

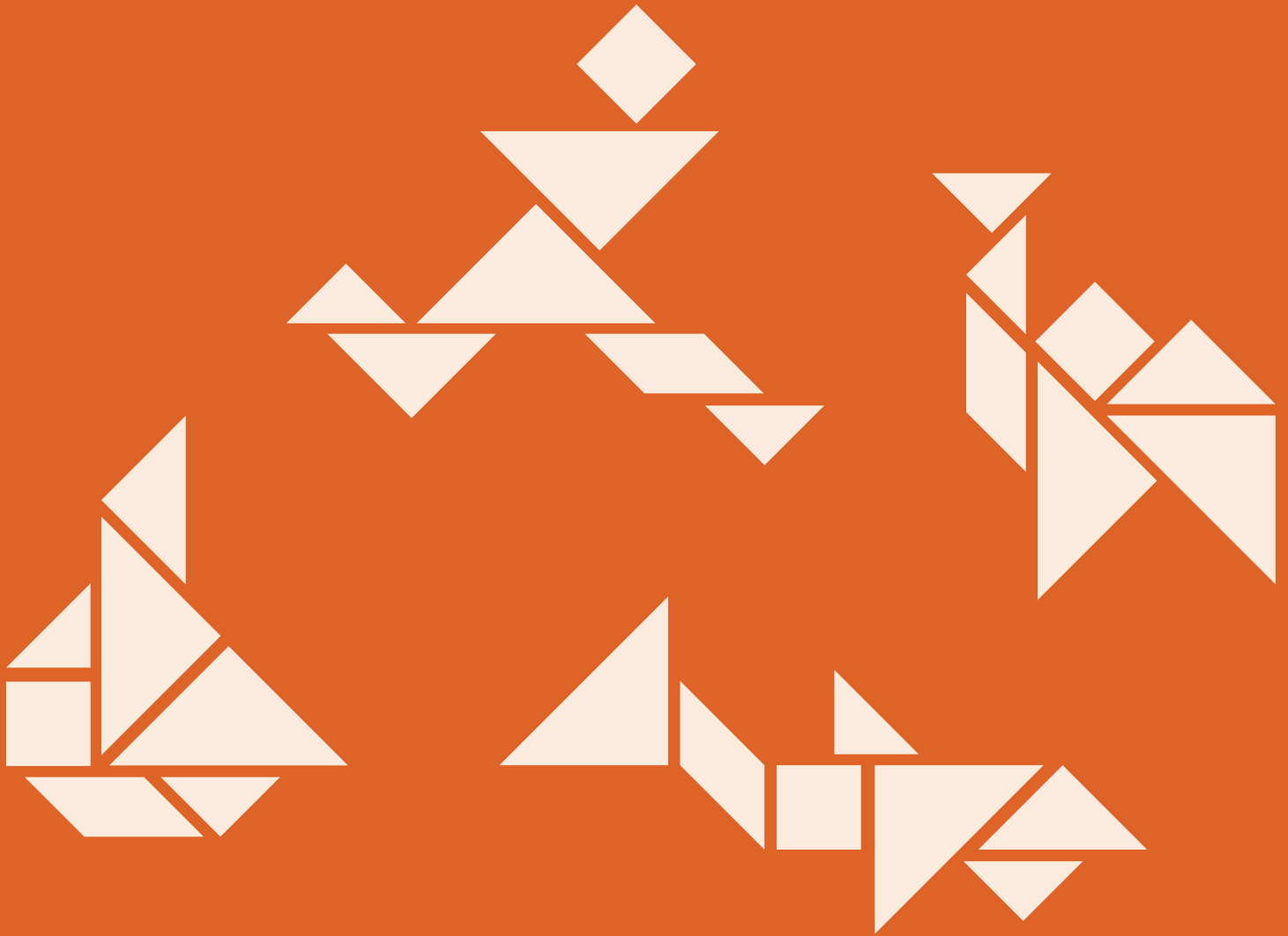


Adventure Travel World Summit 2007

Whistler, British Columbia, Canada
October 4-7, 2007

Hosted by the Adventure Travel Trade Association

CONVERSION: TRANSFORMING POSSIBILITY INTO REALITY



KEY SPONSORS



PRESIDENT'S WELCOME



Welcome to the 2007 Adventure Travel World Summit!

Conversion. It's a loaded term, implying change, movement, a switching of views. This is the key theme for the event this year and specifically we want as an industry to become better at converting—travelers into adventurers, 'lookers' into bookers, the unaware into responsible travelers. The Summit is constructed to help us all become better at converting. Ultimately the goal is a healthier, growing industry that is making a positive impact on the people and places that we all love.

While we will work hard at learning, meeting and thinking during the Summit, we also intend for you to have a fantastic time. Enjoy the evening entertainment brought to you this year by Canada, the Alpine Tourist Commission/Best of the Alps and Brazil, which will wrap up the event. Who says you can't have fun while you build your business?

The Summit will always be a place of world-class networking, excellent learning sessions and inspiration. You should walk away rejuvenated, inspired and with more tools and connections to make your adventure travel business a success. We at the ATTA exist to help you achieve that goal—both in the Summit and beyond.

We encourage you to engage at this event—vulnerability inspires the same and in that environment great information can be exchanged. Plunge into the Summit with vigor and we believe you will walk away immensely rewarded.

I would also like to express a sincere thanks to the ATTA team and Advisory Board, and to the Adventure Travel World Summit Advisory Committee, sponsors, exhibitors, speakers, delegates, and volunteers who make this event extraordinary.

As always, pull us aside at any time and tell us what you think. After all, this is your adventure.

To a great Summit,

Shannon Stowell
ATTA President



The tangram is an ancient puzzle that we've played with on the cover, illustrating our transformative potential.

Once again, we are pleased that the Adventure Travel World Summit is 100 percent carbon neutral. This undertaking was made possible through the Adventure Travel Trade Association's collaboration with and support of:



The ATTA is part of the solution by offsetting annual emissions associated with all of our staff travel and administration through our partnership with NativeEnergy Travel Offsets.

For more details on what you can do to offset your individual and organizational carbon emissions, visit: www.carbonoffsets.org.



Welcome Summit Delegates!

This year's agenda is designed to deliver to you diverse, thought-provoking perspectives from around the globe, including the autonomous northern Iraqi region of Kurdistan, Peru's highlands, Canada's remote wilderness, Europe's Alps, Norway's fjords, and Brazil, Cambodia and Ecuador's jungles, all the way to the edge of space. Within the following agenda pages are keynote presentations and sessions that deliver on trends, bottom line and best practices, as well as resources that will help you to make the most of your time in Whistler.

