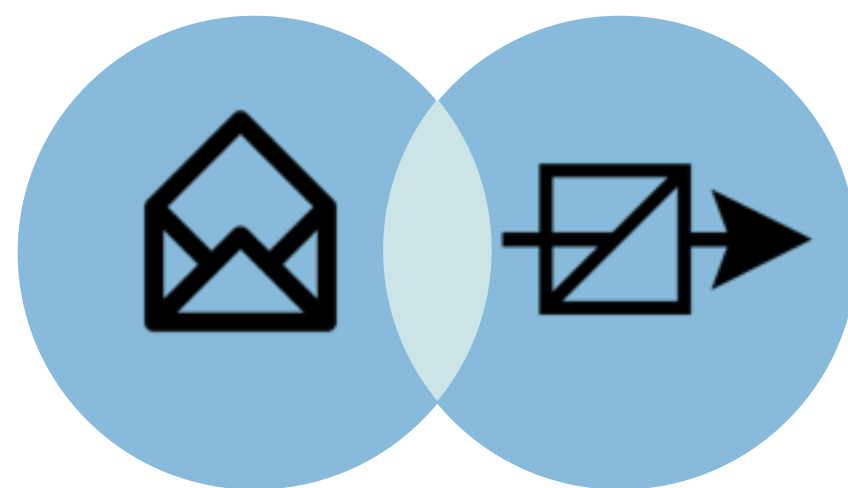
- 18-24: 11%
- 25-34: 29%
- 35-44: 20%
- 45-54: 15%
- 55-64: 15%
- 65+: 10%



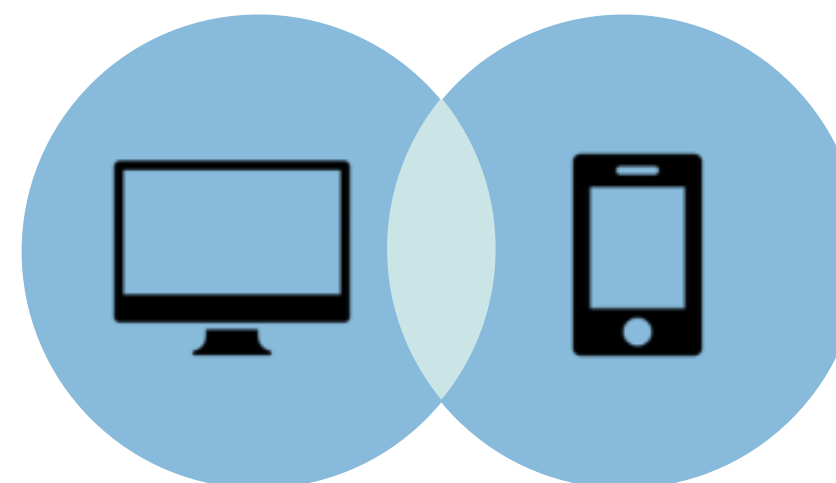
# CONSUMER ADVERTISING ON ADVENTURE.TRAVEL

Email

## Adventure.Travel's Email Audience



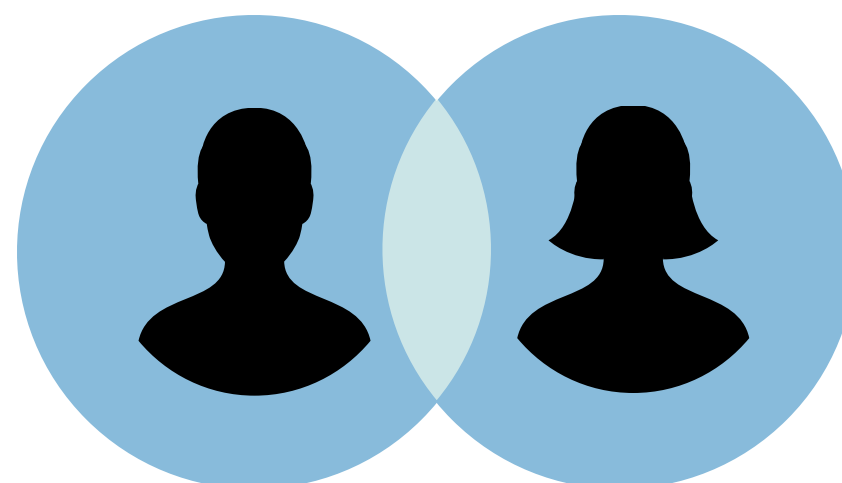
**14.33%** **2.32%**  
Open Rate CTR



**49%** **51%**  
Desktop Mobile &  
Tablet



**150,000+**  
adventure travel  
interested consumers



**46%** **54%**  
Male Female



**90% USA**  
based readership



Themed campaigns sent 1-2 times  
monthly, standalone partner  
campaigns sent on request

