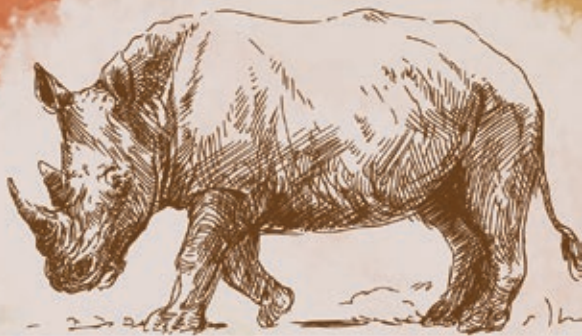


ADVENTURE TRAVEL
WORLD SUMMIT
NAMIBIA 2013

IMAGINE.
INSPIRE.
INVEST.



Namibia
Endless horizons



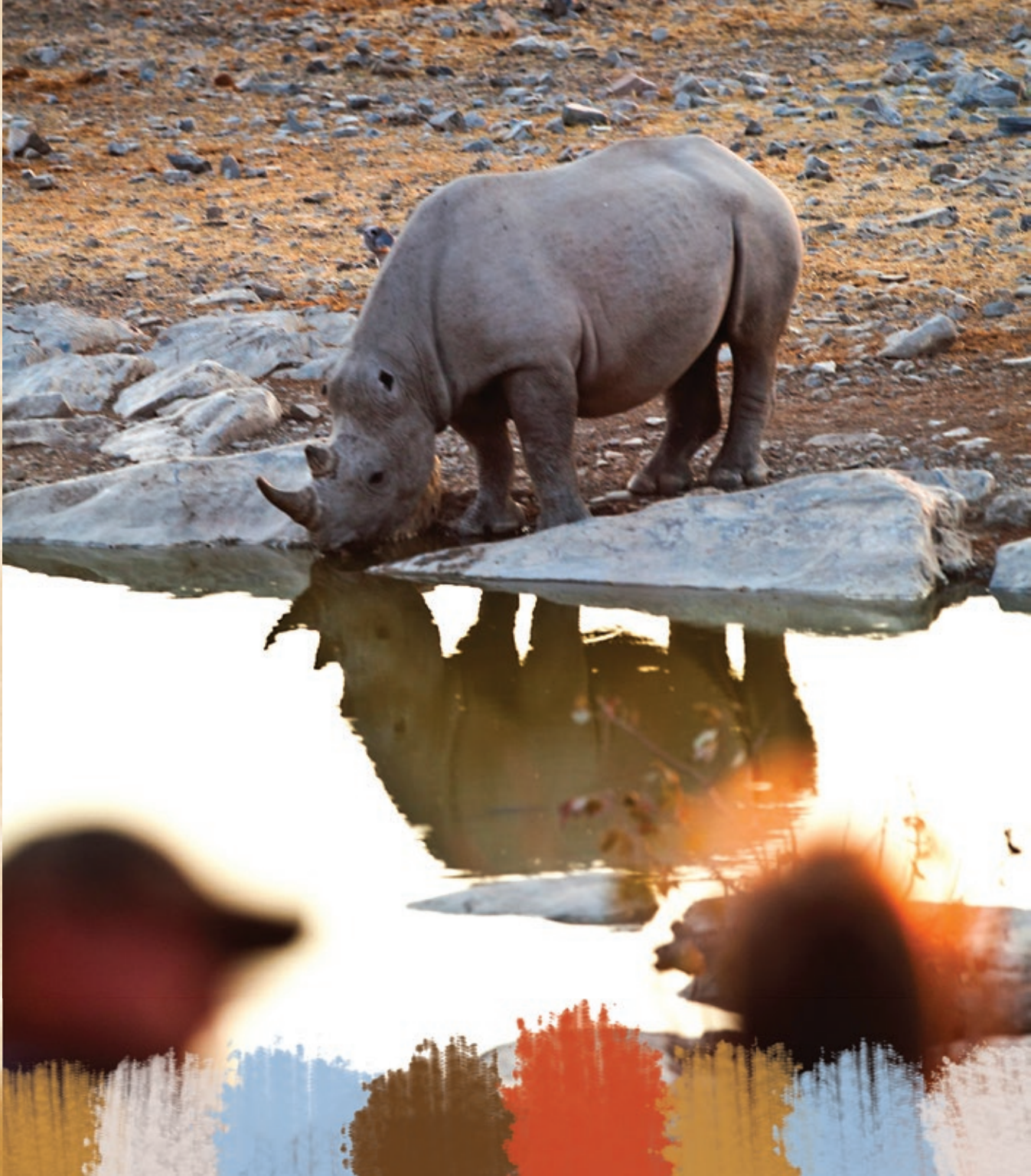
NAMIBIA LOOKS FORWARD TO SHARING ITS INSPIRING WILDLIFE RECOVERY STORY WITH YOU. THIS INCLUDES THE POPULATION GROWTH OF THE ENDANGERED BLACK RHINO POPULATION, WHICH IS THE LARGEST IN THE WORLD AND HAS GROWN TO SUCH AN EXTENT THAT IT IS USED AS A DONOR POPULATION FOR OTHER CONSERVATION AREAS IN THE REGION.

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Team Destination Namibia has been committed to green practices during the course of Summit preparations including organizing a country-wide clean up campaign in anticipation of delegates arriving. They have worked to minimize waste and packaging and are committed to working with local Namibian companies whenever possible. A special carbon offsetting project will be unveiled at the Summit.

Name
Company
Email

If this program is found, please return it to the ATTA table outside the Naukluft.



FROM THE ATTA PRESIDENT

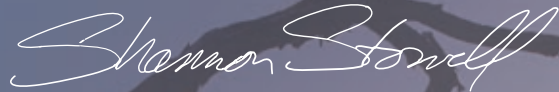
Welcome to Namibia! We are thrilled to be hosted by such an incredible destination, one that will inspire us to consider the potential of adventure tourism through a new lens.

We are especially honored by the presence of his Excellency Hifikepunye Pohamba, President of the Republic of Namibia. It's a powerful vote of confidence for adventure travel and for you as delegates.

Thank you for taking the time and investing the resources to be here. It's the tenth ATWS and the first in Africa. The ATTA carefully chooses destinations that we believe will be the best of the best in adventure for our community. The communal conservancy concept will be a focal point and highlight of your experience here. It's easy to promote *People, Planet and Profit* and significantly difficult to actually put it to work. The balance of needing to make a profit while still protecting the environment, the wildlife and ensuring that those who live within it are beneficiaries is quite complex. With recent data indicating radical growth in the adventure industry, this balance is even more critical.

Last year in Switzerland we looked at the Swiss Army Knife as a multi-tooled metaphor for our industry. It is only with the combination of all the community's strengths, knowledge and passion that we can tackle this difficult challenge. In fact, I think Jochan Zeitz's promotion of the four C's better describes what we are all trying to do — create businesses that succeed at Conservation, Community, Culture and Commerce.

May your time here propel you towards this inspirational goal! As always, we're honored to be a part of this incredible community that will set the bar for much of tourism's future.



Shannon Stowell
President
Adventure Travel Trade Association

FROM NAMIBIA'S MINISTER OF ENVIRONMENT AND TOURISM

I would like to take this opportunity to welcome all Summit delegates to Namibia – the land of the brave and the home of the greatest wildlife recovery story ever told. Welcome to Africa, the cradle of humanity!

For me, this Summit reflects our public and private sectors' true commitment to sustainable and adventure tourism.

Team Destination Namibia, the task force set up to prepare for the Summit, has been hard at work for over a year, preparing for your arrival. They have gone above and beyond what was outlined in any contract - they have sought out Namibian companies to support the event, they have launched clean up campaigns across the nation, they have engaged with tourism companies large and small all over the country, and they even hosted an event to highlight the role of Women in Tourism. You can see that for Namibia, the Summit will leave a legacy long after the four days that we will share.

We hope your imagination will be captured by memories of our Endless Horizons, of our Big Five, of our hospitable people, our culture, our cuisine and great adventures!

When you leave Namibia, we hope you will be inspired by how our model of conservation, community development and tourism works.

And we hope you will invest by bringing your clients back to Namibia in the future!

A good Summit to all of you.

