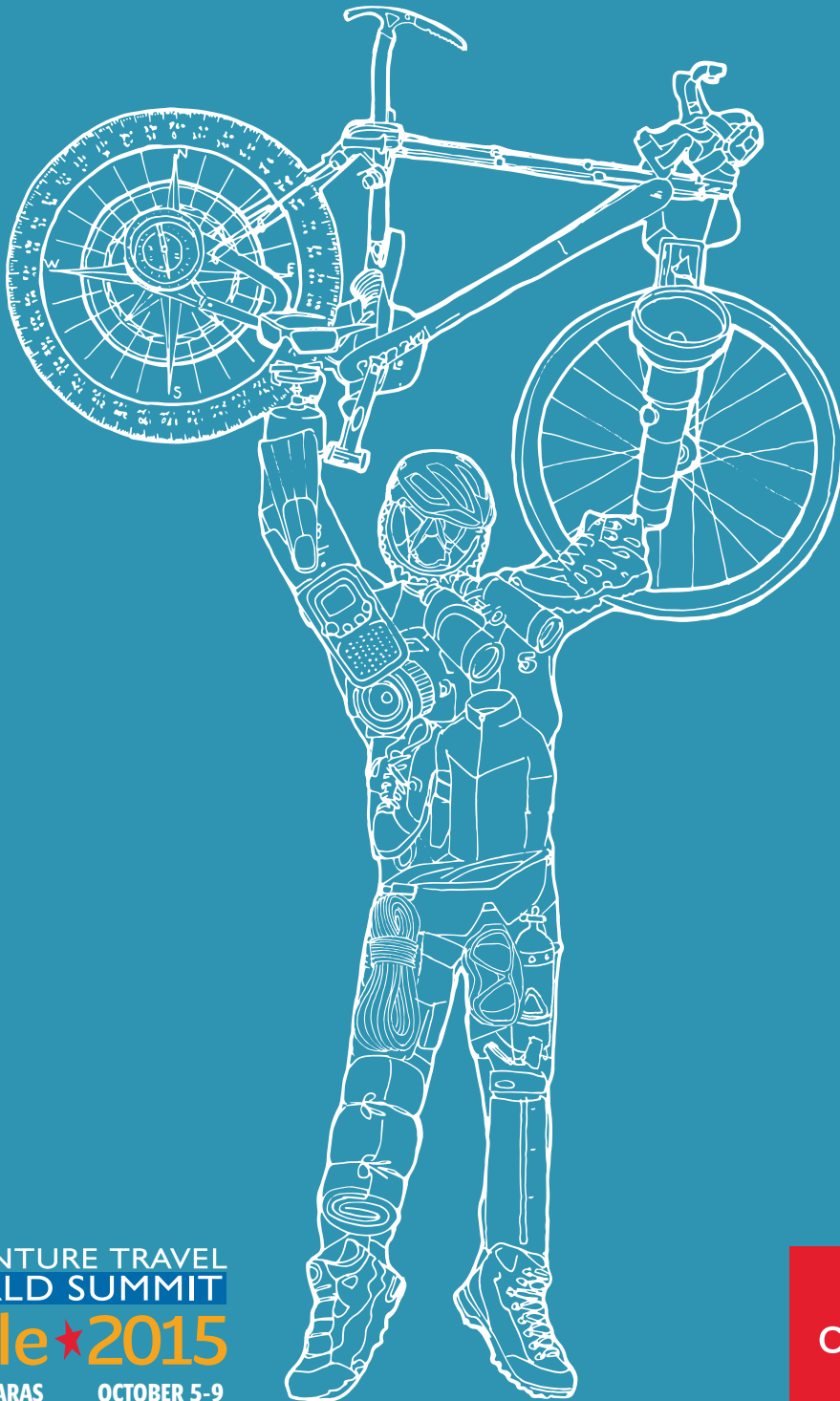


★ ★ ★ VIVA LA ★ ★ ★
REVOLUCIÓN
DE LA AVENTURA



ADVENTURE TRAVEL
WORLD SUMMIT

Chile ★ **2015**

PUERTO VARAS

OCTOBER 5-9

Chile ★



Desierto de Atacama

4 Welcome to the 2015 Adventure Travel World Summit

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40 Summit Partners

 Wifi

All delegates have access to free Wi-Fi for the Summit. To log in at The Patagonico Hotel Conference Center, use access code **hotel2015**.

Name

Company

Email

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

Welcome to the Adventure Travel World Summit

In preparing for this year, the ATTA team discussed at length the concept of revolution and what it might mean for the role of tourism in the world and specifically adventure tourism. The travel industry has huge impact on the globe in terms of economics, jobs, cultural understanding, human interaction and entrepreneurship, but the travel industry does not get an A on its report card. Sometimes, mainstream tourism appears to be more of a malefactor of local economies and the environment than a benefactor.

We believe it's time for a change. And that adventure travel done right provides a model for that change.... Viva la Revolución de la Aventura! Revolution comes from Latin and means "to turn around." We in the adventure community believe that we can help turn tourism around by promising to operate with standards that go beyond "constant stakeholder value increases" and bottom lines. What will those stakeholders think when the stakes they hold are destroyed and worthless? People and place matter. We simply can't leave them out of the equation.

How will this revolution happen? It's already happening. Many of you, Summit delegates, are already being revolutionaries and have been for

years: by not giving in to the temptation to cut corners when it comes to involving locals and protecting the environment and managing risk, and by choosing the ethical route over the financially expedient route. Your passion drives you to do good.

Adventure tourism is the most revolutionary product in the tourism industry. Introduce travelers to nature, to others and ultimately to themselves and life gets better and deeper fast. Many people no longer desire artificial sweeteners, corporately farmed and mass-raised products, fast food and highly packaged materials.... so why would we accept the equivalent in tourism? Let's come together, here in Chile, my friends, and keep finding routes to change, to turn around, to revolutionize.



Shannon Stowell
President, Adventure Travel Trade Association

Welcome to Chile!

It is with great pleasure that we offer you the warmest welcome to our country, considered to be not only one of the best adventure tourism destinations on the planet, but one of the most pristine and least explored.

As host to this most prestigious event we are delighted to have the opportunity to showcase the stunning and contrasting beauty of our landscapes and thrilling adventure experiences that we offer not only in the Lakes Region, but throughout the entire 4,000-kilometer stretch of the country.

Adventure seekers can choose from a wide array of unforgettable experiences that include hiking in the altiplano and climbing active volcanoes in the north, skiing, surfing and exploring vineyards in the center, and riding rapids and cruising through lakes and thousand-year-old glaciers in the south.

The flowering desert, the lunar valleys and steaming geysers, the magic and mystical islands and the virgin nature of world-class Patagonia are ideal destinations for the adventure travel community's adventure-seeking clients.

Chile's commitment to sustainable tourism development is evidenced through national plans and service provider distinctions, and demonstrated in our protected national parks and reserves that comprise 19 percent of the nation's territory.