- 18-24: 4.8%
- 25-34: 37.7%
- 35-44: 17.3%
- 45-54: 20.3%
- 55-64: 12.3%
- 65+: 7.7%



CONSUMER  
ADVERTISING:  
ADVENTURE.TRAVEL  
EMAIL  
NEWSLETTER

STANDARD AD IN  
IMPACTFUL TRAVEL  
EMAIL



### BOTSWANA WILDLIFE SAFARI

On this adventure you'll enjoy an abundance of wildlife encounters by 4WD vehicle, riverboat, & dugout canoe in some of southern Africa's most alluring landscapes. Experience vast savannas & woodlands, lagoons & islands, birdwatching in the Okavango Delta, and of course the amazing Victoria Falls.

TAKE ME TO BOTSWANA

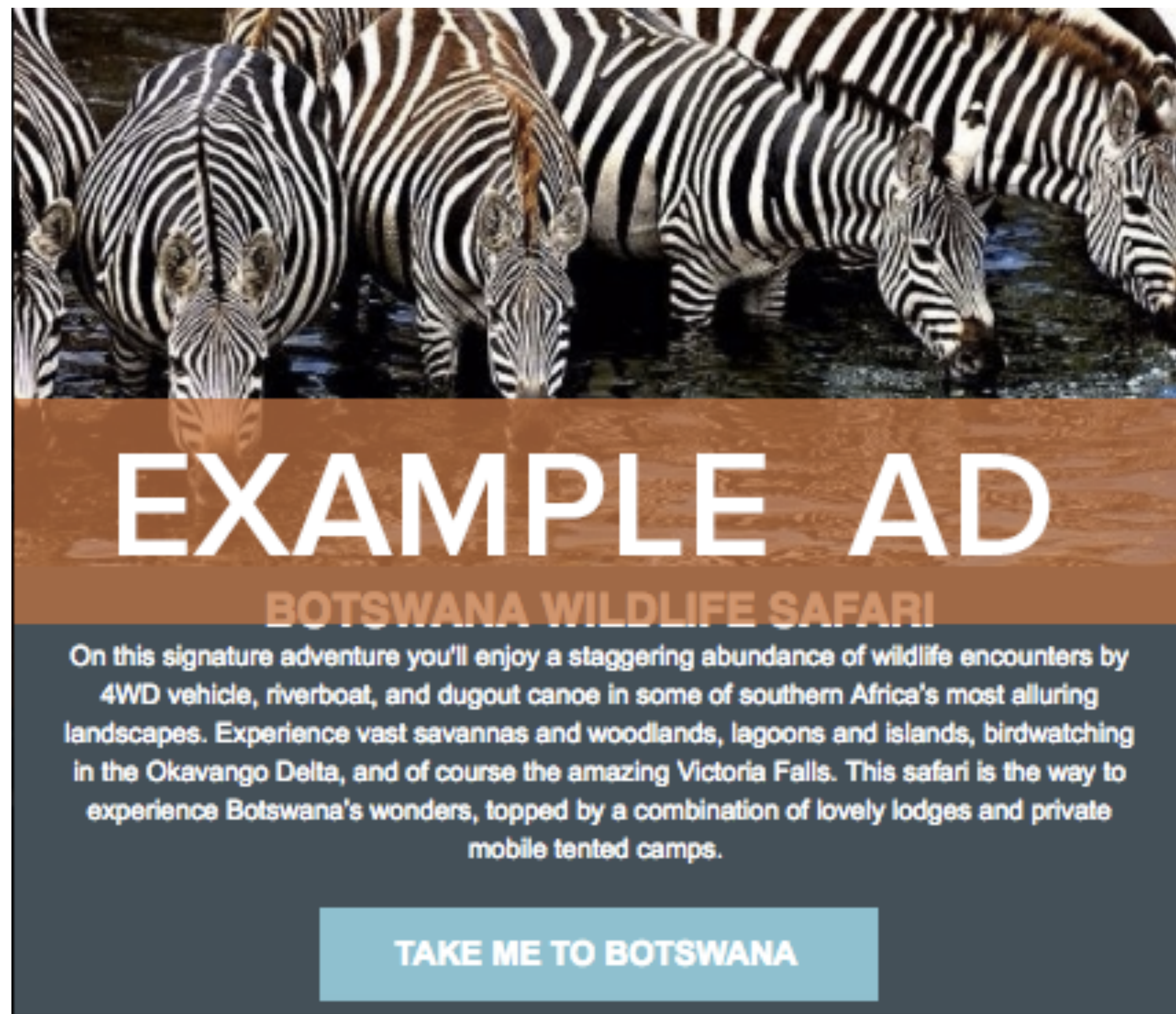
- Appears in one mailing of the Adventure.Travel email newsletter
- Specs for image: 550 x 550 pixel ad (image displays at 264 x 264)
- 25-35 word caption of your choice to describe the trip
- Link to the trip on your website or Adventure.Travel site