We hope this year's Summit theme, "Conversion: Transforming Possibility into Reality", comes alive for each of you in a manner that helps you convert the event's content, entertainment, adventures and networking into tangible outcomes—outcomes that simultaneously and favorably impact your business, the global adventure travel community, and results in new friendships that last a lifetime.

Throughout the Summit, be sure to use The AdventureLink Cyber Café to stay on top of email and to leverage your personal Summit Connections account to connect with other delegates. I also encourage you to tap into the ATTA and Adventure Travel World Summit staff to help you make the most of your time with us.

With genuine appreciation and gratitude, we at the Adventure Travel Trade Association wish to thank the ATTA Advisory Board and the 2007 Adventure Travel World Summit Advisory Committee, sponsors, keynote speakers, session presenters, and adventure providers for their individual contributions to this year's agenda. Collectively, such tremendous support from this group has significantly influenced the quality of this year's event. We hope you'll take a few extra moments to see who's played a key role in the event and to express your support of these people and organizations.

Here's to thoroughly enjoying our time together,

Chris Doyle
ATTA Director
Editor, *AdventureTravelNews*™

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Emcee Bio



Moe Carrick – Founder & Principal, Moementum

Moementum founder Moe Carrick—and Emcee for the third consecutive year—describes what she does simply: help people do their best work. Having worked herself for many years in the outdoor education arena as an instructor for Outward Bound and the National Outdoor Leadership school, she continues to strive to bring adventure into her work in big and small ways. After working with groups in the woods for so long, Moe went on to receive her Master's Degree in Organizational management, and then worked internally for several large Northwest companies. She founded Moementum in 2001 as a boutique consulting firm and feels privileged to work with clients currently such as Nintendo of America, Prudential Financial, Altrec.com, and many others. Her lifelong adventurous spirit and story-telling prowess coupled with her inspirational, witty, and humorous style, earn Moe rave reviews following keynote addresses, training events, and consulting experiences.

Keynote Speaker Bios



Nimrud Baito – Minister of Tourism, Kurdistan

Minister for Tourism of Kurdistan and elected general secretary for the Assyrian Patriotic Party in 2006, of which he's been associated with since its 1973 founding, Mr. Baito represents the autonomous northern Iraqi region of Kurdistan. During his early involvement in the APP, his activism on behalf of the Assyrians landed him in charge of Assyrian student's activities and the Assyrian Culture Club in Baghdad, and saw him arrested twice by the Department of the State Security in 1978-1979. Fluent in English and trained as an electrical engineer, he spent 10 years as an IT specialist with Hewlett Packard, and now spends energy on adventure tourism development in the mountainous, lake-filled, river-flowing region outside the more visible region of Iraq.



Jim Benson – Founder & Chairman, Benson Space Company

James William (Jim) Benson is Benson Space Company (BSC) founder, chairman and president. Until recently, Jim Benson was the Founding Chairman and CEO of SpaceDev, a publicly traded space technology development company. Jim started the trend of successful computer entrepreneurs moving into the space sector when he founded SpaceDev in 1997. Prior to founding SpaceDev, Jim was founder and President of Compusearch Software Systems and ImageFast of McLean, Virginia. SpaceDev specializes in affordable, high-performance small satellites, safe, affordable hybrid-based propulsion systems, and space mechanisms. SpaceDev has over 200 employees in three states. SpaceDev developed the highly successful CHIPSat microsatellite for NASA, the rocket motors for Paul Allen's SpaceShipOne, and has successfully flown 2,000 mechanisms on over 200 missions. Jim holds a Bachelor of Science degree in Geology from the University of Missouri, where he was 2005 Alumnus of the Year. Jim founded the non-profit Space Development Institute, and is a founding Board member of the Personal Spaceflight Federation.



Sandra Carvão – Deputy Chief, Market Intelligence and Promotion Department, World Tourism Organization (UNWTO)

Sandra joined the UNWTO in 2003 and her main fields of work, in the area of market studies, are the statistical analysis of worldwide and regional trends of the markets, particularly the UNWTO's World Tourism Barometer project, and investigation into the sending markets, especially emerging markets such as China. In the area of promotion of the tourism, her field of work includes among other things assessing the marketing activities of the national tourism organizations, an area in which she has run projects in various member countries of the UNWTO. Before joining the UNWTO Sandra Carvão held the post of markets manager in the Portuguese National Tourism Office based in Lisbon, where she began her career and where she was in charge of the external markets, the United Kingdom and Ireland and the Central and Eastern European markets.



Thornton May – Futurist, World Bank

Thornton May is one of the world's most respected and best connected practitioners of the science of man [a.k.a. anthropology] chronicling the frequently pre-hysterical tribal behaviors of urban cave dwellers as they try to come to grips with an over-connected, over-caffeinated, over-accelerated, over-teched, and under-adventured world. Thornton is a trusted advisor assisting organizations as diverse as Toyota, Mattel, Cisco Systems, Burlington Northern Railroad, the FBI, the World Bank, Motorola, Liberty Mutual, General Electric and Dreamworks S.K.G. figure out 'what comes after what comes next.' Thornton teaches at four business schools—UCLA, UC-Berkeley, Arizona State and THE Ohio State University. Thornton's 'observations' have appeared in the *Harvard Business Review* (on strategy); *The Financial Times* (on value creation); *The Wall Street Journal* (on the future of the computer industry); *The M.I.T. Sloan Management Review* (on the future of marketing), *American Demographics* (on the evolving demographics of global consumers), *USA Today* (on the future of consumer electronics), *Business Week* (on the future of work), *Fast Company* (on the future of learning) and on *National Public Radio* (debating the future practice of strategy with Professor Michael Porter). Thornton also serves on the ATTA Advisory Board.



Fred Reid – CEO, Virgin America

Fred Reid has held executive roles with four of the world's biggest airlines over three decades. Twenty-five years of airline management experience has landed him at the helm of Virgin America. It is the latest opportunity with his fifth airline where he is most excited to play a leading role. As CEO of the U.S. start-up airline Virgin America, Fred has the rare privilege of starting with a clean canvas to create a fresh and consumer-driven new airline. Despite his tenure in a tough business, he knows that there is fun to be had. Among his recent achievements as President of Delta, he oversaw the creation of the airline's low-fare Song branded airline, and headed Delta Connection, the world's largest fleet of regional jets. He was instrumental in building SkyTeam, the world's most integrated global airline alliance and directed the successful acquisition of regional carriers ASA and Comair. Prior to joining Delta, Fred was President and COO of Lufthansa German Airlines, where he was the first U.S. national to lead a major international airline. He played a main role in developing Lufthansa's strategic international alliances and contributed significantly to the airline's privatization and return to profitability. Between 1976 and 1991, Fred held various management positions at Pan American World Airways and American Airlines, based in Western Europe, the Middle East and South Asia.