We invite you to have an incomparable adventure tourism experience, connect with nature and the hospitality of our people, learn from our culture and enjoy our world class wine and authentic cuisine.

We look forward to strengthening our relationship with ATTA and its members and working together to promote Chile as a unique adventure tourism destination, inviting more people to have unforgettable experiences in our magnificent natural landscapes.



Javiera Montes Cruz
Subsecretaria de Turismo



MONDAY
OCTOBER
5



Lago Pehoe

🕒 7:00-9:00 📍 Conference Center Lobby

Check-in

Come to the Conference Center Lobby to pick up your badge, gift and program. All delegates must wear badges throughout the Summit to gain access to all sessions and events.

🕒 7:30 📍 Departing from the Conference Center

Day of Adventure

Join your fellow delegates for a Day of Adventure, brought to you by Turismo Chile. Get ready for adventure and meet new colleagues as you explore the incredible areas surrounding Puerto Varas. There will be a short welcome and presentation at 7:30 with buses leaving for the adventures at 8:00 from the Conference Center.



🕒 15:30-17:00 📍 Conference Center Lobby

Check-in

If you did not pickup your badge, program and gift bag yet, the check-in desk will be open from 15:30 - 17:00 when you return from your Day of Adventure. Please collect your items before 17:00.

TUESDAY
OCTOBER
6



Carretera Austral

🕒 10:00-11:00 📍 Los Volcanes

New Delegate Orientation

Join the ATTA team for an overview designed to help you make the most of your time at the Adventure Travel World Summit. Meet members of the ATTA team, get tips on how to connect with many of the 700 attendees and learn how to navigate the agenda including MARKETPLACE, MediaConnect, Peer-to-Peer Exchange, special evening events and more. First-timers and Summit Experts alike are encouraged to attend, learn and lend insight into how to best utilize your time at the Summit.

🕒 11:00-11:15 📍 Los Volcanes

Depart for Opening Day

Join us for the Opening Day in Llanquihue and Frutillar to explore more of Chile – it's people, food, wines, connectivity, landscapes and adventures. We will briefly go over the flow of the day and load the buses for Llanquihue sharply at 11:15.

🕒 11:45-14:30 📍 Llanquihue 🍽️ Lunch

Lunch with Chile

After an enjoyable 15 minute bus transfer, where you can start networking with your fellow delegates, Chile welcomes you to Llanquihue for an authentic Chilean buffet lunch with entertainment, food and handicrafts all celebrating the micro zones of Chile. After lunch, relax via a 20 minute transfer to the Teatro del Lago in beautiful Frutillar.



🕒 15:00-15:15 📍 Teatro del Lago

Summit Welcome



Shannon Stowell
Adventure Travel Trade Association

ATTA President Shannon Stowell takes the stage to open the 2015 Adventure Travel World Summit and welcome all delegates.

🕒 15:15-16:00 📍 Teatro del Lago 🗣️ Plenary

The Road to Sustainability:

Connecting Chile's Preserved Places



Doug Tompkins
Tompkins Conservation

Doug Tompkins knows about the tough decisions that need to be made when it comes to protecting land for long-term economical and ecological benefit. Using his experience converting land into protected national parks (he has created two in Chile and has three in the works), he will address the realistic approach needed to introduce adventurous visitors into new territory with the fewest unintended consequences.

The Carretera Austral is Tompkins' case study of choice. A mostly unpaved road that connects rural communities in Patagonia, the Carretera was originally created as a development project for villages separated by glaciers, fjords and thick forests. The road is now conveniently poised to serve as a "Route of Parks", connecting preserved places and encouraging ecotourism in the region. As Chile shifts away from extractive activities like forestry and grazing to invest in tourism, the impacts to the delicate ecology of Patagonia will inherently be reduced. Of course tourism in itself is not immune from impact. This keynote will focus on this unique example of using existing development in a region to support new tourism initiatives.

🕒 16:00-16:30 📍 Teatro del Lago Lobby ☕ Coffee

Networking Coffee Break

Networking coffee breaks provided by Chile.



🕒 16:30-17:30 📍 Teatro del Lago 🗣️ Plenary

Adventure Travel:

Amazing Opportunities,
Awesome Responsibilities



Elizabeth Becker
Simon and Schuster

Travel has hit a sweet spot thanks to the advances of the 21st Century: open borders, a rising global middle class, technological wizardry and a continued revolution in transportation. The world has finally realized that tourism is one of its mightiest industries, and everyone wants in on the action. But what about the downsides? Those in the adventure travel business know better than most that the rush to lure tourists in ever increasing numbers can mean trouble for destinations and the planet: pollution, destruction of the environment and undermining of local culture.

Drawing on her years of research for “OVERBOOKED: The Exploding Business of Travel and Tourism” Becker will address the opportunities and responsibilities of tourism today and suggest how adventure tourism can be a leader in this new golden age of travel.

Tourism's Impact on Societies and the Planet



Arnie Weissmann
Travel Weekly



Jamie Sweeting
Planeterra Foundation
and G Adventures



Elizabeth Becker
Author of “Overbooked”



Shannon Stowell
Adventure Travel Trade Association

Our experts, led by Arnie Weissmann from Travel Weekly, will summarize the general evolution of travel and tourism and characterize what's happening in key sectors of the industry, like cruise, resort, adventure and ecotourism. As more people around the world enjoy greater economic freedom and the ability to travel, how must the tourism industry prepare to manage ever-increasing numbers of visitors to both established and emerging destinations? What are the primary lessons to be taken from the history of tourism development up to this point? What strengths exist within the adventure industry that might be beneficial to the tourism industry at large in this time of rapid expansion and change?

These four travel industry veterans will take the risk to sit on stage and pose some difficult questions to each other — and our community — about the adventure revolution and its role in overall development of travel and tourism.

🕒 17:30-18:00 📍 Teatro del Lago Lobby

Networking Break

🕒 18:00-22:00 📍 Teatro del Lago 🍽️ Dinner

Chile's Opening Inauguration & Dinner

The Chilean hospitality continues with a warm welcome and opening inauguration and dinner. Delicious food, wine and live music will be incorporated as we celebrate the incredible diversity of Chile. After a full day, we will board the bus to return to Puerto Varas.



Matetic Vineyards★
Casablanca

WEDNESDAY
OCTOBER
7



Volcán Osorno

🕒 9:00-10:30 🌊 Los Volcanes 🗣️ Plenary

Passionate People



Kai Kight
Keynote Speaker
& Violinist



Rodolfo Guzmán
Chef, Boragó



Omar Samra
Wild Guanabana

It is the people who follow their passions, their values and their hearts that drive innovation, creation and - revolution. During our plenary session speakers from distinctly different backgrounds will talk about their passions and ignite your own sense of purpose.

"Life is an adventure of passion, risk, danger, laughter, beauty, love; a burning curiosity to go with the action to see what it is all about, to go search for a pattern of meaning, to burn one's bridges because you're never going to go back anyway, and to live to the end."