Ad Size & Pricing PER AD	1 Ad	2-5 Ads	6+ Ads
Standard Email Ad	\$499 per ad	\$429 per ad	\$379 per ad



# CONSUMER ADVERTISING: ADVENTURE.TRAVEL EMAIL NEWSLETTER

## FEATURED AD IN IMPACTFUL TRAVEL EMAIL



- Appears in one mailing of the Adventure.Travel email newsletter
- Specs: photo must be at least 1200 pixels wide
- 35-50 word caption of your choice to describe the trip
- Link to the trip on your website or Adventure.Travel site

Ad Size & Pricing PER AD	1 Ad	2-5 Ads	6+ Ads
Featured Email Ad	\$699 per ad	\$649 per ad	\$599 per ad



# CONSUMER ADVERTISING: ADVENTURE.TRAVEL EMAIL NEWSLETTER

## SPONSORED POSTS IN IMPACTFUL TRAVEL EMAIL

### Showcase Advertorial in "The Way" (Option 1)

- Includes story feature in one email newsletter, with links to your website
- Story lives on Adventure.Travel's "The Way" column
- Homepage feature for 30 days (one of the top header spots)

### Spotlight Advertorial in "The Way" (Option 2)

- Includes story feature in one email newsletter, with links to your website
- Story living on Adventure.Travel's "The Way" column

### Featured Sponsored Story in "The Advocate" (Option 3)

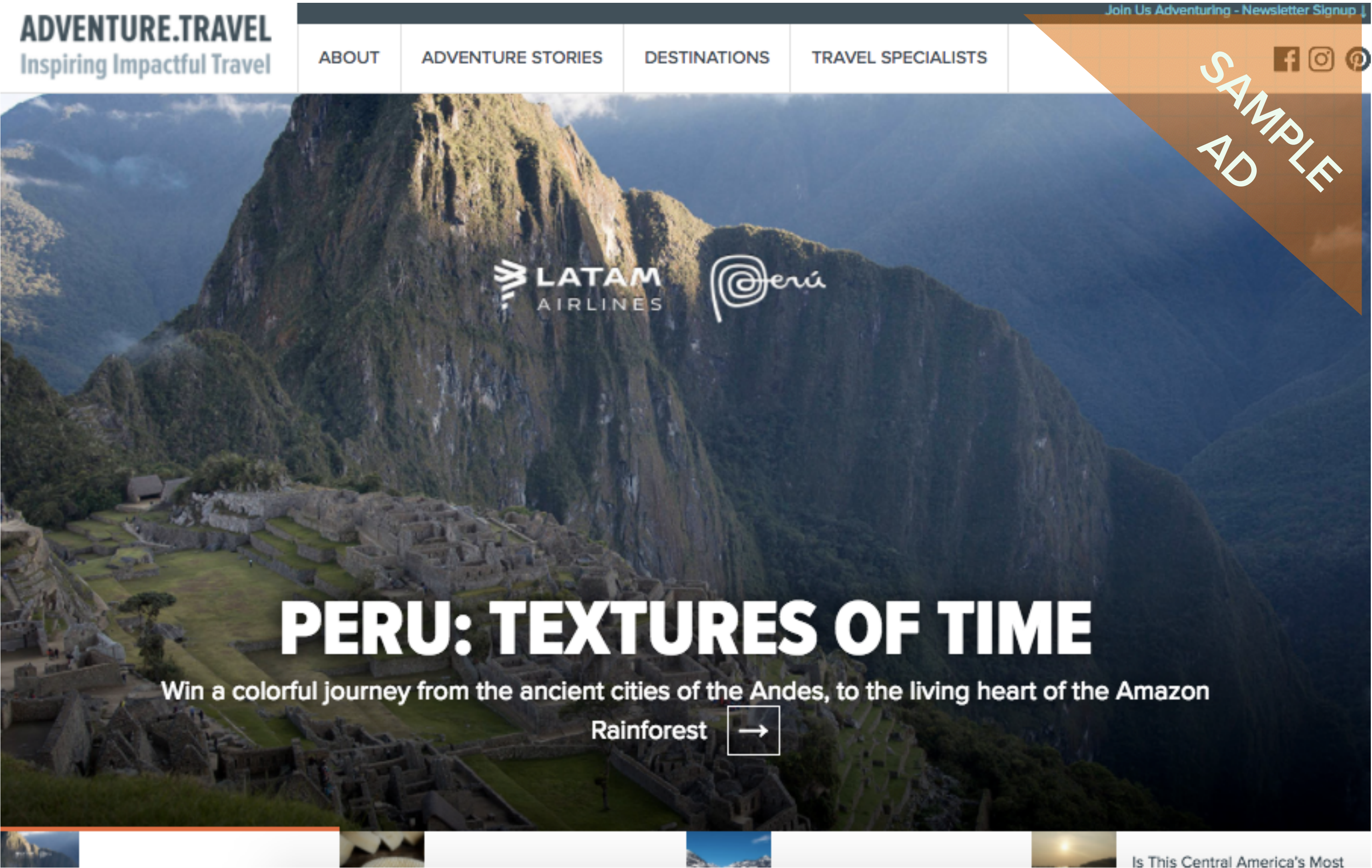
- Includes inclusion in one email newsletter
- Featured story receives 30 days consistent visibility on the top right corner of The Advocate