Yours in Adventure Tourism,



Honorable Uahekua Herunga (MP)
Minister of Environment and Tourism
Namibia

MEET THE 2013 MASTER OF CEREMONIES (MC) & ATTA ADVISORY BOARD MEMBER:

MAXI PIA LOUIS

You never get finished,” says Maxi Pia Louis. “There’s always work to be done.” The tireless Namibian conservation leader — who brings to her role as the 2013 ATWS MC experience, an infectious smile and impressive acuity in the interconnectedness of the adventure tourism industry to her native Namibia — completed her studies in tourism at the Northern Territories University in Australia earning her first diploma in 1995.

Maxi returned to Namibia the same year and became a founding member of NACOBTA, the Namibian Community Based Tourism Association, an organization dedicated to enhancing the tourism experience in rural Namibia for travellers who would see the country’s vast landscapes as well as the people who live in them, and for local inhabitants who would earn something from the growing tourism industry.

For the past 15 years, Maxi has been working at the Community Based Natural Resource Management (CBNRM) finding common ground between the diverse interests of government, the private sector, communities and NGOs. She also became the Director of Namibian Association of CBNRM Support Organizations (NACSO) in 1996. NACSO is a network of NGOs which support communal conservancies responsible for managing their own natural resources.

CBNRM and tourism are strongly intertwined. In 79 conservancies covering almost twenty per cent of Namibia, wildlife is protected and populations of iconic species such as elephant, black rhino, giraffe and lion have increased substantially, bringing tourists to Namibia in growing numbers.



Conservancies have the opportunity to enter into joint venture agreements with private sector tourism operators who build lodges and run safaris. Over the years, Maxi has been instrumental in facilitating the joint venture process: explaining to conservancies what benefits tourism may bring, helping the private sector to understand the rural environment and communities’ needs, and assisting in negotiations between the partners.

As the number of communal conservancies has grown from just four in 1998 to seventy nine in 2013, Maxi, as Director of NACSO, has helped to provide the strategic framework for the growth of CBNRM, working together with the MET (Ministry of Environment and Tourism), other government ministries, NGOs and communities themselves.

The fruits have been over forty tourism joint ventures, a National Policy on CBNRM recently agreed by the MET, annually growing benefits to conservancies totaling almost fifty million Namibian dollars in 2011, and a growth in high quality tourism in rural areas.

Under Maxi’s leadership, together with the MET, NACSO was awarded the prestigious Markhor Award in 2012, with which the International Council for Game and Wildlife Conservation honours conservation projects that link human livelihoods with the conservation of biodiversity. Further, Maxi earned the “Conservationist of the Year” award in 2011 from the Cheetah Conservation Fund.

MAKING CONNECTIONS



SUMMIT CONNECTIONS

Download the Summit Connections App on your iPhone or Android and have full access to the Summit Agenda (including any last minute changes), all Speaker bios and Twitter handles (if applicable) and the option to communicate with your fellow delegates.



To find Summit Connections in the App Store, simply search for “2013 ATWS” to download the app to your iPhone or iPad. On an Android, simply search for 2013 ATWS in your Marketplace or Play Store.



SUMMIT WI-FI

Summit WiFi - All delegates have access to free Wifi in the conference center. Codes are available at check in.

#2013ATWS
#Namibia

SUMMIT HASHTAGS

To share your experience at the 2013 Adventure Travel World Summit on Twitter, Youtube, Facebook, Flickr or Instagram, use hashtags #2013ATWS and #Namibia.



SWITZERLAND/LUCERNE ENERGY + RECHARGE LOUNGE

Relive your favorite memories of last year’s Summit in Lucerne, Switzerland, and recharge yourself and your devices before, between and after sessions in the main lobby of the Summit venue, the Swakopmund Hotel & Entertainment Centre (SHEC). Access ample power strips + adapters, hot coffee, cool energy surprises, giveaways and Switzerland adventures in this casual yet energy-rich lounge. The Lounge will be available to all delegates Tuesday, October 29th through Thursday, October 31st between the hours of 8:00 AM- 6:00 PM.



Photo © Mikeal Castro

SATURDAY, OCTOBER 26, 2:00 - 7:00 PM

PARLIAMENT GARDENS

OPENING EVENT

The City of Windhoek is proud to welcome you to Namibia and the Opening Event in Parliament Gardens. The welcoming event will provide a taste of Namibia hospitality and an opportunity to experience Namibia's energy where small craft producers, biltong vendors, local food and cultural artists will gather to extend a warm welcome.

- ATWS Check In will be from 2:00 - 4:00 PM. Please stop by to pick up your ATWS program, Summit gift bag and ATWS Badge, **which needs to be worn throughout the Summit for access to any and all sessions and events.**
- The official program with special guests will begin promptly at 4:00 PM. *Please note this is an official Government of the Republic of Namibia Event where state protocol will be observed.*



SATURDAY, OCTOBER 26, 7:00 PM - MIDNIGHT

HAGE GEINGOB STADIUM

OPTIONAL EVENT: JAZZ FESTIVAL

Come join us for a unique opportunity to enjoy jazz at the biggest music festival in Namibia. After the opening event, all delegates are invited to the Windhoek Jazz Festival at Hage Geingob Stadium. City of Windhoek busses will transport you from the Parliament Gardens to the Jazz Festival. Your ATWS badge will get you in the door free of charge. Shuttles will be available for your return to ATWS hotels at 10:00 PM and midnight.

SUNDAY, OCTOBER 27 - MONDAY, OCTOBER 28

TWO DAYS OF ADVENTURE

Join your fellow delegates for the Two Days of Adventure, brought to you by Namibia Tourism Board, with support from First National Bank Namibia. Your pre-registered tour operator will pick you up around 8:00 AM from your Windhoek hotel to explore the breathtaking regions of Namibia on your way to Swakopmund. The ATTA thanks the Day of Adventure operators and suppliers for providing these unique experiences in Namibia. *If you have not registered for an adventure, you may access transfers at the Hilton at 10:00 AM.*

MONDAY, OCTOBER 28, 5:15 - 10:00 PM

NAMIBIA DESERT DINNER

The Namibian Desert Dinner is sponsored by Namibia Tourism Board and Windhoek Lager, and will be taking place in the Moonlandscape, a spectacular natural setting about a 45-minute drive outside of Swakopmund. Please wear comfortable walking shoes suitable for sandy ground; a light jacket is also recommended. *Pick-up for the Desert Dinner will be at 5:15 PM at ATWS registered hotels and guesthouses as well as the Swakopmund Hotel and Entertainment Centre. Please be on-time; late-comers risk missing the event.*





Photo © Jim McCaul

TUESDAY 8:30 - 9:00 AM

BRANDBERG

RAISING THE BAR FOR TOURISM'S FUTURE

The United Nations World Tourism Organization's Secretary General Taleb Rifai indicated during the Adventure Travel Trade Association's 2012 Adventure Travel World Summit that the old way of doing travel and doing business in tourism is not sustainable and that the fundamental model of tourism has shifted. Mr. Rifai stated, "Adventure tourism is the future of tourism." As we open the conference and with this in mind, Shannon urges delegates to (re)consider why the global adventure tourism sector must continue to raise the bar, to be the staunchest advocates for and practitioners of progressive responsible practices that protect people and planet, and to lead by example despite enormous obstacles.



SHANNON STOWELL
PRESIDENT, ATTA

CELEBRATING THE 2013 ATWS TOUR OPERATOR SCHOLARSHIP WINNERS

Made possible by Rome McGuigan, PC (RMS Law), join us in welcoming and embracing the scholarship winners into our growing community.



TUESDAY 9:00 - 10:00 AM

BRANDBERG

FEATURED PRESENTATIONS

WONDER NEVER GETS OLD

MAKING ADVENTURE VITAL IN A NEWLY OPEN WORLD

For every one overseas traveler in 1960, there are now 40. We can see the remotest parts of Tibet and Antarctica from our living rooms, on our smartphones. Everywhere we go, we're greeted by YouTube and McDonald's. And yet, in the age of global accessibility, the face-to-face encounter grows ever more precious — and necessary — and every meeting with a foreign place upends our every stereotype.



PICO IYER
WRITER

How best to find new treasures on a planet ever more crowded with other travelers, how to recast adventure so we're always wide awake, how to bring something positive to our destinations, so they can accommodate the world while still remaining themselves? In this featured presentation we'll try to imagine new ways of making travel vital in the age of crowds and BlackBerrys, and think about everything foreigners can bring to the places we visit so as to sustain them as well as ourselves.

MADE POSSIBLE BY



FEATURED PRESENTATIONS CONTINUE

REQUIEM OR ANTHEM?