— Saul D. Alinsky, *Reveille for Radicals*

Composing Your Music in the World - Kai Kight

Imagine your life as a work of art, a piece of music, for which success is not defined by merely playing the right notes, but by offering passionately unique sounds that will echo far beyond the limits of your existence. As a classical violinist turned improvisational composer, Kai Kight will use his own transformative musical journey as a metaphor to inspire others to embrace how they too can rewrite the notes of the past. Expect to hear original music and a compelling message that will move you to hear the world differently and, may inspire you to reinvent the world around you.

Power of Food - Rodolfo Guzman

Rodolfo Guzman is not just a top chef and seasoned forager. He believes the real power of food is as a catalyst for change. Eight years ago when the restaurant Boragó was on the verge of closing, Guzman entered with a focus on revaluing endemic Chilean ingredients and was inspired by cooking methods and traditions practiced for centuries by

Chile's indigenous Mapuches. His goal: tell the story of Chile's terrain, people and culture through its food. Boragó is now hailed as a groundbreaking restaurant firmly ensconced among the top tables on the planet; and Guzman as one of Latin America's most visionary chefs. As a result of this passion, a growing ecosystem of over 200 foragers, farmers and fishermen provide food for Boragó, fostering a model economy which values and protects Chile's natural and cultural resources.

Mountains of the Mind - Omar Samra

In 2013, having just become the first Egyptian to climb the seven Summits, things couldn't get better for entrepreneur Omar Samra. After his last expedition, he headed from Alaska to Miami to reunite with his soul mate and witness the birth of their first baby, Teela. In less than a month tragedy struck and his life as he knew it was no more. This is a talk about a man who found out that the mountains he'd climbed were never meant to be his biggest challenge, and he began picking up the pieces. Samra's journey from here has taken him from the two poles to space and the beginning of finding answers to life's most important question.

Plenary Partners



Switzerland.
MySwitzerland.com



Our plenary session will conclude with a presentation from our lunch partner, Ecuador.

🕒 10:30-11:00 🌊 Foyer ☕ Coffee

Networking Coffee Break

Coffee Break Partner

explora®

🕒 11:00-13:00 📍 Revolution Room

Tour Operator MARKETPLACE

The 2015 Tour Operator MARKETPLACE features 100 inbound tour operators and accommodations 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.

See the MARKETPLACE directory on pages 16-17 for a complete list of participants.

Marketplace Partner



🕒 11:00-12:30 📍 Volcán Osorno 🔄 Concurrent

Conservation Travel: La Revolución de la Aventura

James Sano World Wildlife Fund - Moderator

Tania Curry World Wildlife Fund - Moderator

Jorge Perez Tierra del Volcan / World Bike Adventures

Hernan Mladinic Conservacion Patagonico / Tompkins Conservation

Enrique Umbert Mountain Lodges of Peru

Conservation Travel — defined as sustainable travel that directly protects the natural resources on which the industry thrives — is the only future for the Adventure Travel industry. In this session learn more about the ATTA–WWF partnership to promote and support the mainstreaming of Conservation Travel practices in our industry. Gain access to new tools that help all ATTA members and the adventure travel community implement, market, finance and scale

Conservation Travel practices, including an innovative scorecard for destinations. These tools will help businesses incentivize and invest in conservation and inspire the traveler to engage in our planet's future. Through compelling cases, delegates will gain insight into real-life challenges and successes from colleagues at the cutting edge of Conservation Travel.

🕒 13:00-14:30 📍 Tiznao, Alerce & Terraza 🍽️ Lunch

Lunch with Ecuador

Be part of a journey through the majestic Andes, the beauty of the Pacific Coast, the mysteries of the Amazon rainforest and the enchanted Galapagos Islands. A trip into the past and the present of a mega-diverse territory blessed with natural wonders and full of friendly people. Welcome to an unprecedented adventure! Welcome to Ecuador!

Lunch Partner



🕒 14:30-16:00 📍 Volcán Osorno A 🔄 Concurrent

Indigenous Roundtable Discussion

Ben Sherman WINTA - Moderator

Manuel Maribur Mapuche Trekan

Juan Marambio Travolution

Carolina Peña Tondreau Sernatur

The possibility exists that Indigenous feet trod on every accessible space within Chile and, indeed, all of South America. Indigenous knowledge extended to all waters, forests, deserts, mountain

slopes and valleys. Indigenous people followed the ancient paths through all landscapes, traveling widely for exploration, trade and hunting. Ancient lifeways supported an intricate relationship with the natural world that continues to influence modern Indigenous wisdom, knowledge and spiritual beliefs.

In this 90-minute session you will hear perspectives representing values-based tourism for Indigenous communities, tactics non-Indigenous tour operators can use to support the development of this important sector and the Chilean government's position on Indigenous tourism development.

🕒 14:30-16:00 📍 Revolution Room

Tour Operator MARKETPLACE

MARKETPLACE continues with its second set of meetings.

🕒 16:00-16:30 📍 Foyer ☕ Coffee

Networking Coffee Break

Coffee Break Partner



🕒 16:30-17:30 📍 Revolution Room

Tour Operator MARKETPLACE

MARKETPLACE continues with its third set of meetings.

🕒 17:45-19:15 📍 Los Volcanes 🗣️ Plenary

Adventure in Motion



Casey Hanisko
Adventure Travel Trade Association

Film has inspired people to adventure and to travel around the globe since its inception as an art form. Adventure in Motion is a contest in its second year that honors that spark of wanderlust that is ignited by the stories told through video. Join us as we explore visual storytelling through several films including the winner of this year's Adventure in Motion film contest and to learn what destinations, emotions, sounds and stories have inspired travelers to vote for their favorite.

Adventure in Motion Partners



🕒 19:15-23:15 📍 Tiznao, Alerce & Terraza 🍽️ Dinner

Dinner and Party with Alaska

Enjoy a BIG Alaska evening with the 2016 Adventure Travel World Summit host, Visit Anchorage, for a night of music, dancing and entertainment. After dinner, head back to Los Volcanes to join us for the band Pamyua - self-described as "tribal funk" and "world music." Come and revel in their sounds and get Alaska wild.

Dinner Partner





© ATTA / Lukasz Warzecha

MARKETPLACE

The 2015 Tour Operator MARKETPLACE gathers suppliers, buyers and media together and provides a dynamic atmosphere for introductions, learning about new opportunities and engaging in product development discussions.