*\*All content to be provided by your brand, and all sponsored posts will be reviewed to ensure they align with the rest of the article styles and are engaging for readers*

Pricing PER POST	Option 1	Option 2	Option 2
600-1000 word	\$1299 per post	\$999 per post	\$799 per post



CONSUMER  
ADVERTISING:  
ADVENTURE.TRAVEL  
  
WEBSITE  
HOMEPAGE  
ADS



- Two ad options: Large header homepage rotating banner ad OR small box “Featured Partner or Featured Tour Operator” ad.
- Ads will be live and visible for one month and include a direct link to your chosen landing page

Ad Size & Pricing PER AD	1 Ad	2-5 Ads	6+ Ads
Large Header Banner	\$999 per ad	\$919 per ad	\$859 per ad
Featured Small Box	\$399 per ad	\$359 per ad	\$299 per ad



# CONSUMER ADVERTISING: ADVENTURE.TRAVEL EMAIL

## DEDICATED EMAIL CAMPAIGNS



### Experience the Trip of a Lifetime

Here's your chance to experience the active adventure of a lifetime...in Patagonia. You and a guest will experience Chile's Torres del Paine National Park courtesy of G Adventures. Here you'll hike, bike, kayak and otherwise take in some of the most spectacular landscapes on the planet. You'll receive round trip flights from LATAM Airlines Group, and plenty of other goods and gear to outfit your adventure.

ENTER TO WIN



## Dedicated Email Campaigns

Dedicated email campaigns are available for your brand.

ATTA offers three tiers of lists, and can offer custom options on requests (ie follow up emails to open lists, etc.)

Discounts are available for multiple email packages

List Size	Rate
50,000	\$1,899 per email
100,000	\$3,499 per email
150,000	\$5,199 per email