Richard Wiese – President, The Explorers Club

As Explorer-in-Residence at the American Museum of Natural History, Richard developed for AMNH Expeditions, the museum's educational travel program, a new series of adventure trips, called the "AMNH Explorers Series," premiering in 2008. In 2002, he became the youngest president in The Explorers Club's hundred-year history. Wiese currently hosts a nationally syndicated television show, *Exploration with Richard Wiese*, which can be viewed in over 200 cities across the United States. As an explorer, he's traveled to all continents, tagged jaguars in the Yucatan jungles, captured crocodiles and handled venomous snakes in Australia, participated in medical research on Mt. Everest, achieved the first ascent of an unclimbed mountain in Alaska, discovered 29 new life forms on Mt. Kilimanjaro, and skied to the North Pole. By invitation of King Mohammad VI, Richard was the U.S. representative to the Moussem de Tan Tan, a gathering of 45,000 nomadic Arabs in Morocco.



Edward Wilson – President & CEO, Earthwatch Institute

Edward Wilson is the President and CEO of Earthwatch Institute and brings over 15 years international management experience in the non-profit sector as well as hands-on experience in conservation and research expeditions. As Earthwatch's former Executive Vice President and COO, Mr. Wilson served as interim CEO after the retirement of Roger Bergen in 2005. Mr. Wilson is a graduate of Kings College London, where he majored in geography, specializing in African Studies and Third World Development. After serving as an officer in the British Army, he began his career with Earthwatch in 1993. In 1998 he moved to the USA office as Vice President of Marketing and Communications. A Fellow of the Royal Geographic Society, and a participant on several Earthwatch research expeditions, most recently to Central Asia and Inner Mongolia, Mr. Wilson has lived in Pakistan, Hong Kong, and has traveled extensively in Africa. Mr. Wilson also worked for nature reserves and eco-tourism operations in Southern and East Africa, including The Wilderness Foundation and Conservation Direct. Mr. Wilson was a former UK Trustee of Rhino Ark, partnering with Kenya Wildlife Service to protect Aberdare National Park.

SUMMIT PRESENTERS

Visit www.adventuretravelworldsummit.com/bios.html to access in-depth presenter biographies at The AdventureLink Cyber Café.

Erik Blachford
CEO, *TerraPass*

Richard Bowden-Doyle
Executive Chairman, *Conservation Corporation Africa*

Eric Brodnax
VP, Orbitz Worldwide and General Manager,
Away.com & Outside Online

Moe Carrick
Founder & Principal, *Moementum*

Sandra Carvão
Deputy Chief, Market Intelligence and
Promotion Department,
World Tourism Organization (UNWTO)

Costas Christ
President, *Adventure Council*

Richard Cope
Senior Insights Manager, UK Leisure Intelligence,
Mintel

Ian Cross
Executive Producer,
Pilot Film & Television Productions

Michael Culhane
President & Co-Founder, *AdventureLink LLC*

Jeff D'Urso
Founder, *Conversion Associates*

Richard Edwards
Partner, *Native Energy Travel Offsets*

Annie Ellicott
President, *LeapUp Marketing Solutions*

Francis X. Farrell
Vice President and Publisher,
National Geographic Adventure

Alfredo Ferreyros
President, *Explorandes*

Steve Fitzgerald
CEO, *Conservation Corporation Africa*

Nicky Fitzgerald
Marketing Director, *Conservation Corporation Africa*

James S. Forberg
COO, *Unicomm. LLC*

Jerre Fuqua
President, *First Choice Expeditions*

Don George
Web Editor and Chief, *Adventure Collection*

Robin Goldberg
Senior Vice President, Marketing & Business
Development, *Blurb*

Anupam Gupta
President, *Mixpo, Inc.*

Christina Heyniger
Principal, *Xola Consulting*

Cathy Holler
Managing Director, Destination Sales, *Virtuoso, Ltd.*

K.C. Hoppe
Director, Destination Sales, Tour & Specialty
Operators, *Virtuoso, Ltd.*

Hugh Hough
President, *Green Team Advertising*

Gordon Janow
Director of Programs, *Alpine Ascents International*

Kevin Johnson
President, *Deluxe Digital Media*

Simon Jones
Vice President of Operations, *Solimar International*

Judy Karwacki
President, *Small Planet Consulting*

Michael Kaye
President, *Costa Rica/Nicaragua Expeditions*

Karen Kefauver
Freelance Journalist, *KarenKefauver.com*

Kurt Kutay
Founding Director & President,
Wildland Adventures

Nandini Lahe-Thapa
Director, Tourism Marketing & Promotion,
Nepal Tourism Board

Visit www.adventuretravelworldsummit.com/bios.html to access in-depth presenter biographies at The AdventureLink Cyber Café.

Kristin Lamoureux
Director, International Institute of Tourism Studies,
The George Washington University

Nadia Billia LeBon
Director of Polar and Special Programs,
Mountain Travel Sobek

Jim Morris
Senior Partner, *Bristlecone Learning*

Brian Mullis
President, *Sustainable Travel International*

Helen Nodland
Founder, *Nodland Travel Enterprises*

Daniela Papi
Executive Director, "*Protect the Earth. Protect Yourself.*"
Founder & CEO, *PEPY Tours*

Valyn Perini
Executive Director, *OpenTravel Alliance*

Everett Potter
Author and Journalist, *Everett Potter's Travel Report*

Zach Rabinor
President, *Journey Mexico*

Jason Reckers
CEO, *PixelMill Inc.*

Hans Rood
President,
Hurtigruten (formerly Norwegian Coastal Voyage)

Glenn Rowley
Co-Founder & Director, *KE Adventures*

Peter Rudy
Director, *KE Adventure Travel*

Jim Sano
President, *Geographic Expeditions*

Richard A. (Dick) Schulte
CEO, *Adventure Central*

Dwight Sholes
Co-Founder and President, *Quotient Marketing*

Dawa Steven Sherpa
Marketing Director, *Asian Trekking*

Alicia Stevens
Senior Advisor for International Business
Development Director,
American Museum of Natural History Expeditions

Veronica Stoddart
Deputy Managing Editor, Travel, *USA Today*

Leslie Weeden,
Travel Director, *Outside Magazine*

Richard Weiss
Principal, *Strategic Travel Consulting*

Laura Winthrop
Vice President, International Support and Analysis,
Control Risks

EXHIBITOR LIST

The ATTA sincerely thanks its Exhibitors for their support of the Summit!