Marketplace Partner



DESTINATION PARTNER

DP01 Turismo Chile

DP02 LATAM
Airlines Group

DP03 Visit Anchorage

DP04 Ecuador
Ministry of Tourism

DP05 Switzerland

DP06 Lucerne

DP07 Jordan Tourism
Board North America

DP08 EMBRATUR

AFRICA

AF01 Malawianstyle

AF02 Sabi Sabi Private
Game Reserve

AF03 Travel Marketing
Worldwide

ASIA & MIDDLE EAST

AM01 Tribal
Adventure Tours

AM02 ExoAdventure

AM03 Grand Asian
Journeys

AM04 Easia Travel

AM05 Ibex Expeditions

AM06 Marrakesh Voyage
/ Morocco DMC

AM07 Encounters Asia
/ Jungle Lodges

AM08 Zendmen
Travel Mongolia

AM09 Dharma Adventures

AM10 Oku Japan

AM11 Indian Outskirts

AM12 Rventures Holidays

AM13 Amica Travel

EUROPE

EU01 The Wilderness
Collective - UK & Ireland

EU02 Futurismo
Azores Adventures

EU03 Caminoways.com

EU04 Green Visions
Ecotours

EU05 Europe Active

EU06 Ireland Walk,
Hike, Bike

EU07 Vildmark i Värmland

EU08 Hike'n Sail in Turkey

EU09 VMD
Adventure Travel

EU10 Mandala Tour Italy

EU11 Macedonia
Experience

GLOBAL

GL01 Peak DMC

GL02 PureQuest
Adventures

GL03 Ultimate
Safaris Namibia

GL04 Emerging
Destinations

LATIN AMERICA

LA01 Say Hueque /
Argentina Adventures

LA02 Posada Puelo Lodge

LA03 Hotel Pantanal
Jungle Lodge

LA04 Upscape (formerly
Santiago Adventures)

LA05 Pure Colombia
Travel

LA06 Adsmundo

LA07 Dittmar Adventures

LA08 Hotel Cabañas
del Lago

LA09 Latin Trails

LA10 Andes Nativa

LA11 Wilderness Explorers

LA12 Turismo
Araucania Andina

LA13 Todos Santos
Eco Adventures

LA14 Huilo Huilo
Biological Reserve

LA15 Apumayo exp. PERU

LA16 CTS Turismo

LA17 Project Cordillera

LA18 Ecoturismo Tierra
Verde / Verdetour

LA19 SierraRios LLC

LA20 Centro de Montaña
Volcan Osorno Patagonia
Mountain S.A

LA21 Natoura Travel
& Adventure Tours

LA22 Expeditions

LA23 Condor Travel

LA24 On Safari Atacama

LA25 Tropical
Tree Climbing

LA26 Chile Nativo Travel

LA27 Kallpa Tour Operator

LA28 Tierra Hotels

LA29 Summum
Outdoor Adventure
Travel Colombia

LA30 Trails of Chile

LA31 Rios Tropicales

LA32 Huella Andina
Expeditions

LA33 Amazon
Muyuna Lodge

LA34 Fantastico Sur

LA35 Chaska Tours
Colombia

LA36 Conservacion
Patagonica /Tompkins
Conservation

LA37 NeoTropic
Travel - Galapagos -
Ecuador - Colombia

LA38 Chiloe Natural
Turismo

LA39 Mountain
Lodges of Peru

LA40 Patagonia
SouthernLand Expeditions

LA41 Terra Brasilis

LA42 Australis

LA43 Pure Brasil

LA44 Cascada
Expediciones /
EcoCamp Patagonia

LA45 Adventure
& Landscape

LA46 Caminhos do
Sertão Bicycle Tours

LA47 Protours Chile

LA48 Ciribai Turismo
de Aventura

LA49 Cruceros Skorpios

LA50 ECODESTINOS

LA51 Turismo
Chimanga Ltda.

LA52 La Paz on Foot

LA53 Explora

LA54 Magri Turismo

LA55 Puyuhuapi
Lodge & Spa

LA56 Gondwana
Brasil Ecoturismo

LA57 BirdsChile
- Adventures &
Nature Tours

LA58 EQ Touring

LA59 Amity Tours

LA60 Azimut 360

LA61 Expediciones Sierra
Norte de Oaxaca

NORTH AMERICA

NA01 Yukon Wild

NA02 Adventure
Travel West

NA03 Forever Resorts |
Jackson Hole, Wyoming

NA04 Boréale Explorers

NA05 Within the Wild
Adventure Co.- Alaska

OCEANIA / POLAR

OP01 Antarctic Logistics
& Expeditions

OP02 Great Walks
of Australia

OP03 Adventure Canada

OP04 Oceanwide
Expeditions

OP05 Tasermit South
Greenland Expeditions



🕒 9:00-10:30 📍 Los Volcanes 🗣️ Plenary

How to Instigate a Revolution for Good



Tim Martin
Former Canadian Ambassador

How can we as an industry and a community be a force for good and earn an international leadership position in the sustainability revolution? In order to get it right and make a difference that counts, we need diplomatic smarts and global awareness. Former Canadian Ambassador, Tim Martin, has been at the forefront of peace and security work in Latin America, Afghanistan, the Middle East and Africa. Tim will share insights and tips from his career as a diplomat as to how adventure tourism professionals can drive positive change in the international arena. His presentation will include the revolutions around us today – and the counter revolutionaries that threaten them. He will talk about his first-hand experience leading the Kimberley Process to ban blood diamonds and the lessons it holds for changing international business patterns. Drawing from his thirty years of experience, Tim will recommend how adventure travel professionals can prepare to drive positive change in today's global environment.

🕒 10:30-11:00 📍 Foyer ☕ Coffee

Networking Coffee Break

Coffee Break Partner



Portillo

Puerto Varas, Chile

🕒 11:00-12:30 📍 Volcán Calbuco 🗣️ Concurrent

Designing Travel Experiences

Ann Heidi Hansen Nord Norway

The quest for memorable moments is at the heart of every traveler. In order to create extraordinary experiences, travelers must be completely immersed -- totally focused on what is happening in the moment. "Consumer immersion" can be characterized as intense, extraordinary and transcendent moments of "being here and now." Ann Heidi Hansen is an expert in consumer immersion within nature-based tourism experiences. In this session she presents examples of the role and performance of tour guides in creating these "goosebump" moments for travelers immersed in the outdoors. As a way to implement these findings Hansen will present a toolkit concept for discussion, and will lead a workshop on planning and co-creating immersive and memorable experiences for your guests.

🕒 11:00-12:30 📍 Volcán Osorno B 🗣️ Concurrent

Measuring Your Content:

Converting Audiences into Bookings

Matthew Barker I & I Travel Media

With an overwhelming number of channels and techniques at your disposal it's easy to lose sight of core marketing principles. Even in this age of content and inbound marketing it's essential to know what activities, no matter how soft or indirect, are most effective on the bottom line and to allocate scarce resources accordingly. In this session, digital marketing strategy expert Matt Barker explores the methodology of evaluating content marketing and shows you how, with a few simple configurations, you can attribute financial value to otherwise nebulous audience building efforts.