What happens when there are no more fish? What happens to an island after its 400 year-old, one-industry economy collapses because there are no more fish? Zita Cobb tells the story of Fogo Island – an island off an island – located in the Labrador Current, off the Northeast Coast of Newfoundland. It is a story of community tenacity, business innovation and social entrepreneurship as islanders look for new ways in an old continuity. It is also a story of modernity, of art, of fish, of tourism; it is a story of longing and belonging... of finding new ways with old things.



ZITA COBB
FOGO ISLAND INN /
SHOREFAST FOUNDATION

TUESDAY 10:00 - 10:30 AM

HOTEL POOL AREA

COFFEE BREAK

Coffee and networking break sponsored by Ecuador.



TUESDAY 10:30 AM - 12:30 PM

NAUKLUFT, SPITZKOPPE, AND BRANDBERG

PEER-TO-PEER EXCHANGE

ATWS delegates have consistently expressed that the conversations had with their peers and colleagues — and the environment and structure created by the ATTA — is a big part of what keeps them coming back. Today's Peer-to-Peer sessions will provide a sequential learning process for new ideas, feedback, and inspiration. The Peer-to-Peer Exchange is in a new format which will maximize the interaction between delegates.

INTENSIVE PEER-TO-PEER GROUP NETWORKING, PART ONE
This first exchange opportunity will assemble delegates in diversely mixed small groups to tackle topics of interest and share best practices, get feedback on key issues you face and offer insights to one another on challenges. In three large session groups, small teams will organize naturally on specific topics with structure and facilitation provided by the Lead Moderator and the Facilitation Team (see page 15).

LEAD MODERATOR:



MOE CARRICK
MOEMENTUM, INC.

MADE POSSIBLE BY



TUESDAY 12:45 - 2:15 PM

ERONGO

LUNCH

Join us for lunch to learn more of the beauty, uniqueness and adventuresome spirit of South Africa!



TUESDAY 2:30 - 4:00 PM

NAUKLUFT, SPITZKOPPE, AND BRANDBERG

INTENSIVE PEER-TO-PEER GROUP NETWORKING, PART TWO

Continuing the work of the morning rounds of interaction, this afternoon's session will fine-tune exploration for delegates on particular questions they have (or problems for which they seek solutions) in their professional practice area. Engaging with a new mix of peers at the Summit, the conversations will deepen and become more rigorous as the afternoon unfolds with light guidance and structure to enhance the co-learning. Again, Lead Facilitators in each room will work with small group facilitators to provide a consistent process and format.

TUESDAY 4:00 4:30 PM

HOTEL POOL AREA

COFFEE BREAK

Coffee and networking break sponsored by Ecuador.

TUESDAY 4:30 - 5:30 PM

NAUKLUFT, SPITZKOPPE, AND BRANDBERG

INTENSIVE PEER-TO-PEER GROUP NETWORKING, PART THREE

The final Peer-to-Peer Session will provide an opportunity for personal reflection and goal-setting to ensure the tangible application of new knowledge, insight and experience during and after the ATWS. In this last session delegates will explore ways to implement the lessons, insights and ideas garnered throughout the P2P Exchange process. Facilitators will conclude the experience with large group reflections before convening to the evening program.

FEATURED PRESENTATION

SYNERGY ~ A STUDY IN CONSERVATION, COMMUNITY DEVELOPMENT & TOURISM

Namibia epitomizes the realization of imagination, inspiration and investment. It has emerged as a world leader in balancing conservation, community development and tourism. This has not been an overnight success.

The foundation for achievement began with a willingness on the part of government to think outside the box and give rights over wildlife to local communities. Legislation establishing communal conservancies was passed in 2006, setting the stage for the first four conservancies to be declared in 1998. Today, Namibia's Community Based Natural Resource Management (CBNRM) Program has grown to 79 conservancies, covering over 19 percent of the land area of the country, with over 250,000 rural Namibians living in a conservancy. The steady growth, and the deepening commitment of communities to live with wildlife, is testimony to an old maxim: nothing gets copied like success.

Is Namibia's success a model for others? For destinations striving to find the balance between conservation, community development and tourism, this session has been designed to provide insight and understanding about Namibia's experience. Speakers in this session will review Namibia's achievements from three unique perspectives: Government, Conservation NGO and the World Bank. The moderator, Mr. John Kasaona, is the son of the first game guard in Namibia, and is today a distinguished second-generation leader in the CBNRM Program.



PRESENTATION EMCEE
JOHN KASAONA
INTEGRATED RURAL
DEVELOPMENT AND
NATURE CONSERVATION



HONOURABLE MINISTER
NETUMBO NANDI
NDAITWAH
MINISTRY OF FOREIGN
AFFAIRS



HANNAH MESSERLI
WORLD BANK



DR. PHILIP STANDER
DESERT LION
CONSERVATION

DINNER

Go deep into the breathtaking landscapes of Chile's Patagonia and endless adventures while enjoying some incredible Chilean wine with dinner.
#FeelingChile



THANK YOU TO THE PEER-TO-PEER EXCHANGE FACILITATION TEAM

KASEY AUSTIN	ROB MOFFETT
ELLEN BARONE	DAN MOORE
SUSAN BUREN	ETHNA MURPHY
DEIRDRE BYRNE	ALEXIA NESTORA
MOE CARRICK*	JOSEPHINE O'DRISCOLL
SNJEŽANA DERVIŠKADIĆ	MARIA ELENA PRICE
PAUL EASTO	MONICA PRICE
RICHARD EDWARDS	NORIE QUINTOS
KARINA FURST	MANAL SAAD KELIG*
MALCOLM GRIFFITHS	JIM SANO
ALEX HERRMANN	BEN SHERMAN
JIM JOHNSON	HOPE SMITH
BRYAN KINKADE	LUIS VARGAS*
IRENE LANE	CAROLINE WARBURTON
NADIA LEBON	CHUNNIE WRIGHT
MONA MCPHEE	

* Lead Moderators

LATE NIGHT EVENTS

After the Summit, come join fellow ATWS delegates at these non-hosted locations to continue the networking on Tuesday and Wednesday night after the Summit events.

- Swakopmund Adventure Centre
- Hansa Hotel – for a late-night coffee and cake
- Meet in front of the SHEC for a 10 minute walk to the beach.



Photo © Lourika Reinders Photography

WEDNESDAY 8:00 - 10:00 AM

BRANDBERG

MARKETPLACE

The 2013 Global Marketplace, sponsored by Snowmass, features 130 inbound tour operators, accommodations and destinations from around the world, organized by region. Designed for quality over quantity of meetings, the Marketplace offers Suppliers and Buyers (outbound tour operators, wholesalers and travel advisors) an ideal setting for introductions and product development discussions.



WEDNESDAY 10:00 - 10:30 AM

HOTEL POOL AREA

COFFEE BREAK

Coffee and networking break sponsored by Ecuador.



WEDNESDAY 10:40 AM - 1:00 PM

BRANDBERG

MARKETPLACE PART TWO

The Marketplace continues.

WEDNESDAY 1:00 - 2:00 PM

OUTSIDE BRANDBERG

LUNCH

Lunch is sponsored by Standard Bank, who is the proud sponsor of the Namibia Pavilion, which showcases Namibia's communal conservancies and green initiatives. Stop by to learn more and participate in a typical Namibian barbeque, called a *braai*.