Aboriginal Tourism British Columbia	www.aboriginalbc.com	309
Adventure Central	www.adventurecentral.com	134
AdventureLink	www.adventurelink.com	121
Adventures in Travel Expo	www.adventureexpo.com	137
AIG Travel Guard	www.travelguard.com	204
Air Greenland	www.airgreenland.gl	107
Air New Zealand	www.airnewzealand.com	203
All Patagonia	www.allpatagonia.com	118
Alpine Tourist Commission	www.alpseurope.com	206-210
Archaeology Magazine	www.archaeology.org	102
Argentina Tourism	www.turismo.gov.ar	214-215
Aventure Ecotourisme Quebec	www.aventure-ecotourisme.qc.ca	114
Best of the Alps	www.bestofthealps.com	206-210
Bhutan Bird Quest / DragonQuest Adventures	www.bhutanbirdquest.com	303
Blurb	www.blurb.com	106
Brazil	www.bbco.org	116-117
Canada Tourism Commission	www.canada.travel	109-110
Conservation International	www.conservation.org	304
Countorwear	www.contourwear.com	217
Eagle Creek	www.eaglecreek.com	Registration
Ecuador Tourism Promotion Fund	www.purecuador.com	103
Exclusive Tents	www.exclusivetents.com	132
ExOfficio	www.exofficio.com	122-123
Finland	www.visitfinland.com	108
Fjord Norway	www.fjordnorway.com	128
Green Team Advertising	www.greenteamusa.com	135
Himalayan Holidays	www.himalayan-holidays.com	308
Hurtigruten (formerly Norwegian Coastal Voyage)	www.hurtigruten.us	130
Innovation Norway	www.visitnorway.com/us	126-127
M.H. Ross Travel Insurance Services	www.tripinsurance.com	219
MEDEX Global Group, Inc.	www.medexassist.com	201
Mixpo	www.mixpo.com	216
Modern Traveler magazine	www.moderntravelermagazine.com	105
MonkeyBean Solutions Inc.	www.monkeybeanonline.com	115
National Geographic Adventure	www.nationalgeographic.com/adventure	120
New Headings	www.newheadings.com	205
NW Territories/Nunavut/Yukon	www.travel yukon.com/en	112
Outdoor Industries Women's Coalition	www.oiw.org	312
Outside Magazine	www.outsidemag.com	125
Overseas Printing Corporation	www.overseasprinting.com	Registration
Perimeter Transportation Ltd.	www.perimeterbus.com	306
Qatar Airways	www.qatarairways.com	133
Quotient Marketing	www.quotientmarketing.com	131
ROAM Adventures Inc.	www.iroamtheworld.com	213
Sanofi Pasteur/VaxServe	www.travelersvaccines.com	119
Squamish Lil'wat Cultural Centre	www.slcc.ca	310
Sustainable Travel International	www.sustainabletravel.com	311
Topas Adventure Travel Bolivia	www.topas.bo	124
Topas Adventure Travel Denmark	www.topas.dk	212
Tourism Ireland	www.tourismireland.com/gb	136
Tourisme Quebec	www.bonjourquebec.com	113
TRAK Kayaks	www.rethinkkayak.com	Display
Tralliance	www.tralliance.travel	301
Travel Manitoba	www.travelmanitoba.com	111
Travel Oregon	www.traveloregon.com	202
TravMedia.com	www.travmedia.com	302
USI Travel Insurance Services	www.travelinsure.com	218
Ventura CVB	www.ventura-usa.com	138
Virtuoso/VAST	www.virtuoso.com	104
VISIT FLORIDA	www.VISITFLORIDA.org	211
Weld	www.weldcreative.com	220
Whistler Outback Adventures	www.aoa-adventures.com	307
Whistlerbikeguide.com	www.whistlerbikeguide.com	305
W.L. Gore and Associates	www.gore-tex.com	101

To exhibit at the 2008 Adventure Travel World Summit, contact: Chris Chesak, ATTA Director of Business Development – cchesak@adventuretravel.biz

Outside Magazine Networking Tables

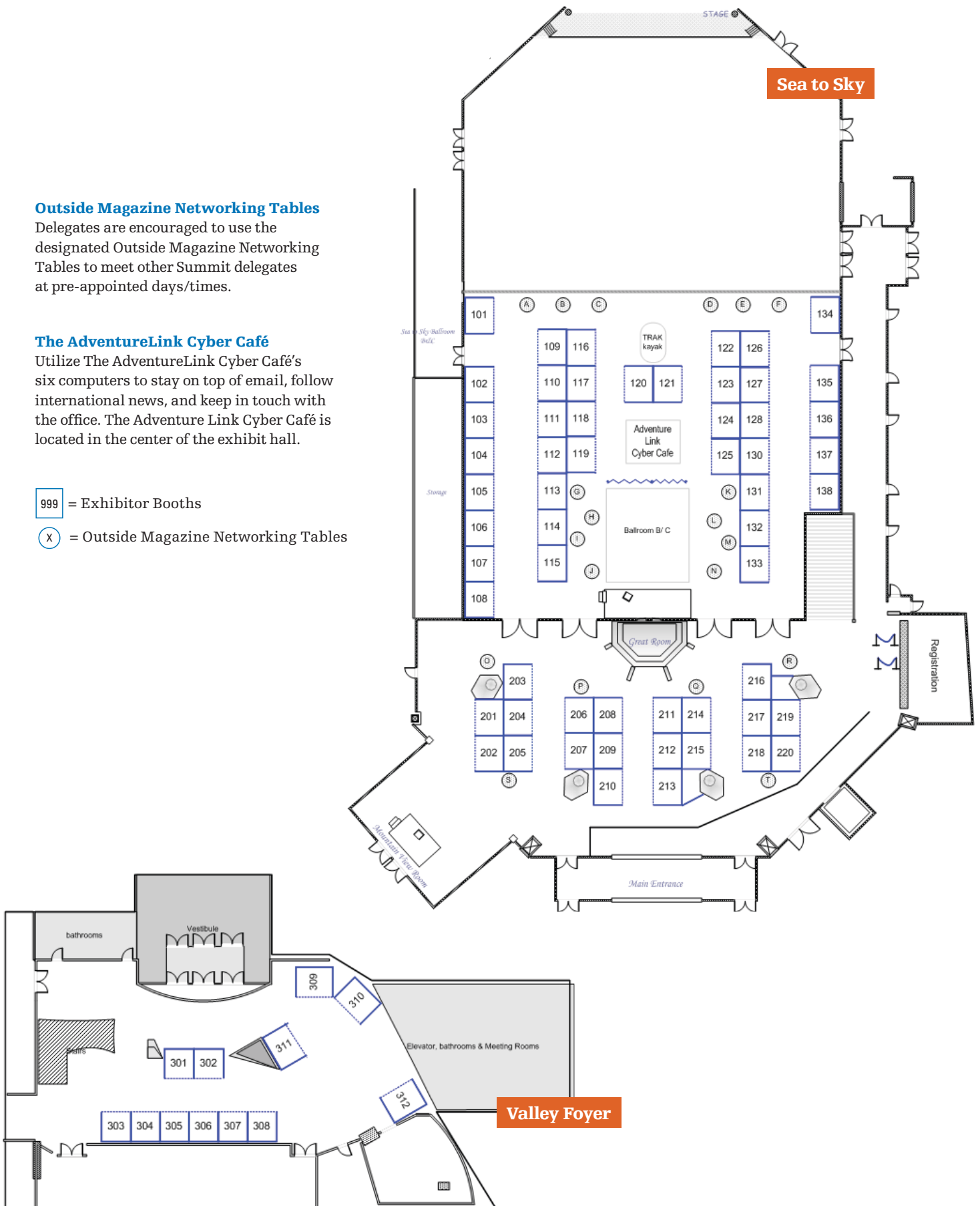
Delegates are encouraged to use the designated Outside Magazine Networking Tables to meet other Summit delegates at pre-appointed days/times.