🕒 11:00-12:30 🔥 Volcán Osorno A 🗣️ Concurrent

Adventure Travel Guiding:

The New Standard

Dan Moore	Pandion Consulting & Facilitation
<hr/>	
Myles Farnbank	Wilderness Scotland & School of Adventure Studies UHI
<hr/>	
Christina Beckmann	Adventure Travel Trade Association

At the industry’s urging, and to help address the gap in performance and qualification standards for adventure travel guides, the ATTA took on the task of convening and leading an industry working group to define a global standard for adventure travel guides. Along with group facilitator Christina Beckmann and team recorder Gabi Assis, Dan Moore led the group by consolidating comments and drafting sections of the standard for group review and comment. In this session Moore will introduce the adventure travel guide qualification and performance standard that resulted from the group’s effort.

A selection of panelists will join Moore to discuss how they see applying the new standard at the destination level as it applies to adventure travel regulation and policy, and at the company level, as it provides a guideline for guide training efforts.

🕒 11:00-12:30 🔥 Volcán Tronador 🗣️ Concurrent

Travelers Explained:

Behavioral Economics and Traveler Psychology

Milena Nikolova	The American University in Bulgaria
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Understanding the hidden dynamics of consumer behavior will reveal a lot about your travelers. Using cutting-edge insights from behavioral economics, this session will reveal the brain’s behaviors when it comes to making purchases - and how understanding these behaviors has become an essential ingredient for success in innovative industries. This is the first time these principles will be applied directly to

the adventure travel industry. You’ll learn how to address challenges and new trends in the global marketplace by taking a behavior-driven approach.

🕒 12:30-14:00 🔥 Tiznao, Alerce & Terraza 🍽️ Lunch

Lunch

🕒 14:00-15:30 🔥 Volcán Tronador + Calbuco 🗣️ Concurrent

Right-Sizing Big Data for Your Company

Scott Friesen	Quadratic
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Much has been made in the business media about so-called “Big Data.” However, using information to develop deeper customer relationships is not limited to something that only big companies with Big Data can do. Using data to provide customers with better service, better offerings, better experiences and more relevant marketing can take place at many different levels of sophistication. Every company has room to improve. Why? Because customer expectations continue to grow and change, as does the competitive landscape. This session will focus on some of the large trends going on in customer data, applied analytics, and personalized marketing, providing frameworks on how companies of any size can take steps to improve their engagement in these exciting areas of change.

🕒 14:00-15:30 🔥 Revolution Room 🗣️ Concurrent

MediaConnect:

Session 1

ATTA’s MediaConnect sessions deliver a format that mixes media tips and trends from top travel journalists, bloggers and media experts. Tour operators 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 dedicated 30-minute panel discussions - and then seize the remaining hour to try your pitch to specific media contacts seeking story ideas related to your adventure travel business.

Pitching Straight in a Shifting Landscape (30-minute Panel)

Deirdre Campbell	Tartan Communications - Moderator
<hr/>	
Graeme Green	Journalist, Travel Writer & Photographer
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Stephanie Pearson	Freelance Writer & Contributing Editor, Outside Magazine
<hr/>	
Jim Byers	www.jimbyerstravel.com
<hr/>	
Lyn Hughes	Wanderlust Magazine

Whether you’re a business owner, a PR professional, a writer or an editor, you probably learned everything there was to know about the “press” when it was still just that -- an industry dominated by print. When some of us learned to write a press release or a story, there was no Twitter, there was no YouTube. There were language barriers and expensive international phone calls and yes, fax machines. Things have changed and you’ve likely changed with the times, so in this session we will talk about how the PR / Media world actually works today. How do you pitch a story to a blogger or an Instagrammer? Do different countries have different pitch practices? Should you expect online or social media coverage to come with a print article? Is an online article or social media coverage as valuable as a print article? And, what about photos?

Media Connect Partner
COLOMBIA
IS MAGICAL REALISM

🕒 14:00-15:30 🔥 Volcán Osorno A+B 🗣️ Concurrent

Leading with Resilience

Moe Carrick	Moementum
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In times of intensity, change and heavy workload, leaders get stressed. It takes a great deal of courage to come to the role of leader every day and inspire others to do great work. How do leaders find the resilience required to stay upright and open-hearted when things are moving fast? What can leaders do, together or alone, to materially thrive when the chips are down, and inspire their teams to do the same? In this very interactive session, we will examine the role of vulnerability, empathy, and courage in creating resilience in your company.

🕒 15:30-16:00 🔥 Foyer ☕ Coffee

Networking Coffee Break

Coffee Break Partner



🕒 16:00-17:30 🔥 Revolution Room 🔄 Concurrent

MediaConnect:

Session 2

ATTA's MediaConnect sessions deliver a format that mixes media tips and trends from top travel journalists, bloggers and media experts. Tour operators 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 dedicated 30-minute panel discussions - and then seize the remaining hour to try your pitch to specific media contacts seeking story ideas related to your adventure travel business.

The Power of Influencers (30-minute Panel)

Casey Hanisko ATTA - Moderator

Alex Herrmann Switzerland Tourism

Gary Arndt Everything - Everywhere

Paula Froelich Yahoo Travel

Influencers don't have to be famous, but they might as well be because everything they say and do is heard and seen around the world. Influencers are regular people and/or passionate online media professionals who advocate for a brand or concept on social media. They are not necessarily celebrities but they can be. It might be an individual consumer who loves your product/destination or a journalist who always wants to write about you. In this session we'll cover the concept of "influencer marketing" and help you find the influencers who are already following you and potential influencers whose niche and interests match your product or service. These relationships can form organically or result from a partnership; we'll discuss how to maintain these relationships so that they are most effective.

🕒 16:00-17:30 🔥 Volcán Tronador + Calbuco 🔄 Concurrent

AdventureEDU Preview:

Safety & Risk Management System for Adventure Tour Companies

Jean-Claude Razel AdventureEDU Educator; Alaya Expedicoes

AdventureEDU Educator Jean-Claude Razel will provide a short version of ATTA's two-day training course on Safety and Risk Management. This session will introduce safety management concepts and provide basic instruction on how to conduct a risk analysis for adventure itineraries. At the conclusion delegates will be advised on how to transform their safety management practices into a complete system.

🕒 16:00-17:30 🔥 Volcán Osorno A+B 🔄 Concurrent

Culture Trumps Strategy

Moe Carrick Moementum

Everything about how you do things in your organization--from hiring great employees, to communicating to customers, to selecting itineraries--is rooted deeply in the culture you have cultivated. What is it you hope to leave behind? This interactive session will examine the key elements of company culture and how you as a senior leader, can and should influence culture to ensure tomorrow's success for your company.

🔥 Puerto Varas

Free Night in Puerto Varas

After the last session of the day, the night is yours to explore the beautiful town of Puerto Varas.