THE MARKETPLACE

SPONSORED BY



- NAM** Namibia Tourism Board
namibiaatourism.com.na
- BOT** Botswana Tourism Organisation
botswanatourism.co.bw
- NCA** Northern Cape Tourism Authority
northerncape.org.za
- AF01** Okavango Expeditions
okavangoexpeditions.com
- AF02** Land Tours Ghana LTD
landtours.com
- AF03** Zoar Tours and Safaris
zoartours.com
- AF04** African Profile Safaris
profilenamibia.com
- AF05** GocheGanas
gocheganas.com
- AF06** Mabaruli African Safaris
mabaruli.com
- AF07** Namibia Reservations CC
namibiareervations.com
- AF08** Pack Safari
packsafari.com
- AF09** Sense of Africa
senseofafrica-namibia.com
- AF10** Ultimate Safaris Namibia
ultimatesafaris.na

- AF11** Wild Dog Safaris
wilddog-safaris.com
- AF12** African Eagle Namibia
africaneagle.com
- AF13** African Bikers Tours
africanbikers.com
- AF14** Grosvenor Tours
grosvenortours.co.za
- AF15** Springbok Atlas Tours & Safaris
springbokatlas.com
- AF16** Wilderness Safaris
wilderness-safaris.com
- AF17** Safari Legacy
safarilegacy.com
- AF18** Summits Africa
summits-africa.com
- AF19** Kili Base Adventures
kilibaseadventures.com
- AF20** Travel Marketing Worldwide: Hidden Gems of the World
travelmarketingworldwide.com
- AF21** Bunyonyi Safaris Ltd
bunyonyisafaris.com
- AF22** Boogie Pilgrim
boogiepilgrim-madagascar.com
- AF23** ATI Holidays
infotour-africa.com

- AF24** Real Life Adventure Travel
reallifeadventuretravel.com
- JOR** Jordan Tourism Board
visitjordan.com
- AM01** Encounters Asia / Jungle Lodges
encountersasia.com
- AM02** Ibex Expeditions Pvt Ltd
ibexexpeditions.com
- AM03** Indian Outskirts by INDEBO India Pvt. Ltd.
indianoutskirts.com
- AM04** Kalypso Adventures India
kalypsoadventures.com
- AM05** Rventures Holidays
rventuresholidays.com
- AM06** Snow Leopard Adventures
snowleopardadventures.com
- AM07** Luxury India Holidays
luxuryindiaholidays.com
- AM08** Oku Japan
okujapan.com
- AM09** Eco Team - Sri Lanka
srilankaecotourism.com
- AM10** Hike'n Sail in Turkey
hikensail.com

- AFRICA
- ASIA/MIDDLE EAST
- EUROPE
- INDUSTRY PARTNERS
- LATIN AMERICA
- NORTH AMERICA
- OCEANIA

- AM11** Exotissimo Travel Vietnam
exotissimo.com
- AM12** Nomadic Journeys
nomadicjourneys.com
- IRE** Tourism Ireland
failteireland.ie
- SWI** Switzerland Tourism
myswitzerland.com
- EU01** Innovation Norway
visitnorway.com
- EU02** Fiore tours
fiore.hr
- EU03** ETours Travel Czech Rep.
etours.cz
- EU04** Sermersooq Business Council
sermersooq.gl
- EU05** Visit Greenland
greenland.com
- EU06** Arctic Adventures
adventures.is
- EU07** Icelandic Mountain Guides
mountainguide.is
- EU08** Macedonia Experience
macedoniaexperience.com
- EU09** 3eTravel
3etravel.at

- EU10** Destinasjon Voss - Table A
visitvoss.no
- EU11** Destinasjon Voss - Table B
visitvoss.no
- EU12** Wild Norway
wild-norway.com
- EU13** Adventure Slovenia
adventureslovenia.com
- EU14** PureQuest Adventures
purequest.com
- EU15** Terres Nordiques
terresnordiques.com
- EU16** European Walking Tours - Baumeler Travel
baumeler-travel.com
- EU17** VisitScotland
visitscotland.com
- EU18** Wilderness Scotland
wildernessscotland.com
- EU19** Jamtland Harjedalen Tourism
jamtland.se
- GLO** Global Rescue
globalrescue.com
- SAA** South African Airways
flysaa.com
- AIR** Air Namibia
airnamibia.com.na
- IPO1** TourRadar
tourradar.com
- BRA** Brazil
visitbrasil.com
- CHI** Turismo Chile
chile.travel/en.html

- PER** PromPeru
peru.travel
- SAL** Salta Argentina
turismosalta.gov.ar
- MEX** Mexico Tourism Board
visitmexico.com
- ECU** Ecuador
ecuador.travel
- LA01** Antarpply Expeditions
antarpply.com
- LA02** Kallpa Tour Operator
kallpatour.com
- LA03** Say Hueque - Argentina Tours
sayhueque.com
- LA04** Gondwana Brasil Ecoturismo
gondwanabrasil.com.br
- LA05** Ecuador Adventure/ Colombia Adventure
neotropicttravel.com
- LA06** Pure Brasil
purebrasil.net
- LA07** Viaventure Central America
viaventure.com
- LA08** Central ECO de Tursimo
recantoalvorada.com.br
- LA09** Jeri Off Road Viagens e Turismo
jeri.tur.br
- LA10** Ygarapé Tour
ygarape.com.br
- LA11** Maritaca Turismo
maritacaturismo.com.br
- LA12** Brazil Ecotravel Center
ecotravelcenter.com.br

- LA13** Brotas Tourism Board
secturbrotas.blogspot.com.br
- LA14** Mato Grosso do Sul Tourism Board
turismo.ms.gov.br
- LA16** Campus Trekking
campus-trekking.com
- LA17** Enchanted Expeditions
enchantedexpeditions.com
- LA18** South Expeditions
travelecuador.com
- LA19** Surtrek South American Travel
surtrek.com
- LA20** RED Sustainable Travel
redtravelmexico.com
- LA21** Vallarta Adventures
vallarta-adventures.com
- LA22** Argovia Finca Resort
argovia.com.mx
- LA23** Experiencias Xcaret
experienciasxcaret.com
- LA24** Expediciones Mexico Verde
mexicoverde.com
- LA25** Expediciones Sierra Norte
sierranorte.org.mx
- LA26** Amigo Trails - The Copper Canyon Specialists
AmigoTrails.com
- LA27** Mountain Sport México
msmexpediciones.com
- LA28** Cabo Expeditions
caboexpeditions.com.mx
- LA29** Canopy River
canopyriver.com

- LA30** Morgan's Rock
morgansrock.com
- LA31** Amazon Lodge Muyuna
muyuna.com
- LA32** Delfin Amazon Cruises
delfinamazoncruises.com
- LA33** Mountain Lodges of Peru
mountainlodgesofperu.com
- LA34** Rainforest Expeditions
perunature.com
- ALA** State of Alaska
travelalaska.com
- SNO** Snowmass Tourism
snowmass tourism.com
- VAN** Visit Anchorage
anchorage.net
- NA01** Spectacular Adventures
spectacularink.com
- NA02** Adventure Canada
adventurecanada.com
- NA03** Fogo Island Inn
shorefast.org
- NA04** Adventure Travel West
at-west.com
- NA05** Emerging Destinations, Inc.
emergingdestinations.com
- BLU** Blue Mountains
visitbluemountains.com.au
- OC01** South Australian Tourism Commission (SATC)
southaustralia.com

CONNECTING WITH TRAVELERS IN THE PARTICIPATION AGE

NAUKLUFT

Today we live in an increasingly connected world where we are empowered by technology to consume and participate in conversations around our passion points. This plays out across all platforms and all screens, whenever and wherever we want. With the average traveler spending 42 hours online dreaming, researching and planning for a vacation (according to the Boston Consulting Group), where do you as a marketer invest your time and resources to reach them?

As tour operators and destination marketers start to fully leverage the digital age, the most successful ones put the traveler and their most passionate consumers first. In this session, Hayley will discuss travel consumer insights to explore how adventure travel marketers can leverage social media channels and Google's tools to help maximize exposure, engage in authentic conversations and ultimately win more travel dollars.



HAYLEY LAMBERT
GOOGLE

ADVENTURE TOURISM "IS THE FUTURE OF TOURISM"

BRACING FOR A FAST-CHANGING INDUSTRY

SPITZKOPPE

In this session, relevant to all Summit delegates, Gert leads discussions about major changes taking place in the world of a global adventure tour operator. With an insightful series of questions, he'll expose the very real challenges we face in terms of our future customers, disruptions to the supply chain and distribution channels, and the ever-shifting traditional adventure tourism business models. He'll offer perspectives – and practical examples – about how businesses can build new and innovative cooperation models between tour operators worldwide and incoming agents within different destinations to succeed despite rapid-fire changes in the industry.



GERT NIEUWBOER
SNP NATUURREIZEN

What to do when you notice that the average age of your clientele is steadily growing year by year? How do you react to the growing role of the Internet that is rapidly changing the distribution chain within tourism? What is your company's added value to the new generation of young, independent travelers armed with iPads and smartphones that are discovering the world and all there is to do? What chances are there still for traditional international adventure group tour operators who were once the pioneers of adventure tourism?

Gain insights from this avant-garde European industry veteran whose company recently undertook a deep traveler interview initiative to help uncover how the youth of today will pursue and experience adventure travel tomorrow.