The AdventureLink Cyber Café

Utilize The AdventureLink Cyber Café's six computers to stay on top of email, follow international news, and keep in touch with the office. The Adventure Link Cyber Café is located in the center of the exhibit hall.

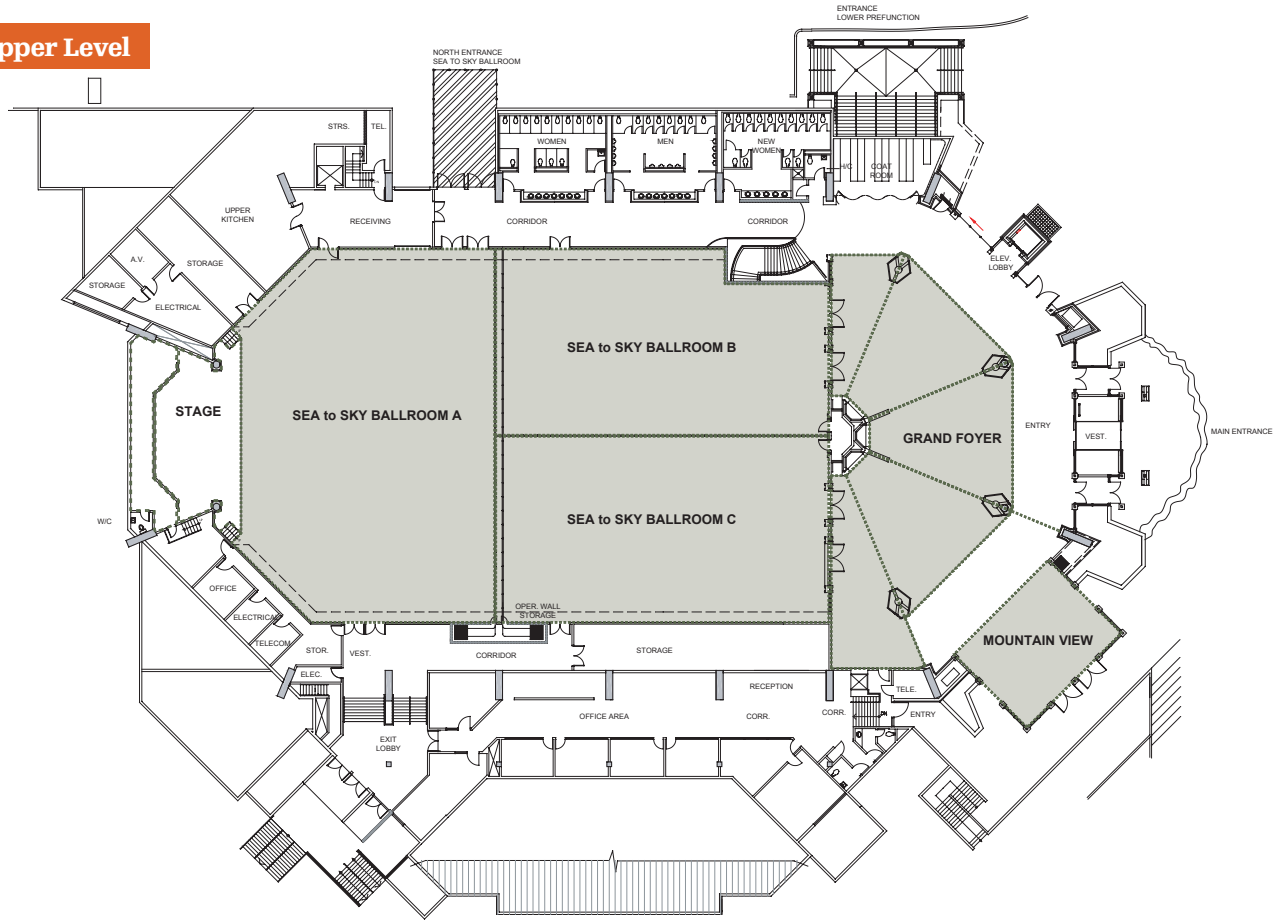
999 = Exhibitor Booths

X = Outside Magazine Networking Tables

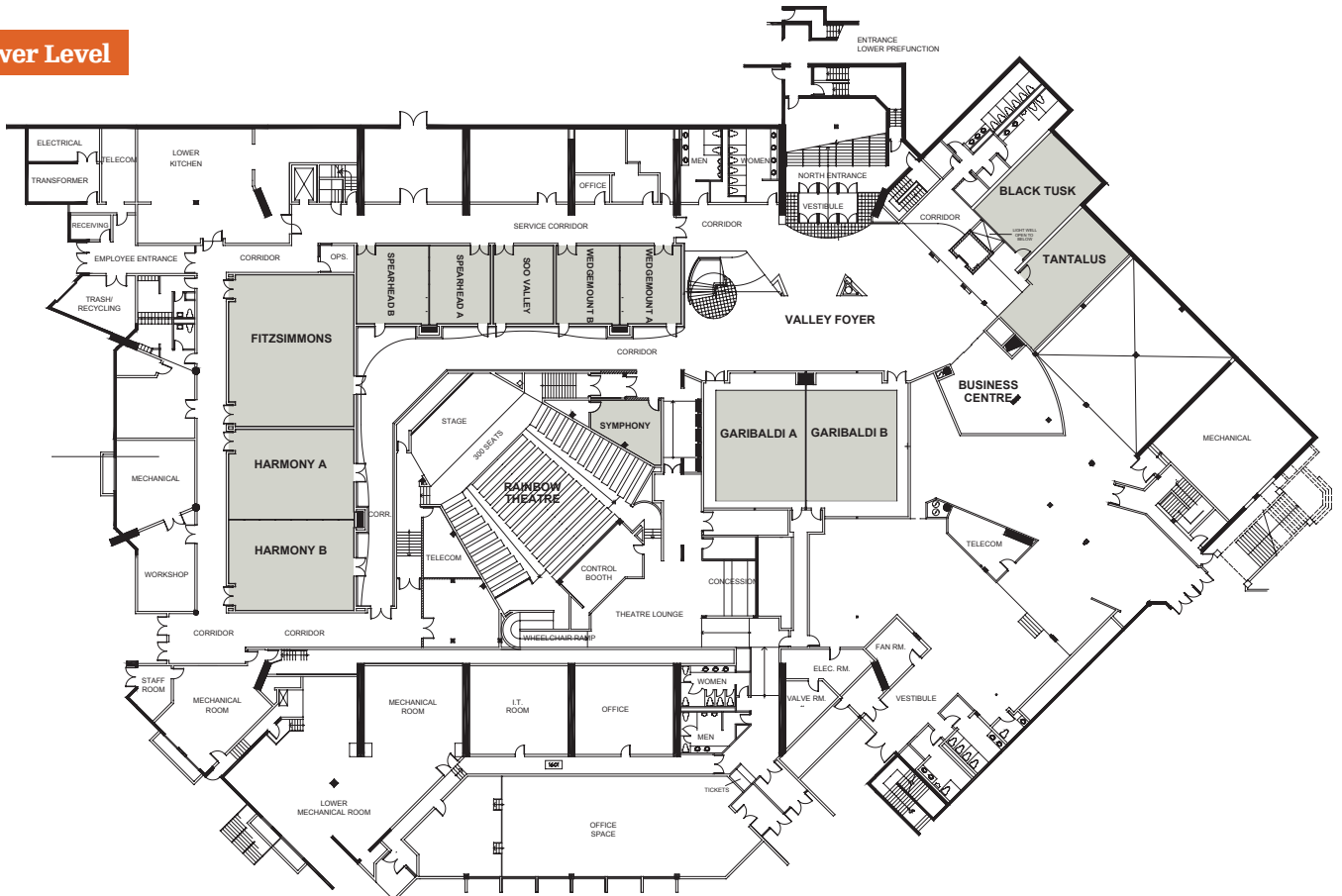


MAP OF TELUS WHISTLER CONFERENCE CENTRE

Upper Level



Lower Level



Day One of the Summit examines relevant trends in the global adventure travel market: what is happening, what's on the horizon, what new frontiers are opening, and what is "The state of the industry". Keynotes and breakout sessions have been selected to examine the big picture view of our market and relevant industries as a way of grounding all summit delegates in a common framework.

10:00 – 11:00AM, TELUS Whistler Conference Centre, Grand Foyer
Registration/Networking

11:00AM, Ballroom A
Opening General Session

Summit Welcome: Francis X. Farrell (VP & Publisher, *National Geographic Adventure*, Adventure Travel Trade Association Advisory Board Member) and Shannon Stowell (President, Adventure Travel Trade Association)

Lifetime Achievement Awards: Presented by Chris Doyle (Director, Adventure Travel Trade Association)

11:15AM – 12:00PM, Ballroom A

Keynote Looking back...preparing the future!

Sandra Carvão (Deputy Chief, Market Intelligence and Promotion Department, World Tourism Organization [UNWTO])

12:00 – 12:45PM, Ballroom A

General Session ATTA Presents the State of the ATTA and the Industry

Shannon Stowell (President, ATTA)

12:45 – 2:00PM, Ballroom A

Lunch & Keynote Nobility of Purpose

Richard Wiese (Explorer-in-Residence, American Museum of Natural History)

Richard Wiese's keynote is made possible by the American Museum of Natural History. Richard is explorer-in-residence for AMNH Expeditions, the Museum's educational travel program, and in that capacity has developed a new series of adventure trips premiering in 2008.

Lunch sponsored by: Fjord Norway



Pod #1, 2:15 – 3:45PM

Ballroom A

Global Travel Market Trends