Advisory Board

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

Malia Asfour — Jordan Tourism Board North America

Steve Barker — Wild Places LLC

Urs Eberhard — Switzerland Tourism

Paul Easto — The Wilderness Collective

Richard Edwards — Tartan Destinations

Fernando Escudero – AUTENTICA SALTA and AAETAV (Argentinian Adventure Travel Trade Association)

Alfredo Ferreyros — Explorandes

Kristian B. Jørgensen — Fjord Norway Tourist Board

Perry Lungmus — Travel Leaders Franchise Group

Maxi Pia Louis — NACSO

Praveen Moman — Volcanoes Safaris

Maria Elena Price — Experience Plus Bicycle Tours

Jim Sano — World Wildlife Fund

Rob Torres — Google

Richard Weiss — Strategic Travel Consulting

Chunnie Wright — Law Office of Chun T. Wright

SCHOLARSHIP PROGRAM

2015

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.

ROME
McGUIGAN, P.C.
Attorneys at Law

2015 Tour Operator Scholarship Winners:



Grand Asian Journeys
Pam Perry // United States



Project Cordillera
Sam Williams // United Kingdom



Sierra Rios
James "Rocky" Contos // United States



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 Media badge. We appreciate your support in assisting these special guests with their journalistic endeavors.



Ann Abel

Freelance Journalist
ForbesLife, Yahoo Travel, Outside.com



Gary Arndt

Blogger & Photographer
Everything - Everywhere



Berne Broudy

Freelance Writer & Photographer
Backpacker, Outside, Men's Journal



Jim Byers

Freelance Writer
Globe & Mail, Canadian Traveller, Dallas Morning News



Madhuri Chowdhury

Editor
The Outdoor Journal



Janeen Christoff

Editor & Writer
travAlliancemedial, TravelPulse, About.com



Candace Dempsey

Travel Writer
BBC Travel, Alaska Airlines Magazine



Bernard Frantz

Travel Writer
i-trekkings.net



Annie Fitzsimmons

Travel Writer
National Geographic Traveler



Paula Froelich

Editor-in-Chief
Yahoo Travel



Javier Gonzalez

Journalist
Revista Oxigeno



Yvonne Gordon

Travel Writer
The Irish Times, The Guardian, The San Francisco Chronicle



Cristina Goyanes

Freelance Editor & Writer
Shape, Men's Health, Fitness



Graeme Green

Journalist, Travel Writer & Photographer
The Sunday Times, Wanderlust, National Geographic Traveler



Alexandre Guiltat

Travel Writer
Carnets d'Aventures Magazine, expemag.com



Aaron Gulley

Freelance Writer
Outside Magazine, Men's Journal, Virtuoso Life



Katie Hammel

Freelance Writer
BBC Travel, Viator, New York Daily News



Lance Harrell

Director, Online Media
Leisure Group Travel Magazine, SnowBound Magazine



Susan Henly

Travel Writer
The Guardian, The Toronto Star, The Sydney Sun Herald



Eric Hiss

Freelance Writer / wandermelon media
New York Times, Outside.com, Conde Nast Traveler



Lyn Hughes

Editor
Wanderlust Magazine, wanderlust.co.uk



Mark Johanson

Freelance Travel Journalist
CNN, The Guardian, Travel + Leisure



Jackie Laulainen

Blogger & Travel Writer
The Budget-Minded Traveler, Traveling Jackie, Yahoo Travel



Darryl Leniuk

Travel Photographer & Writer
The Globe & Mail, Westworld, Up! Magazine



Susi Maier

Blogger & Travel Writer
Black Dots White Spots



Don Mankin

Travel Writer
Huffington Post, Active Over 50, The Adventure Geezer



Robert McFarland

Travel Writer
The Sydney Morning Herald, The Sunday Telegraph, GQ Australia



Will McGough

Writer
Gear Patrol, CondeNast Traveler



MaSovaida Morgan

Editor
Lonely Planet



Jennifer Murphy

Editor
AFAR



Tim Neville

Travel Writer
New York Times



Stephanie Pearson

Freelance Writer & Contributing Editor
Outside Magazine



Norie Quintos

Executive Editor
National Geographic Traveler



Florian Michael Sanktjohanser

Freelance Travel Writer & Editor
Süddeutsche Zeitung, DPA



Elias dos Santos

Editor
Extremos



Kenneth Shapiro

Editor
TravelAge West



Himraj Singh Soin

Editor
The Outdoor Journal



Elena Sonnino

Blogger & Travel Writer
LiveDoGrow.com, U.S. News Health, Shermans Travel



Sarah Staples

Freelance Writer
Air Canada's enRoute, Sharp magazine, Preferred magazine



Avery Stonich

Freelance Writer
National Geographic Adventure, National Geographic Traveler, Outside