CRISIS MANAGEMENT PROTOCOLS

CINEMA #2

Every tour operator dreads the day when they will need to handle a serious injury or fatality in the field. Few owners or employees have ever had any training on how to manage a crisis situation; a handful have had any relevant field experience; and even fewer have coordinated their plan in advance with insurance and/or medical assistance companies. At some point your number is going to come up. It may not be today or next year, but Jim and Susan will attest from direct experience that those who are prepared for a serious incident will achieve better outcomes than those who do not have a critical incident response plan. This interactive session will deliver candid and practical advice on how to develop a crisis management plan, with a particular focus on a traveler fatality. All participants are encouraged to view Jim's risk management Webinar in advance of the session, which is available at 2013atws.zerista.com/event/member/82512



SUSAN BUREN, M.D., FACEP
PETALUMA EMERGENCY PHYSICIANS

JIM SANO
WORLD WILDLIFE FUND

WEDNESDAY 3:15 - 3:45 PM

HOTEL POOL AREA

COFFEE BREAK

Coffee and networking break sponsored by Ecuador.

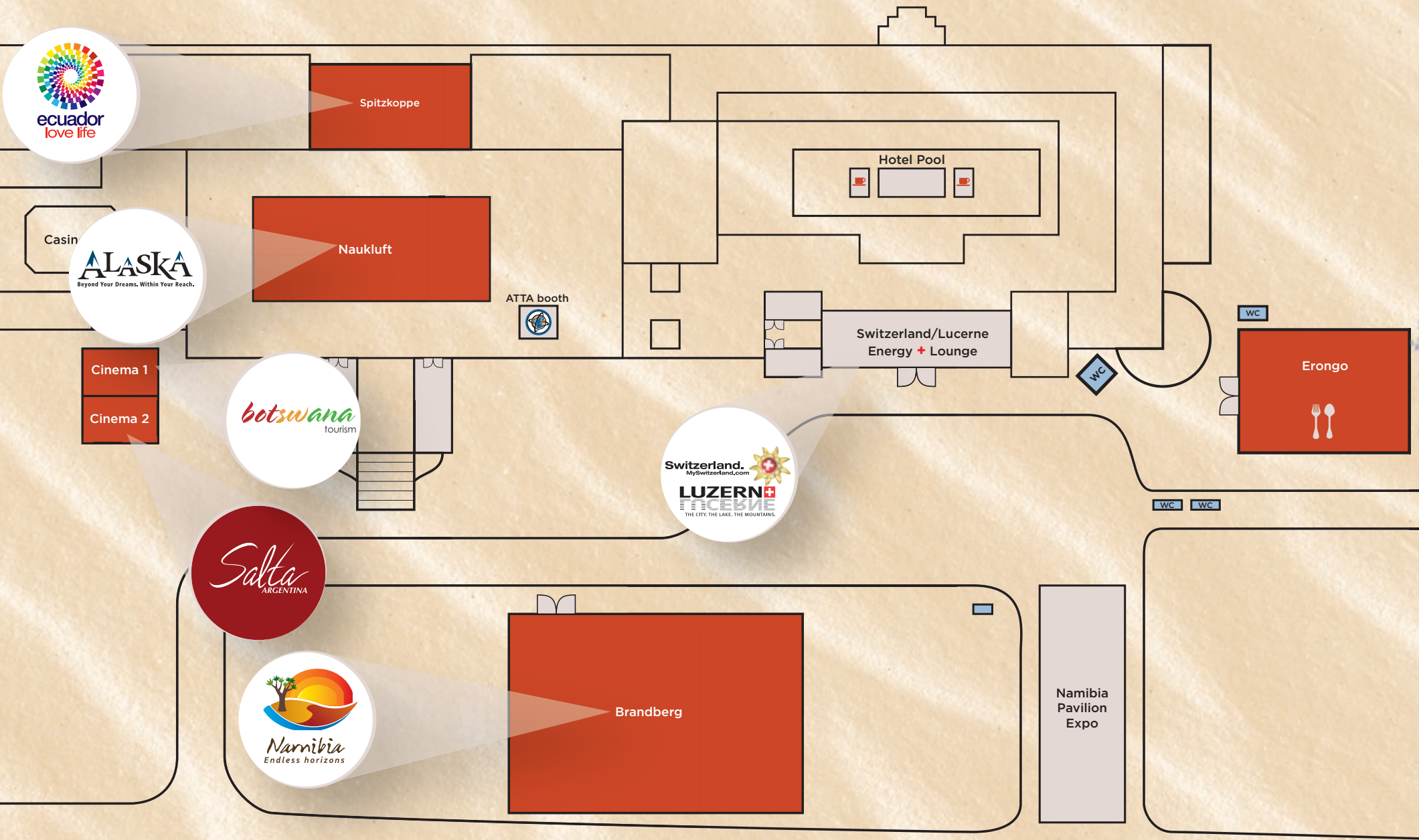


WEDNESDAY 3:45 - 4:45 PM

CONCURRENT SESSIONS #2

Concurrent Sessions #1 repeat. See pages 20-21.

SWAKOPMUND HOTEL & ENTERTAINMENT CENTRE



ATWS EXHIBITORS

Exhibitors are located outside the Naukluft.

- Air Namibia
- Blue Mountains
- Botswana Tourism
- Brazil
- Chile
- Ecuador
- Fáilte Ireland
- Global Rescue
- Innovation Norway
- Mexico
- Namibia Tourism
- National Geographic
- Northern Cape
- Peru
- South African Tourism
- South African Airways
- Switzerland Tourism
- TourRadar

ABOUT JAGUARS, THE DALAI LAMA AND WELL...

Imagine: Thirty minutes with two genius writers, sporting two completely different styles and minds, in a spirited unscripted dialogue. Join Pico Iyer and Tim Cahill for a discussion about the trials and tribulations of the intrepid travel writer. A British-born essayist and novelist, Pico is the author of numerous books on crossing cultures including one of his most well-known, *Video Night in Kathmandu*. Tim has been writing about travel and adventure since 1975. He is the author of nine books — *Jaguars Ripped My Flesh* was selected by National Geographic as among the 100 best adventure travel books ever written.



PICO IYER
WRITER



TIM CAHILL
WRITER

MADE POSSIBLE BY



FEATURED PRESENTATIONS

LEADING THE WAY: THE ADVENTURE OF TRAVEL

Anna Pollock will weave together the themes explored during the 2012 Summit — what is the future of travel and our role in it — with her own insights into the dynamic forces shaping tourism, to demonstrate how adventure travel can become a transformative force for good. Anna will address some tough questions such as:

- How can adventure travel providers invoke the uniqueness of each place to differentiate their experiences and generate higher value?
- How do we respond to the tsunami of demand and sustain ecosystems, cultures and customer delight?
- How might we prevent unique and wondrous places degenerating into commodities?
- What contribution can adventure travel make to the regenerative versus extractive economies?



ANNA POLLOCK
CONSCIOUS TRAVEL

- How do we ensure destinations enjoy sustainable net benefits and have the resilience to withstand external shocks?

Drawing on over 40 years as a destination strategist, Anna will inspire, provoke and challenge members to view their businesses through different lenses and apply a new set of principals in order to create a tourism economy that doesn't have to cost the earth.

TAKING CARE OF ONE ANOTHER

Tribal and indigenous societies are legendary in their open and generous welcoming of guests from distant places. The presence of respect and a spiritual connection to the earth shape guiding principles for a brand of hospitality that offers universal appeal. Chief Ian Campbell speaks from the heart when he describes the sacred nature of one's people and homelands. He tells stories and offers insights into how tribal and indigenous wisdom and values can enrich visitor experiences and contribute to healthier relationships among members of the tourism community.



CHIEF IAN CAMPBELL
SQUAMISH FIRST NATION

The Power of Place. All places are unique in time and space. Indigenous cultures around the globe identify with and respect the unique natural forms and gifts that express the spirit of a place. Through a rich display of his story-telling heritage, Chief Campbell will describe how applying indigenous knowledge to tour “product” development and delivery can deepen guests' experiences and contribute to a more resilient tourism community.

COCKTAIL

Follow the beat of the Brazilian drums and join us for Brazil's Cocktail by the pool at the Swakopmund Hotel.



¡Sensacional!

FREE NIGHT TO EXPLORE THE COASTAL TOWN OF SWAKOPMUND

OPTIONAL PROGRAM: SAVE THE RHINO SPECIAL FUNDRAISER

Help us protect Namibia's Rhinos! Save the Rhino Trust, Wilderness Safaris and Windhoek Lager invite all delegates to a special fundraiser party at the Swakopmund Adventure Park at 8:30 PM. Each dollar spent will be matched by our sponsors and donated to Save the Rhino Trust.