Presenters: Sandra Carvão (Deputy Chief, Market Intelligence and Promotion Department, World Tourism Organization [UNWTO]) and Jerre Fuqua (President, First Choice Expeditions)

Mountain View

Social Networking Phenomenon—Its Impact & Potential

Presenters: Eric Brodnax (VP, Orbitz Worldwide and General Manager, Away.com & Outside Online) and Moe Carrick (Founder & Principal, Moementum)

Rainbow Theatre

Identifying, Knowing, Prospecting Tomorrow's Adventurers

Presenters: Richard Cope (Senior Insights Manager, UK Leisure Intelligence, Mintel), Ian Cross (Executive Producer, Pilot Film & Television Productions) and Hugh Hough (President, Green Team Advertising)

Ballroom B/C

Emerging Markets

Presenters: Nadia Billia LeBon (Director of Polar and Special Programs, Mountain Travel Sobek) and Alicia Stevens (Senior Advisor for International Business Development Director, American Museum of Natural History Expeditions)

Pod #2, 4:00 – 5:15pm (repeat of Pod#1)

Ballroom A

Global Travel Market Trends

Mountain View

Social Networking Phenomenon—Its Impact & Potential

Rainbow Theatre

Identifying, Knowing, Prospecting Tomorrow's Adventurers

Ballroom B/C

Emerging Markets

5:15 – 7:00PM, Grand and Valley Foyer, Ballroom B/C

Pre-Dinner Exhibits/Networking

Entertainment provided by Torry Anderson and Brandon Shuman

7:00 – 10:00PM, Ballroom A

Evening Dinner/Networking/Entertainment

Sponsored by: Canadian Tourism Commission



Canada's Tourism Commission brings the refreshed Brand Canada visual identity to life for the adventure travel community. Canada is an experience that evokes emotion and gives you the freedom to express yourself. The opening

reception shines new light on what is unique and best in Canada. With a back drop of Canadian food and beverages this night bridges the gap between traditional perceptions of Canada—simply a place of beautiful geography—and the country's emerging international reputation as a progressive, welcoming society. The program features, among elements of Canadian culture that will awaken the adventure spirit and to help delegates KEEP EXPLORING, Canada's own, Shane Koyzcan, an award-winning and internationally celebrated "slam" poet whose rules-breaking readings will help bring this northern latitudes nation to life.