Theresa Storm

Freelance Writer & Photographer
WestJet Magazine, AAA Traveler, AAA Living



Arnie Weissmann

Editor-in-Chief
Travel Weekly



Marcus Woolf

Journalist & Editor
The Adventure Post

Attend MediaConnect on
Wednesday, October 8th
to meet media delegates

Your Adventure Travel World Summit Emcees



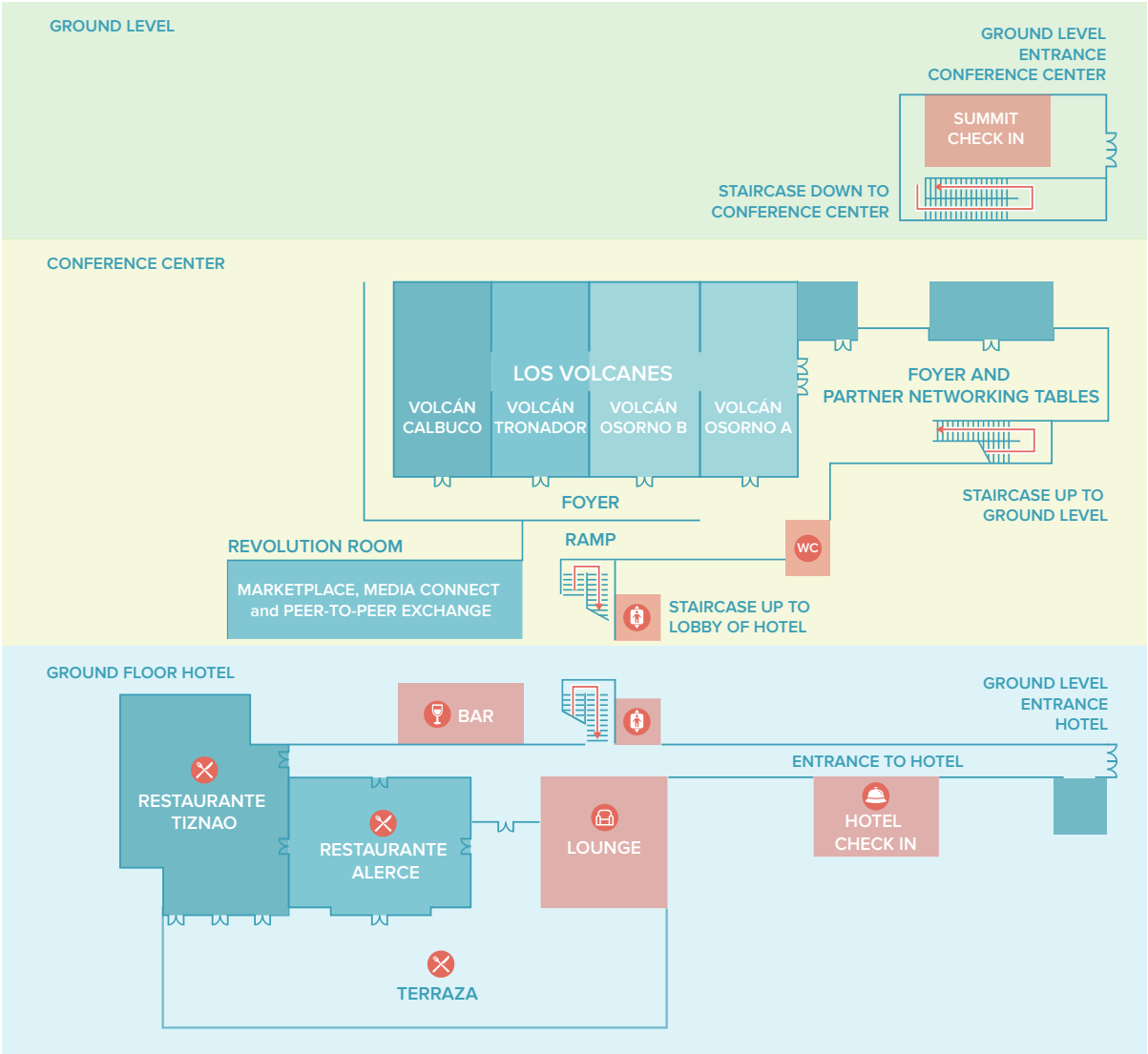
Rafael Gallo has been a leading conservationist, visionary, entrepreneur and change-maker in Costa Rican adventure tourism for over 30 years. As the cofounder and President of Rios Tropicales, Rafael passionately leads the company to go further to protect, educate, conserve, reforest and support local communities. Through his adventure company and involvement with key conservation, sport, and tourism organizations, Rafael has led various groups, organizations, events and tourists. Residents have together planted over 20,000 native species of trees to mitigate over 12,600 thousand tons of carbon annually over the past two decades.

Rafael is a founding member of the International Rafting Federation, Presides Red Costarricense de Reservas Privadas, responsible for 99% of Private Conservation in Costa Rica and has been a member of the prestigious New York Explorers Club, due to a number of river explorations around the world.



Luis Vargas is currently the Vice President, Marketing + Customer Engagement at The Clymb, based in Portland, Oregon. The Clymb is a 5 million+ member strong e-commerce and content business selling gear, apparel and global adventure travel experiences. Luis has spent his career in the travel and tourism industry having held leadership roles at iconic brands such as REI, The Walt Disney Company and Backroads. He is a graduate of The Anderson School of Management at UCLA, a Certified Sommelier, and sits on the Board of Directors of Sustainable Travel International, the Adventure Cycling Association and is a frequent advisor to the Adventure Travel Trade Association.

Venue Map



Volcán Osorno A+B - sponsored by Peru

VIP Press Room - sponsored by Snowmass



FRIDAY
OCTOBER
9

Puerto Río Tranquilo

🕒 9:00-10:30 📍 Los Volcanes 🗣️ Plenary

Travel: 2030



Caroline Bremner
Euromonitor's Head of Travel



Mike Jozwik
Euromonitor's Global
Director of Consulting

Euromonitor International invites you to fast-forward to 2030 to take a look at the Future of Travel. Rapid urbanization, connected consumers and the rise of millennials means big changes to where, how and why mid-century travellers will explore the world.

Disruption is already rife in travel as technology and changing demographics gives rise to new business models. Euromonitor will explore the trends that will shape the travel industry and shed light on how companies can prepare for the changes ahead.

As Global Director of Euromonitor Consulting, Mike Jozwik is at the forefront of where and how global business is evolving. His work over the last 15 years with governments, financial institutions and Fortune 500 companies across 80 countries provides a unique perspective on the challenges ahead for businesses competing in a global landscape. He and Caroline Bremner, Euromonitor's Head of Travel, will engage in a conversation that challenges what you know about tomorrow's traveler.

🕒 10:30-11:00 📍 Foyer ☕ Coffee

Networking Coffee Break

Coffee Break Partner



🕒 11:00-12:30 📍 Volcán Calbuco 🗣️ Concurrent

Designing Travel Experiences

Repeated (see page 19)

🕒 11:00-12:30 📍 Volcán Osorno B 🗣️ Concurrent

Measuring Your Content:

Converting Audiences into Bookings

Repeated (see page 19)

🕒 11:00-12:30 📍 Volcán Tronador 🗣️ Concurrent

Travelers Explained:

Behavioral Economics and
Traveler Psychology

Repeated (see page 20)

🕒 11:00-12:30 📍 Volcán Osorno A 🗣️ Concurrent

Adventure Travel Guiding:

The New Standard

Repeated (see page 20)

🕒 12:30-14:00 📍 Tiznao, Alerce & Terraza 🍽️ Lunch

Lunch

🕒 14:00-15:30 📍 Volcán Osorno A 🔄 Concurrent

Partnering with U.S. Travel Agents to Grow Your Business

Perry Lungmus Luxury Travel, Travel Leaders - Moderator

Amit Sankhala Encounters Asia

Sarah Postler Tourism Australia

Stevie Christie The Wilderness Collective - UK & Ireland

Sarah Nelson Wandrey A World of Travel

Travel agents in the United States can serve as an important portal and sales partner for international tour operators, DMCs, properties and niche providers hoping for their share of \$180 billion in outbound annual U.S. travel. But how do specialty adventure providers best set themselves up to work with agents and get started in this large, highly fragmented marketplace? Join us for an engaging panel discussion with travel agency, destination and ATTA supplier experts to better understand the current U.S. travel agency environment, evolving agency trends that impact U.S. active and adventure travel sales opportunities and what to expect operationally in order to succeed with agents in this important source market.

🕒 14:00-15:30 📍 Volcán Calbuco 🔄 Concurrent

Right-Sizing Big Data for Your Company

Repeated (see page 20)

🕒 14:00-15:30 📍 Revolution Room 🔄 Concurrent

Peer-to-Peer Exchange



Moe Carrick
Moementum

There will be two Peer-to-Peer Exchange (P2P) sessions; delegates are free to attend one or both. Join dynamic group round table discussions on a specific subject matter that are carefully designed to allow for everyone to engage. During your small group discussion you'll tackle a specific area of interest and share best practices, get feedback on issues you face and offer insights to one another on challenges. You'll have the opportunity to explore several subjects during each session.

In addition, each session will provide time for creating questions for the ATTA Adventure Mentor team post-Summit. These questions, arising out of our facilitated P2P process, will offer delegates the chance to get expert advice after the Summit via a unique white paper response from our Adventure Mentors.