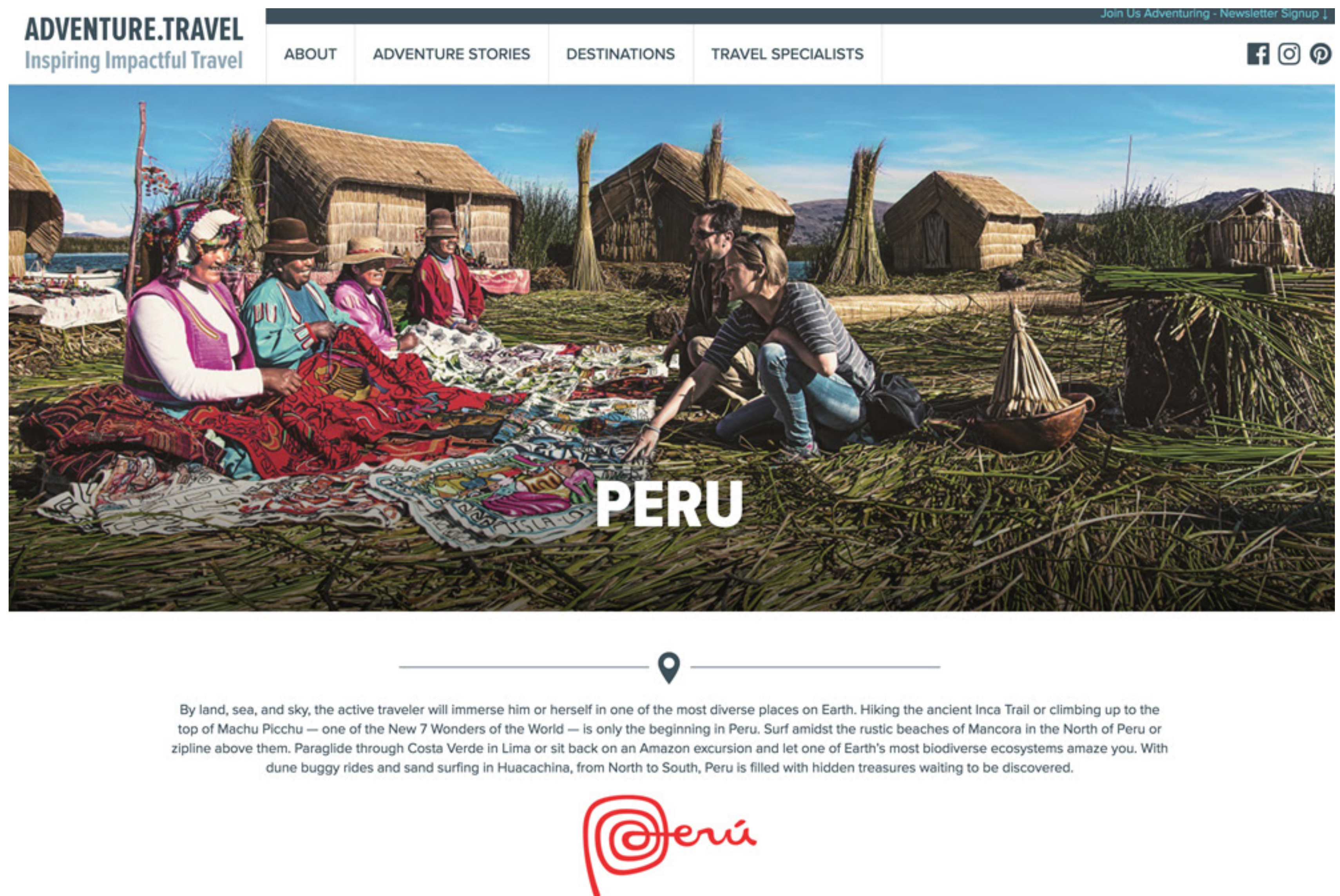
# DESTINATION FEATURE ADVERTISING ON ADVENTURE.TRAVEL

Connecting ATTA members with travelers through Adventure.Travel is a key initiative for the ATTA.

The ATTA offers several opportunities for destinations to reach new adventure travel consumers through a destination landing page.

Three “destination landing page” packages are available based on your destination’s needs, as well as custom advertising and creative campaigns, upon request.

Please contact us for more information on custom advertising.