THURSDAY 8:30 - 10:00 AM

NAUKLUFT

MEDIACONNECT

ATTA's new MediaConnect sessions deliver a fresh Summit format mixing news, media trends and tips from top travel journalists, bloggers and media experts. Tour operator and destination specialist delegates receive an opportunity to pitch to an impressive field of international, top-tier and emerging media. During each 90-minute session, gain insights into hot and trending topics – as defined by attending media – and then seize the next fifty minutes to try your pitch to specific media contacts seeking story ideas related to your adventure travel business. A Q&A Corner will be available, as well as a Bloggers Corner where you can meet and ask questions to media experts.

MODERATOR:



CASEY HANISKO
ATTA

MADE POSSIBLE BY



MEDIACONNECT PANEL DISCUSSION ON GLOBAL TRENDS

Media representing different regions around the world will give us a perspective on what their specific demographics are interested in for 2014. Panelists: Lyn Hughes (UK), Bhaskar Krishnamurthy (India), Du Mingrui (China), Norie Quintos (USA), Mary Turner (USA).

Q&A CORNER

Everett Potter & Laura Powell

BLOGGER CORNER

Ellen Barone, Ashley Castle, Juno Kim

THURSDAY 9:00 - 10:00 AM

CONCURRENT SESSIONS #3

RAISING CAPITAL FOR COMMUNITY BASED TOURISM BUSINESSES

SPITZKOPPE

This session explores capital raising models for community based tourism businesses, examining what project developers and destination managers need to know to be successful. There are different models for operating and there are different approaches to doing business in these markets. For a project to be successful in raising capital, there are a set of generic requirements that every tourism business needs to know.

Based on the World Bank Group's experience as both financier, project packager and advisor to SMEs (small and medium sized enterprises), John addresses:

- Different types of finance and what this means for community SMEs;
- What financiers need to know about your project;
- How banks will assess your project and your destination;
- Developing an investment strategy for your destination;
- What makes financiers behave the way they do; and
- Risk and how it is assessed.



ADVENTUREEDU

INTRODUCTION TO TRAINING PHILOSOPHY, COURSE OFFERINGS AND PRACTICAL APPLICATIONS

BRANDBERG

Sharp growth in adventure tourism is resulting in a continuous new wave of involvement from governments, associations and individual companies, all of which are under increasing trade and consumer scrutiny to provide the best adventure travel experiences in a safe and sustainable practice. Learn how AdventureEDU — the only UNWTO-backed training program specifically dedicated to improving the adventure tourism sector — can benefit your business or destination.

This interactive session will draw challenges and goals from the audience and provide specific examples for how to address them. Participants will learn theoretical best practices relevant to their business and be given practical examples for how to implement them. Emphasis will be on practical application.



ANTONIO DEL ROSAL ATTA



RICHARD WEISS
STRATEGIC TRAVEL CONSULTING

THURSDAY 10:00 - 10:30 AM

HOTEL POOL AREA

COFFEE BREAK

Coffee and networking break sponsored by Ecuador.



THURSDAY 10:30 - NOON

NAUKLUFT

MEDIACONNECT CONTINUES

Please feel free to attend MediaConnect session I (8:30am) and II. See MediaConnect description on page 27.

MADE POSSIBLE BY



PANEL DISCUSSION :: WHAT IS HOT

Media delegates will tell us why Urban Explorations, Recovery Destinations, DIY (Do It Yourself), Thematic Itineraries/Quests, and Tried and True Destinations "with a twist" are trending.

Panelists: Laura Begley, Eric Hiss, Jen Murphy, Robert Reid, Kate Siber, Veronica Stoddart

Q&A CORNER

Berne Broudy & Don Mankin

BLOGGER CORNER

Ellen Barone, Ashley Castle, Juno Kim

THURSDAY 11:00 - NOON

CONCURRENT SESSIONS #4

Concurrent Sessions #3 repeat. See pages 27-28.

THURSDAY 12:15 - 1:45 PM

ERONGO

LUNCH

Mexico is a land of diversity from tropical rain forests to spectacular deserts. Come learn why Mexico continues to be a leading adventure travel destination.



BUILDING SUCCESSFUL INFLUENCER AND CONTENT PARTNERSHIP CAMPAIGNS

NAUKLUFT

Shifts in online consumer behavior have made most forms of traditional online advertising outdated and less effective. As people share their experiences and seek out the reviews, opinions and accounts of others before purchasing, marketing strategies need to be increasingly social, multi-media and content based. And as our target audiences become increasingly inundated with online content, they also become increasingly sophisticated at tuning out what is not relevant to them. Because of this, we must be more strategic and creative with how we package and amplify our stories, and learn how to develop key partnerships to facilitate high quality content and work with influencer individuals and companies who have become experts in these channels.

Come hear the best practices for creating content and influencer-based campaigns, paired with case studies. Participants will break into facilitator-led working groups based on specific needs and interests, where they will hear topic-specific case studies and engage in group sharing and problem solving. There will also be time provided for participants to identify their online marketing goals and create initial action plans.



SCOTT ADAMS
BIRCHBARK MEDIA



NICOLE PETRAK
ATTA



CHRIS NOBLE
WORLD NOMADS



AUDREY SCOTT
UNCORNERED MARKET



DANIEL NOLL
UNCORNERED MARKET

STRETCH MARKETING

BRANDBERG

Small budgets, big results and global case studies. This presentation focuses on innovative creative thinking and inspiring ideas that don't break the bank. From the ten thousand dollar martini to getting your guests to do all the work, these best practices – or shall we say innovative practices – span from traditional marketing to digital media and public relations. From awareness building to conversion, you'll be inspired to think outside the box. Who knows... the box might even be a circle.



AL MERSCHEN
MYRIAD MARKETING

NEW PRODUCT DEVELOPMENT AND INNOVATION

CINEMA #1

In this session designed to elicit conversation about how we as adventure travel professionals need to consider new ways of doing business, delegates will bear witness to different voices from private enterprise and government who will share their effective ways in thinking about, and divergent approaches to, product development in an environment requiring inventive, creative and authentic solutions.

LUIS VARGAS, THE CLYMB

Faster! Better! Smarter! Sexier! Product development and relevance in the Digital Age. How do you create experiences that will resonate in the marketplace? What does innovation look like in adventure travel? What should I think and do about the millennials? What can I do NOW?



NICOLE SIMMONS, VOLCANOES SAFARIS PARTNERSHIP TRUST (VSPT)

Innovation from simplicity. VSPT's approach to new product development is a simple one: putting communities and conservation first; focusing on sustainable projects to improve livelihoods of local persons and natural habitats for wildlife, and by doing so, its leaders find that "tourism product" develops in a rather organic and symbiotic way.



MURIITHI NDEGWA, KENYAN TOURISM BOARD

Partnerships. Kenya's tourism recovery story post civil unrest is, in and of itself, a compelling story, but it's how Kenya recovered its tourism industry through creative and at times, precedent-setting partnerships, that draws great interest.



BUILDING REAL VALUE THROUGH SUSTAINABILITY

CINEMA #2

Sustainable tourism has truly become a way to build business value. Join three leading travel companies from around the globe as they discuss practical ways to translate a focus on sustainability into growing the social license of your business or destination, recruiting and retaining staff, reducing costs and growing revenues. This will include supply chain management, sustainability-driven partnerships, sustainability reporting and meaningful community engagement.



DAVE BUTLER
CANADIAN MOUNTAIN
HOLIDAYS



TED MARTENS
NATURAL HABITAT
ADVENTURES



NABIL TARAZI
ECOHOTELS / FEYNAN
ECOLOGDE

THURSDAY 3:30 - 4:00 PM

HOTEL POOL AREA

COFFEE BREAK

Coffee and networking break sponsored by Ecuador.



THURSDAY 4:00 - 5:30 PM

CONCURRENT SESSIONS #6

Concurrent Sessions #5 repeat. See pages 30-32.

THURSDAY 5:45 - 6:45 PM

BRANDBERG

FEATURED PRESENTATION

DESTINATION RENAISSANCE // RESTORATIVE TOURISM

There is not an unblemished destination on our planet free from troubles caused by natural disaster or humans. Shaping tourism in the aftermath of turbulent times is a daunting endeavor requiring exceptional vision, patience, resilience, (com)passion and serious conviction. To provide hope, a framework and a path to recovery for adventure tourism communities worldwide who face similar challenges, we will hear first-person accounts, sometimes painful and raw, from our colleagues who have endured much in recent times. From opposite sides of the world — the former Yugoslavia and Colombia — these case studies will illustrate how they are creating long-term peace and prosperity through adventure travel.