Moe Carrick, of Moementum, Inc. will facilitate these dynamic, interactive, and fun sessions. The energy and exchange will assist you in your journey to have the impact you want personally and for your organization.

🕒 15:30-16:00 📍 Foyer ☕ Coffee

Networking Coffee Break

Coffee Break Partner



🕒 16:00-17:30 📍 Revolution Room 🔄 Concurrent

Peer-to-Peer Exchange

Repeated (see facing page)

🕒 16:00-17:30 📍 Volcán Calbuco 🔄 Concurrent

AdventureEDU Preview:

Safety & Risk Management System for Adventure Tour Companies

Repeated (see page 22)

🕒 16:00-17:30 📍 Volcán Osorno A 🔄 Concurrent

Power of More:

How to Use Strategic Partnerships to Achieve Your Business Objectives

Hugh Hough Green Team Global - Moderator

Luis Vargas The Clymb

Malia Asfour Jordan Tourism Board North America

Juan Camilo Caicedo LATAM Airlines Group

The reach and power of multiple business partners has benefits beyond numbers. Tying well known brands to lesser known initiatives, destinations or products often creates win-win scenarios for everyone. During this session, industry experts from various verticals will share their experience partnering with like-minded businesses on social, email, online and influencer campaigns with defined budgets, business goals and expected returns. Learn how to best create your own strategic partnerships including what you'll need to contribute, pitfalls to avoid, how to best evaluate success and how to learn from failures.

🕒 17:45-19:15 ⚡ Los Volcanes 🗣️ Plenary

ATWS Closing Plenary Session



Shannon Stowell
Adventure Travel Trade Association

ATTA President Shannon Stowell wraps up all the learning and inspiration from the 2015 Adventure Travel World Summit in his closing remarks.

🕒 19:15-21:15 ⚡ Tiznao, Alerce & Terraza 🍽️ Dinner

Dinner with Brazil

Join us for a dinner featuring Brazil's sensational flavors, rhythms, culture and adventure. Oba!

Dinner Partner



Sensational!

🕒 21:15 ⚡ Los Volcanes 🍷

Closing Night Party

The sessions are over, however we are not ready to say goodbye. After dinner, swing by Los Volcanes room for dancing and networking and final farewells.

Closing Night Partner



Río Petrohué

SATURDAY
OCTOBER
10



Mapuche woman, Bio-Bio region, Chile

🕒 Saturday, October 10 ♦ Solace Hotel

Community-Based Indigenous Tourism Forum

This forum on Community-Based Indigenous Tourism will appeal to tour operators and destination leaders from around the globe who wish to find ways of doing business with Indigenous communities. Experts say Indigenous people inhabit about 80% of the lands and waters on the earth containing the greatest amount of eco-diversity. These wondrous landscapes that travelers love to visit are very often the home territories of Indigenous people and their communities.



WINTA
WORLD INDIGENOUS
TOURISM ALLIANCE

Agenda

- | | |
|-------|--|
| 08:30 | Registration with morning refreshments |
| 09:00 | Indigenous prayer and introductions |
| 09:15 | Welcome from Chris Doyle, ATTA and Ben Sherman, WINTA |
| 09:30 | Government officials on current and future Indigenous tourism development plans |
| 10:30 | Break for refreshments |
| 10:45 | Presentations by Indigenous community leaders |
| 11:45 | Indigenous tourism programs from other Latin American nations |
| 12:45 | Break for refreshments |
| 13:00 | Presentation by Keith Henry, Aboriginal Tourism British Columbia on the topic of organizing Indigenous tourism for success in the world marketplace |
| 13:30 | Roundtable discussion of all that has been heard and discussed, focusing on defining issues, challenges and opportunities. Facilitated by Carolina Peña Tondreau, Sernatur |
| 14:15 | Final words from forum organizers |
| 14:30 | Traditional-style meal prepared and offered by Indigenous community members. Entertainment. Networking |
| 16:00 | Forum ends |

Partner Networking Tables

Be sure to visit these partners which are located in the foyer of the Conference Center.

Turismo Chile

LATAM Airlines Group

Visit Anchorage

Brasil

Ecuador

Peru

Colombia

Ripcord

World Nomads

Switzerland & Lucerne

Jordan

Tourism Yukon

AFAR

Snowmass Tourism

Salta

Global Rescue

National Geographic

TravelAge West

Exito

TourRadar

Yeti Holidays



The ATTA Team



Shannon Stowell
President



Jason Reckers
Managing Director



Chris Doyle
Executive Director – Europe



Antonio del Rosal
Executive Director – Latin America



Manal Kelig
Executive Director — Middle East & North Africa



Casey Hanisko
Vice President, Marketing & Communications



Nick Qin
Director of Business, China



Murray Bartholomew
Marketing Manager



Amber Silvey
Director, Event Operations



Alice Gifford
Director of Community Development



Christina Beckmann
Director, Research and AdventureEDU



Meredith Guzy
Business Development



Rebeca Yañez
Membership Director, Latin America



Maria Borisov
Marketing Special Projects Lead



Jen Pemberton
Communications Manager



Jessica Inge
Office and Account Manager



Gabriella Zampoli de Assis
Member Advocate



Hilary Sgalitzer
Member Advocate



Ulrika Larsson
Partnerships Lead - Europe



Gergana Nikolova
Development Lead – Europe



Garth Reckers
Web Developer



Carrie Horner
Special Projects



Jenny Holm
Summit Coordinator



Not Attending
Russell Walters
North America Strategic Director



Sarah Pickard
Member Advocate



Mike Mondejar
Marketing Latin America



Elena del Palacio
Marketing and Communications
Latin America

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 2015 ATWS Storytelling Team, a project driven by the ATTA, is made possible by the support of Turismo Chile.

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



John Canning

mediaSHERPA,
United States



Mark Crawford

Unreasonable Media,
United States



Lukasz Warzecha

LWimages Studio,
United Kingdom



Juno Kim

runawayjuno.com



Rupert Shanks

The Wilderness Collective,
United Kingdom



Hassen Salum

Hassen Salum
Photography, Mexico



Jennifer Pemberton

ATTA,
United States



Garth Reckers

ATTA,
United States



Next September, The ATTA is Going Big for the Adventure Travel World Summit in Alaska

REGISTER NOW TO SECURE YOUR TICKET

With 3 million lakes, 300,000 glaciers, dozens of vast mountain ranges, over 100 native languages and millions of acres of protected park land, Alaska is big enough to host the 2016 Adventure Travel World Summit. Join the adventure community in Anchorage for a world-class experience in one of the world's greatest adventure destinations.

ADVENTURE TRAVEL
WORLD SUMMIT
ALASKA
ANCHORAGE • SEPTEMBER 19-22 • 2016

Visit AdventureTravel.biz/ATWS2016 to learn more.

HOST DESTINATION



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