Today and tomorrow's (October 6th) session emphasis builds upon the Adventure Travel World Summit's "conversion" theme, and more specifically, moving "lookers to bookers". To this end, we have designed two core tracks for workshop sessions: **THE BOTTOM LINE** track and the **BEST PRACTICES** track.

THE BOTTOM LINE: Explores ways to favorably impact your organization for tangible, bottom-line results. With a heavy marketing and sales emphasis, these sessions address topics such as customer relationship marketing, growth strategies, customer acquisition, maximizing Web marketing and more.

BEST PRACTICES: Offers a spectrum of sessions to enhance your business efficiency, effectiveness, sustainability, and mark in the world by looking at benchmarks for excellence from within and outside the adventure travel market. Sessions include topics such as agent-operator relationship building, risk management, carbon offsets, cash flow management, best practices for operating in sensitive environmental destinations and more.

7:00 – 8:15AM, Ballroom B/C, Grand and Valley Foyer

Networking/Exhibits/Continental Breakfast

Continental breakfast provides delegates with morning flexibility. Opening keynotes start promptly at 8:30AM.

8:30 – 9:15AM, Ballroom A

Keynote Hearts & Minds/Flat Screens, iPods, Blackberrys, Ringtones & Wallets: Understanding Your Future Customers

Presenter: Thornton May (Futurist, World Bank)

Pod #3, 9:30 – 10:45AM

Garibaldi A/B – **THE BOTTOM LINE**

Customer Relationship Marketing: Modeling, Delivering Success

Presenters: Kevin Johnson (President, Deluxe Digital Media), Glenn Rowley (Co-Founder & Director, KE Adventures), Dwight Sholes (Co-Founder & President, Quotient Marketing)

Ballroom B/C – **THE BOTTOM LINE**

The Market-led Route to Success in Niche Tourism through Partnerships

Presenters: Cathy Holler (Managing Director, Destination Sales, Virtuoso, Ltd.), Judy Karwacki (President, Small Planet Consulting), Hans Rood (President, Hurtigruten, formerly Norwegian Coastal Voyage)

Ballroom A – **THE BOTTOM LINE**

Conversion: Bring Laser Focus to Your Efforts

Presenters: Jeff D'Urso (Founder, Conversion Associates), Jim Forberg (COO, Unicomm, LLC), Peter Rudy (Director, KE Adventure Travel)

Rainbow Theatre – **BEST PRACTICES**

Operating in Sensitive Environmental Destinations

Presenters: Christina Heyniger (Principal, Xola Consulting), Dawa Steven Sherpa (Marketing Director, Asian-Trekking), Richard Weiss (Principal, Strategic Travel Consulting)

Mountain View – **BEST PRACTICES**

Growing Results Through Long-Term Agent/Operator/Destination Relationships

Presenters: Nicky Fitzgerald (Marketing Director, Conservation Corporation Africa), Nandini Lahe-Thapa (Director, Tourism Marketing & Promotion, Nepal Tourism Board), Kurt Kutay (Founding Director & President, Wildland Adventures), Helen Nodland (Founder, Nodland Enterprises)

Pod #4, 11:00AM – 12:15PM

Mountain View – **THE BOTTOM LINE**

Growth Strategies for Tour Operators and Agents

Presenters: Jim Forberg (COO, Unicomm, LLC), K.C. Hoppe (Director, Destination Sales, Tour & Specialty Operators, Virtuoso, Ltd.), Helen Nodland (Founder, Nodland Enterprises)

Fitzsimmons – **THE BOTTOM LINE**

Tapping into the Influential Freelance Writer Network and Improving your Public Relations

Presenters: Don George (Web Editor and Chief, Adventure Collection), Karen Kefauver (Freelance Journalist, KarenKefauver.com), Everett Potter (Author, Journalist, Everett Potter's Travel Report)

Rainbow Theatre – **THE BOTTOM LINE**

Indicators & Strategy for Search Engine Optimization

Presenters: Annie Ellicott (President, LeapUp Marketing Solutions), Jason Reckers (CEO, PixelMill, Inc.), Kevin Johnson (President, Deluxe Digital Media)

Ballroom B/C – **BEST PRACTICES**

Meaningful, Profit-Driven Sustainable Practices

Presenters: Christina Heyniger (Principal, Xola Consulting), Simon Jones (Vice President, Solimar International), Kristin Lamoureux (Director, International Institute of Tourism Studies, The George Washington University)

Garibaldi A/B – **BEST PRACTICES**

Safeguarding Your Company: Updates & Solutions for Risk Management

Presenters: Laura Winthrop (Vice President, International Support and Analysis, Control Risks), Gordon Janow (Director of Programs, Alpine Ascents International), Jim Sano (President, Geographic Expeditions)

12:15 – 1:45PM, Ballroom A
Lunch/Networking
Special Presentation

Sponsored by: Ecuador



Pod #5, 2:00 – 3:30PM

Rainbow Theatre – THE BOTTOM LINE

Pacing the Web's Lightning-Speed Advances

Presenters: Eric Brodnax (VP, Orbitz Worldwide and General Manager, Away.com & Outside Online), Robin Goldberg (SVP, Marketing & Business Development, Blurb), Anupam Gupta (President, Mixpo, Inc.), Jason Reckers (CEO, PixelMill, Inc.)