THE RETURN OF THE BALKANS

Despite its communist status, back in the day, Yugoslavia was a prime holiday destination. People came to this Adriatic nation to lounge on its beaches, ski its mountains and sample Mediterranean fare with a decidedly southern-Slav twist. Of course, most of us just remember the 1990s. That's when the country disintegrated into a vicious civil war that cast a shadow over the region. Those days are numbered, though. Despite the hardships, suffering and lasting prejudices, the peoples of the Balkans today have a new will and ability to capitalize on their holiday heritage. Yugoslavia today is now seven countries, each with its own stories to tell and distinctive identities. If "peace works better than conflict," as the former U.S. President Bill Clinton said about the Balkans earlier this year, how do we heal such fresh wounds and create a better understanding in the Balkans of what travelers seek? How can travel foster mutual respect, promote environmental standards and lead to a sustainable industry in a land of hardscrabble economics?

We will hear the stories of three young and pioneering adventure travel entrepreneurs from Croatia, Slovenia and Montenegro who will offer their own personal and professional experiences about what they endured and are now contributing to this dynamic region facing tremendous change.



KIRSI HYVAERINEN
MODERATOR
PRÁTTO CONSULTING,
MONTENEGRO



TOMI ČORIĆ
CROATIA
VIATOR TRAVEL



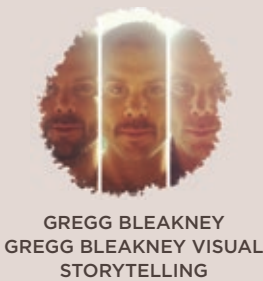
JURE GAŠPERŠIČ
SLOVENIA
ADVENTURE SLOVENIA



BORIS JABLAN
MONTENEGRO
3ETRAVEL

PEACE IN A POST-WAR, POST-CARTEL COLOMBIA

In 1998 the Colombian Government gifted a swath of land the size of Switzerland to the Revolutionary Armed Forces of Colombia (FARC) to initiate peace negotiations. After the FARC took control of the territory, they armed themselves, started growing coca, and used the terrain to hide high profile prisoners kidnapped from all over the country. Locals from the area explain that a young person growing up in the region had three options for their future: cultivate coca plants, work in a cocaine lab, or join the guerilla forces as a soldier. In 2002, Colombia's military began taking back the region, including a river called Caño Cristales; a series of cascading pools and waterfalls that glow red, yellow and orange from a seasonal algae bloom. Many consider Caño Cristales the most beautiful river in the world. Our subject (name undisclosed for security) was born in a small village near Caño Cristales and endured the hardships of coming to age in the middle of one of Colombia's toughest warzones. Learn how he, in his own words, has turned the page on his past to establish a new adventure travel business leading tourists to Caño Cristales, a place that was completely off limits until the Colombian military started protecting the first groups of visitors in 2008.



GREGG BLEAKNEY
GREGG BLEAKNEY VISUAL
STORYTELLING

THURSDAY 6:45 - 7:15 PM

BRANDBERG

ATTA CLOSING EVENT

OUR COLLECTIVE CHALLENGE

Despite the fact we'll soon return to our homes and offices, our journey, for all intents and purposes, has truly just begun. Join the ATTA now in reflecting on the incredible model that is Namibia, to deeply process the content delivered throughout the Summit, to explore and pursue the blossoming partnerships you've just made, to look ahead to how, with whom and when you'll lean into our industry's toughest challenges and take action to deliver sustainable solutions that raise the bar and resonate throughout the entire tourism industry.



SHANNON STOWELL
PRESIDENT, ATTA

THURSDAY 7:30 - 9:30 PM

ERONGO

DINNER

Fáilte romhat isteach! Learn about Ireland's ancient legends, verdant landscapes and the warmth of its people. Find an Ireland you've always imagined and a must for 2014 ATWS.

#2014ATWS



THURSDAY 9:30 - MIDNIGHT

SPITZKOPPE

CLOSING PARTY

Join us for a fun 'Night of Adventure'! Come dressed up as your favorite Archaeologist/Adventure Traveler, such as Indiana Jones or Lawrence of Arabia, and discover Jordan. There will be many mysteries to uncover - plus music and dancing!



SPECIAL THANKS TO THESE SUMMIT EXPERTS WHO HAVE ATTENDED EIGHT OR MORE SUMMITS

ERIC BRODNAX	JUDY KARWACKI	STEVE MARKLE	JOHN RASMUS
PETER GRUBB	BRYAN KINKADE	NATASHA MARTIN	TRISH SARE
NANCY HARRISON	DON MANKIN	MARCELO MENESES	RICHARD WEISS

ATTENDING MEDIA

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

Gary Arndt
Everything - Everywhere
Outlets: Everything-Everywhere.com
Everything-Everywhere.com

Ellen Barone
EllenBarone.com
Outlets: Independent Travel Content
Producer
ellenbarone.com

Laura Begley Bloom
Travel + Leisure
Outlets: Travel + Leisure
travelandleisure.com

Berne Broudy
Freelance Writer and Photographer
Outlets: Outside, Sierra, Bike, Men's Journal, Popular Science, Climbing and more...
authenticoutdoors.com

Ashley Castle
AFAR
Outlets: afar.com
travelwithcastle.com

Melissa DiDonato
Grannies on Safari
granniesonsafari.com

Julia Dimon
Travel Writer/Travel TV Host
Outlets: Outside Television, MSN, etc.
traveljunkiejulia.com

Tian Ding
Elle MEN Magazine
Outlets: Elle MEN China, Hearst Advertising Group
ellechina.com

Mingrui Du
Freelancer/Consultant
Outlets: Chinese Editions: GQ, Esquire, Men's Health, Outside, Titan Sports, National Geographic Traveler

Regina Fraser
Grannies on Safari
Outlets: PBS, Huffington Post, AARP Travel, Sharecare
granniesonsafasri.com

Wendy Geister
The Adventure Post
Outlets: The Adventure Post
theadventurepost.com

Graeme Green
Journalist, Travel Writer & Photographer
Outlets: Wanderlust, National Geographic Traveler, The Sunday Times, The Guardian, The Independent, Metro, The Daily Express, TRVL, Vacations & Travel, South China Morning Post...
graemegreen.org

Pam Grout
Freelance Writer
Outlets: CNN Travel, Huffington Post, Men's Journal, many more
pamgrout.com

Aaron Gulley
Freelance Writer
Outlets: Outside Magazine, Virtuoso Life, Islands Magazine, Men's Journal, Destin-Asian, Sport Diver
www.aarongulley.com

Diane Haithman
Freelance Travel, Arts and Entertainment Writer
Outlets: Studio City Patch, Paddling.net, Los Angeles Times
dianehaithman.com

Mark Edward Harris
freelance photographer/writer/author
Outlets: Outdoor Photographer, Digital-Photo Pro, Travel Weekly, TravelAge West, Conde Nast Traveler, JAL Skyward, Getty Images
MarkEdwardHarris.com

Annika Hipple
Freelance Writer, Editor, and Photographer
Outlets: Various print and online travel and environmental publications
annikahipple.com

Eric Hiss
wandermelon media LLC
Outlets: Conde Nast Traveler, Delta Sky, Robb Report, wandermelon.com
wandermelon.com

Lyn Hughes
Wanderlust Travel Media
Outlets: Wanderlust, wanderlust.co.uk, Unique Honeymoons, freelance for UK newspapers, radio & TV
wanderlust.co.uk

Justin Jamieson
get lost Magazine
Outlets: get lost Magazine, getlostmagazine.com, 2GB Radio Australia
getlostmagazine.com

Nusrat Khalil Jamali
The Gulf Today
gulftoday.ae

Juno Kim
Runaway Juno
Outlets: runawayjuno.com, mastertravelphoto.com

Bhaskar Krishnamurthy
Dewworks
Outlets: AAA Home & Away, Departures, Lonely Planet
dewworks.com

Elaine Lee
Ugogurl Productions
Outlets: pathfinders.com,essence.com, Jet Magazine, Black Enterprise Magazine
ugogurl.com

Dennis Lewon
Backpacker
Outlets: Backpacker magazine and digital editions
backpacker.com

Don Mankin
Adventure Transformations
Outlets: Huffington Post, Active Over 50, The Adventure Geezer
adventuretransformations.com

Grant Martin
Freelance Writer
Outlets: economist.com, lonelyplanet.com, CNN Money