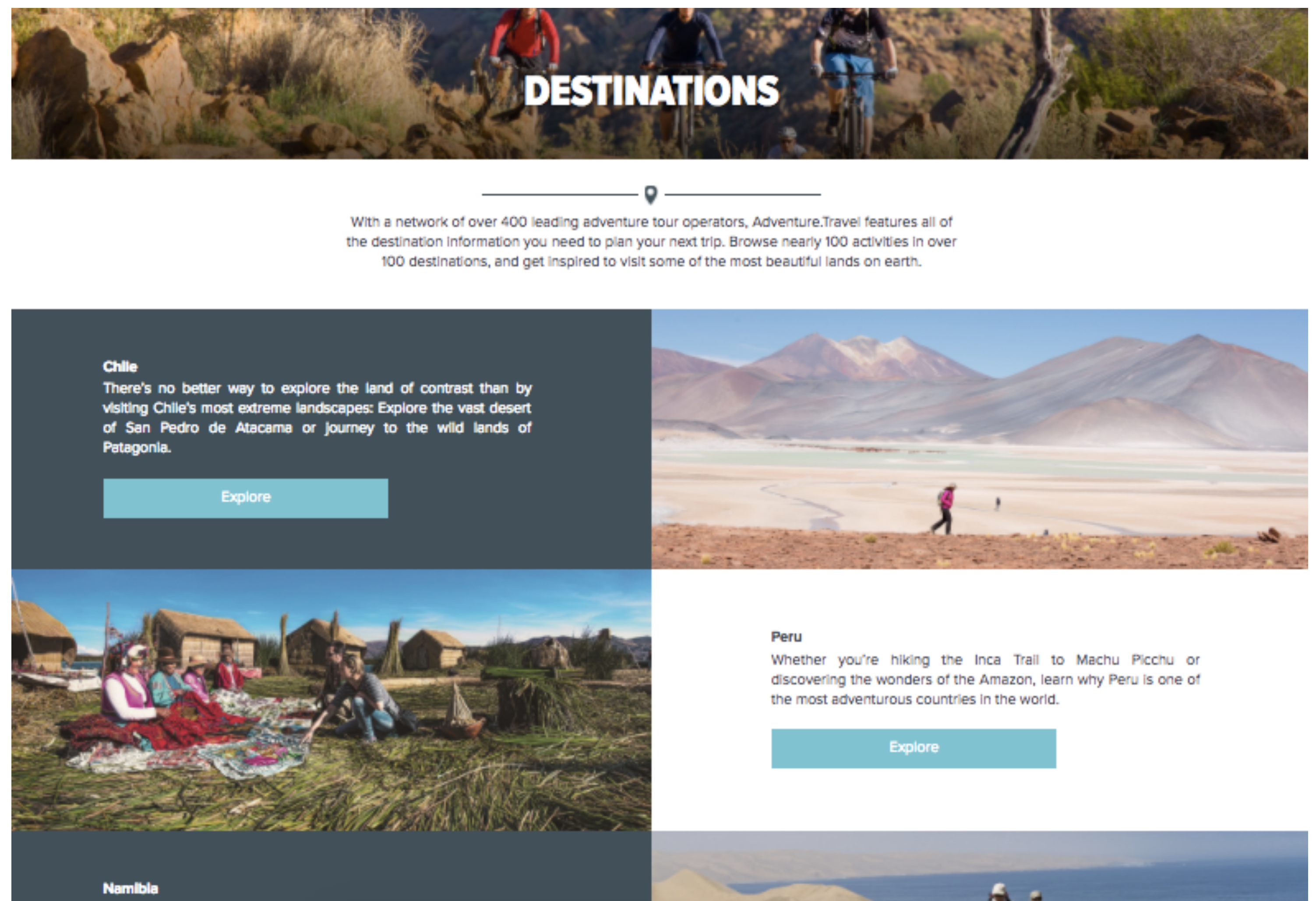


# DESTINATION FEATURE ADVERTISING

## THREE DESTINATION TIERS

All three destination landing page tiers are live for 12 consecutive months on Adventure.Travel and include:

1. Presence on the “Destinations” landing page & linked to your page: ([www.adventure.travel/YourDestination](http://www.adventure.travel/YourDestination))
2. Your team will manage the content on its exclusive Destination Showcase landing page to include desired content
3. Destination tour operator listings on your destination landing page
4. Training and access to update your page and post fresh, inspiring content regularly





# DESTINATION FEATURE ADVERTISING SHOWCASE VS SPOTLIGHT VS SAMPLE

Benefits	Destination Showcase \$10,000	Destination Spotlight \$5,000
Homepage banner size exposure as featured destination	Yes	No
Homepage 6 grid rotator exposure in featured destinations	Yes	Yes
Large image & description feature on A.T. destination landing page	Yes, top ranking	Yes, second tier ranking
Dedicated dollar spend for marketing	Yes	No
Dedicated email campaign sent to 150,000 travelers	Yes	No
Social media exposure	Yes	Yes
Destination included once in a general Impactful Travel email to 150,000 travelers	Yes	Possible

“Destination Sample” is also available for **\$3,000** and is a low cost level for destination exposure on the Adventure.Travel website. This options includes the 4 general items listed on the [previous page](#) (with this option having the smallest feature image on the destinations landing page), as well as possible inclusion in larger email campaigns.