Joe Mortimer
Destinations of the World News
dotwnews.com

Jen Murphy
AFAR Media
Outlets: AFAR Magazine
afar.com

Tim Neville
Freelancer
Outlets: Outside, New York Times, Financial Times, Via, Robb Report, Mountain
about.me/timneville

Debbie Pappyn
Freelancer
classetouriste.be

Everett Potter
Everett Potter's Travel Report
Outlets: Everett Potter's Travel Report, National Geographic Traveler, Travel + Leisure, New York, Four Seasons Magazine
everettpotter.com/

Laura Powell
DailySuitcase.com
Outlets: Emirates Open Skies Magazine; Around the World Radio; WUSA-TV/Washington, DC; The Washington Post; Travel Weekly
dailysuitcase.com

Norie Quintos
National Geographic Traveler
Outlets: National Geographic Traveler
nationalgeographic.com/traveler

Gigi Ragland
Women's Adventure magazine
Outlets: Travel Editor Women's Adventure magazine, and freelance travel and food writer for print and online publications
womensadventuremagazine.com

John Rasmus
Men's Fitness
Outlets: Men's Fitness
mensfitness.com

Robert Reid
ReidOnTravel
Outlets: National Geographic Traveler, Lonely Planet
reidontravel.com

Haley Shapley
Freelance Writer/Editor
Outlets: AAA Journey, Four Seasons Magazine, Fodors.com, etc.
haleyshapley.com

Kate Siber
Freelance
Outlets: Outside, National Geographic Adventure Online, Boston Globe
katesiber.com

Mark Sissons
Freelance travel journalist
Outlets: Major North American newspapers, including the San Francisco Chronicle, Dallas Morning News, Globe and Mail, Toronto Star, Vancouver Sun and Huffington Post.
marksissons.com

Veronica Stoddart
USA TODAY
Outlets: USA TODAY
travel.usatoday.com

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

Sancha Trindade
A Cidade na ponta dos dedos
Outlets: acidadenapontadosdedos.com

Mary Turner
Outside magazine
Outlets: Outside
outsideonline.com

David De Vleeschauwer
Freelancer
classetouriste.be

Arnie Weissmann
Travel Weekly -- U.S.
Outlets: Travel Weekly (U.S.), travelweekly.com

Marcus Woolf
The Adventure Post
Outlets: The Adventure Post, Outdoor USA Magazine
theadventurepost.com

Other Media Attending Select Days of the Summit:

Kati Auld
Getaway Magazine
www.getaway.co.za

Nico del Franco
WHUDAT.de

Susanne Maier
blackdotswitespots.com

Janine Anne Mare
Africa Geographic
africageographic.com

MEET THE ATTA TEAM



SHANNON STOWELL
President



CHRISTOPHER DOYLE
Executive Director, Europe & Editor,
AdventureTravelNews



CHRIS CHESAK
Executive Director, North America & Oceania



ANTONIO DEL ROSAL
Executive Director, Latin America



MANAL KELIG
Executive Director, MENA



JASON RECKERS
Vice President, Operations



CASEY HANISKO
Vice President, Marketing & Communications



AMBER SILVEY
Director, Event Operations



ALICE GIFFORD
Director of Community Development
Not Attending



CHRISTINA BECKMANN
Director, Research & AdventureEDU
Not Attending



RICHARD WEISS
AdventureEDU



LIZ FERRIN
Director of Strategic Partnerships



MURRAY BARTHOLOMEW
Marketing Manager



NICOLE PETRAK
New Media Projects & Managing Editor,
AdventureTravelNews



MEREDITH GUZY
Business Development



REBECA YANEZ
Membership Director, Latin America



ULRIKA LARSON
Member Advocate, Europe



JESSICA INGE
Office Manager



SARAH EARP
Member Advocate



GARTH RECKERS
Web Developer



CARRIE HORNER
Special Projects



JENNY HOLM
Summit Coordinator

ADVISORY BOARD

THE ATTA WOULD LIKE TO THANK THE FOLLOWING INDIVIDUALS FOR THEIR PARTICIPATION WITH THE ATTA ADVISORY BOARD.

MALIA ASFOUR
Director, Jordan Tourism Board
North America

STEVE BARKER
Principal, Wild Places LLC

ERIC BRODNAX
SVP eCommerce & Marketing,
National Geographic Society

WILLIAM L. BRYAN, JR., PH.D.
Founder, Off the Beaten Path

URS EBERHARD
Executive VP Markets & MICE,
Switzerland Tourism

PAUL EASTO
CEO, Wilderness Scotland

RICHARD EDWARDS
Founder, ecoism

FERNANDO ESCUDERO
General Manager Tourism
Promotion Institute of Salta.
Founder and Vice President of
AAETAV

ALFREDO FERREYROS
President, Explorandes

KRISTIAN B. JØRGENSEN
Managing Director, Fjord Norway
Tourist Board

KURT KUTAY
Founding Director and President
of Wildland Adventures, Inc. and
non-profit Travelers Conservation
Trust

MAXI PIA LOUIS
Director, NACSO

PRAVEEN MOMAN
Co-founder and Managing
Director of Volcanoes Safaris

JIM SANO
WWF's Vice President for Travel,
Tourism and Conservation

ROB TORRES
Managing Director of Travel at
Google

RICHARD WEISS
CEO, Strategic Travel Consulting,
USA

MEI ZHANG
Founder, WildChina



REI ADVENTURES

REI SUPPORTS NAMIBIA'S CONSERVATION GUARDS



Initially established to combat poaching, the success of Namibia's "community-based natural resource management" program has firmly placed Namibia as a global leader in facilitating private sector tourism partnerships with local communities. The important role the Conservation Guards play in protecting the natural resources of their communities is vitally important for tourism. This is why the Conservation Guards were selected for REI's annual Sustainable Tourism Award for 2013. It is an honor and a privilege for REI Adventures to present each of the 500 Conservation Guards with an REI sleeping bag, REI Flash-pack, Black Diamond Headlamp, Columbia sun protective hat, SmartWool socks, Gerber pocket knife, REI Adventures moisture wicking t-shirt, aluminum water bottle and lip protection. Including shipping, the donation value is just over \$100,000 USD. Many thanks to World Wildlife Fund and the ATTA for their partnership and facilitation of this effort.



REI ADVENTURES



ADVENTURE TRAVEL
TRADE ASSOCIATION
www.adventuretravel.biz

* WWF Registered Trademark. Panda Symbol ©1986 World Wildlife Fund

ATWS 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 2013 ATWS Storytelling Team, a project driven by the ATTA, is made possible by the support of the Namibia Tourism Board.



SCOTT ADAMS
Birchbark Media



JOHN CANNING
mediaSHERPA



MARK CRAWFORD
Unreasonable Media



KRISTEN GILL
Kristen Gill Media



MICHAELA GUZY
OhThePeopleYouMeet.com



CAMERON MARTINDELL
offyonder.com



ZAC OSGOOD
OhThePeopleYouMeet.com



DAN SANDOVAL
Dan Sandoval Photography



EVAN SWINEHART
Apartment 7 Films

As you participate in the Summit, network with your fellow delegates and reminisce about your Summit adventures, we encourage you to share your photos, videos and stories online. Please use these social media outlets and tags in order for all delegates to be able to follow and connect easily.

SUMMIT HASHTAGS: #2013ATWS and #Namibia

 @adventuretweets


 [facebook.com/
adventuretraveltradeassociation](https://facebook.com/adventuretraveltradeassociation)

PHOTO AND VIDEOS: To share via Flickr, Facebook, YouTube and Instagram, please use the Summit hashtags.

**By tagging these photos and videos with #ATWSWin you give ATTA permission to reuse in our marketing. Over the course of the Summit we may share photos and videos of adventures and activities with all delegates during sessions or via social media channels. All photos will be properly attributed.*

PHOTO CONTEST: This year the photo contest theme is ATTA. Get creative.

VIDEO CONTEST: Upload a 30-60 second video to Flickr and tell (or show!) us "What does Adventure Travel mean to you?"

UPLOAD AND TAG YOUR PHOTO AND VIDEO TO FLICKR WITH #ATWSWIN!

We'll share on Facebook and the top ten photos and top ten videos with the most likes will be the finalists. The Storytelling Team will vote on the winner in each category.

Each winner will win a free pass to next year's Summit in Ireland! Deadline for entries is November 15, 2013 at 5pm Pacific Standard Time. Winner to be announced December 1, 2013.

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