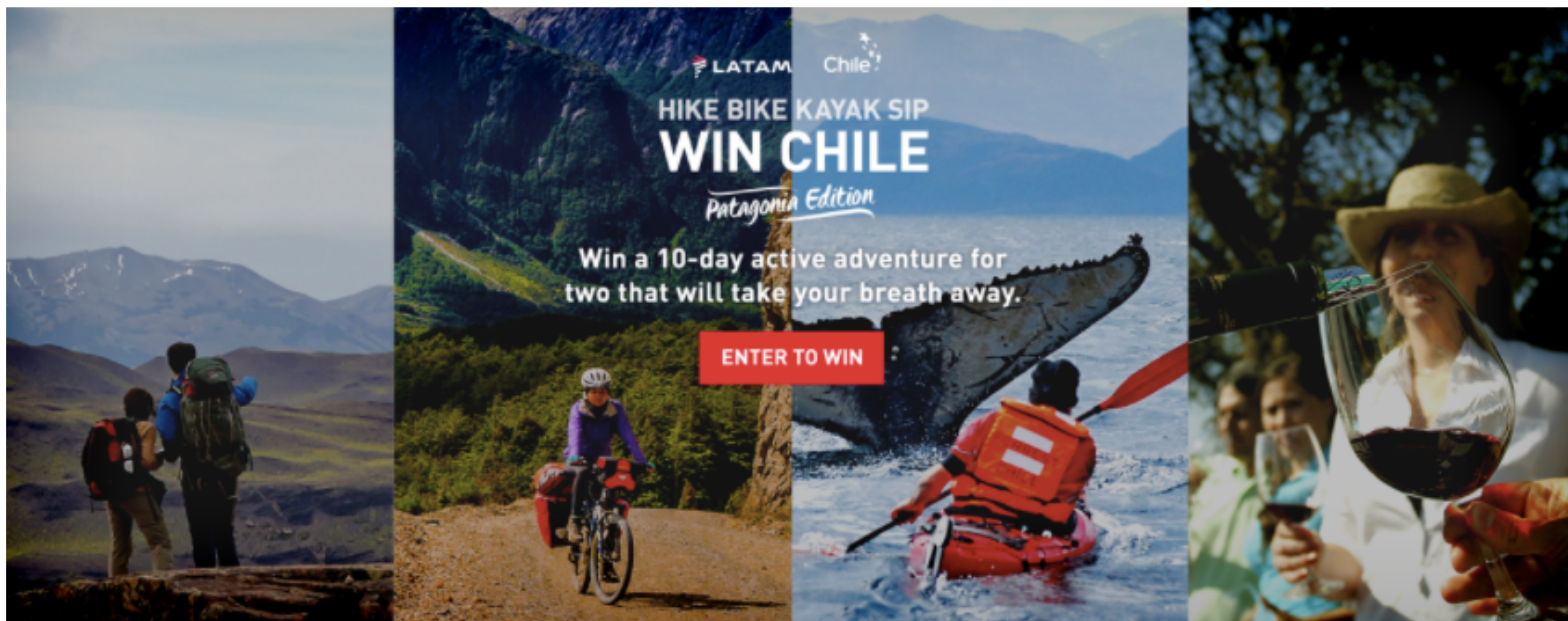


# CREATIVE CAMPAIGNS FOR YOUR BRAND

The ATTA and Adventure.Travel offer consumer, trade, or joint creative campaigns for your brand. Based on your needs, we can work with your brand on a small campaign, or work to connect you with partners for a larger global campaign.

Sample opportunities include Coop marketing campaigns, Adventure.Travel or AdventureTravelNews “takeover” campaigns, mission, inspiration and action oriented campaigns, and more.

Contact us to learn more.





# PROMOTE YOUR BRAND TODAY

To jumpstart your partnership and advertising opportunities with the ATTA please fill out the form at [adventuretravel.biz/advertising](http://adventuretravel.biz/advertising)

*\*ATTA has the right to vet and refuse advertising requests*



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION

[www.adventuretravel.biz](http://www.adventuretravel.biz)

Balkans © ATTA  
[Gregg Bleakney]