Garibaldi A/B – THE BOTTOM LINE

Customer Acquisition Strategies for Tour Operators & Agents

Presenters: Annie Ellicott (President, LeapUp Marketing Solutions), Peter Rudy (Director, KE Adventure Travel), Jeff D'Urso (Founder, Conversion Associates)

Mountain View – THE BOTTOM LINE

Creating, Maximizing, Leveraging Loyalty

Presenters: Helen Nodland (Founder, Nodland Enterprises), Dwight Sholes (Co-Founder & President, Quotient Marketing), Alicia Stevens (Senior Advisor for International Business Development Director, American Museum of Natural History Expeditions)

Ballroom A – BEST PRACTICES

Carbon Offsets - Science, Debate & Solutions

Moderator: Costas Christ (President, Adventure Council)

Presenters: Erik Blachford (CEO, TerraPass), Richard Edwards (Partner, Native Energy Travel Offsets), Brian Mullis (President, Sustainable Travel International), Jim Sano (President, Geographic Expeditions)

Ballroom B/C – BEST PRACTICES

Margins & Product Mix - Zeroing in on Profitability

Presenters: Richard Bowden-Doyle (Executive Chairman, Conservation Corporation Africa), Zach Rabinor (Founder & President, Journey Mexico), Glenn Rowley (Co-Founder & Director, KE Adventure Travel)

3:45 – 4:30PM, Ballroom A – BEST PRACTICES

Keynote Exploring the Cradle of Civilization

His Excellency Nimrud Baito Youkhana (Minister of Tourism for Kurdistan, Ministry of Tourism, Kurdistan, Erbil)

4:30 – 5:15PM, Ballroom A – BEST PRACTICES

Keynote A New Global Citizenship

Ed Wilson (President & CEO, Earthwatch Institute)

5:15 – 7:00PM, Grand and Valley Foyer, Ballroom B/C

Pre-Dinner Exhibits/Networking

Entertainment provided by Torry Anderson and Brandon Shuman

Women in Adventure Travel (Ballroom A)

Outdoor Industries Women's Coalition (OIWC) joins forces with ATTA to present Women in Adventure Travel: Network & Nosh, an opportunity for women who work in the adventure travel industry to come together during the ATWS. During Network & Nosh, learn about the services OIWC offers in the outdoor, bike, and snow industries and the opportunities available for the adventure travel industry. Plus, enjoy this time to mingle with other women and discuss the unique experiences, opportunities and challenges of being a woman in the industry.

Mountain Lodges of Peru (Garibaldi A/B)

Mountain Lodges of Peru is pleased to invite all members of ATTA interested in marketing Latin America and especially Peru to an audiovisual presentation on the Mountain Lodges of Peru program and the First Class Lodge to Lodge Trek across the Andes to Machu Picchu. The program will be presented by Enrique Umbert, Jr., General Manager of Mountain Lodges of Peru and introduced by Leo Le Bon, Marketing Director of MLP.

7:00 – 10:00PM, The Hilton Whistler Resort & Spa

Evening Dinner/Networking/Entertainment

Sponsored by: Alpine Tourist Commission & Best of the Alps



This special night is co-hosted by the Alpine Tourist Commission (ATC)—made up of five nations (Switzerland, Germany, France, Italy and Austria)—and Best of the

Alps (BOTA), a consortium representing 12 "Best of the Alps" resorts from these countries. One hundred and fifty years ago the British established the Alpine Club in Zermatt, lending credence to the region's position as the cradle of adventure sports. Poets, painters, writers and explorers were (and still are) inspired by the beauty of this region. Exploring the Alps will not only offer an interaction with the people living there but also allow you to experience the diversity of fauna and flora, of traditions and customs, of food and architecture, and of languages and cultures. It is time to rediscover the Alps, where adventure sport has its roots and is alive and kicking, and where sustainability and environmental care practices are industry leading. Join us for an interactive night of networking and excellent fare and emceed by comic performer, Henry Camus*. Our hosts are bringing the Alps to Summit delegates with five different food stations with specialties representing all the Alpine countries, complimented by traditional and contemporary music, plus a 25-print gallery of National Geographic photographer Catherine Karnow's work, "Walk my Alps" photo exposé.

**With a unique range from comic cabaret to superb acrobatic skill and a sense of humor rooted somewhere between New York and Effretikon, international stage and television performer Henry Camus delivers an unlikely combination of Swiss country-side naivete, cultural clashes, polyglot puns, improbable balancing acts and anything from clubs to furniture are juggled to perfection in his hands.*

SATURDAY, OCTOBER 6 – AGENDA

7:00 – 8:15AM, Ballroom B/C, Grand and Valley Foyer Networking/Exhibits/Continental Breakfast

Continental breakfast provides delegates with morning flexibility. Opening keynotes start promptly at 8:30AM.

8:30 – 9:15AM, Ballroom A

Keynote **Could getting there be more than half the fun?**

Fred Reid, CEO, Virgin America

9:15 – 10:15AM, Ballroom A

General Session **Around the World in 60 Minutes**

A Kaleidoscope of Community Based Adventure Tourism Projects & Success Stories.
Sponsored by: Modern Traveler

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Pod #6, 10:30 – 11:45AM

Fitzsimmons – **THE BOTTOM LINE**

Fueling Social Networking for Organizational Gain

Presenters: Jason Reckers (CEO, PixelMill, Inc.), Robin Goldberg (SVP Marketing & Business Development, Blurb), Jim Morris (Senior Partner, Bristlecone Learning)

Ballroom B/C – **THE BOTTOM LINE**

Raising the Customer Service Bar for Excellence

Presenters: Nicky Fitzgerald (Marketing Director, Conservation Corporation Africa), Hans Rood (President, Hurtigruten, formerly Norwegian Coastal Voyage)

Rainbow Theatre – **THE BOTTOM LINE**

Exploiting the World of Media Convergence: Print, Web, TV, Magazines & More

Presenters: Ian Cross (Executive Producer, Pilot Film & Television Productions), Everett Potter (Author, Journalist, Everett Potter's Travel Report), Veronica Stoddart (Deputy Managing Editor, Travel, *USA Today*), Leslie Weeden (Travel Director, *Outside Magazine*)

Mountain View – **BEST PRACTICES**

The Potent Trend of Adventure Tourism & Giving Back

Presenters: Christina Heyniger (President, Xola Consulting), Kristin Lamoureux (Director, International Institute of Tourism Studies, The George Washington University) Daniela Papi (Executive Director & Founder, "Protect the Earth. Protect Yourself" and CEO, PEPY Tours)

Garibaldi A/B – **BEST PRACTICES**

Cash Flow Management for Survival, Investment: Real-World Stories

Presenters: Steve Fitzgerald (CEO, Conservation Corporation Africa), Michael Kaye (President, Costa Rica/Nicaragua Expeditions), Zach Rabinor (President, Journey Mexico)

Ballroom A – **BEST PRACTICES**

From Niche to Mainstream*: How Online Distribution Channels are Driving Adventure Travel Growth

Presenters: Michael Culhane (President, AdventureLink), Valyn Perini (Executive Director, OpenTravel Alliance), Dick Schulte (CEO, Adventure Central)

12:00 – 12:45PM, Ballroom A

Keynote **You Have to Be Different**

Jim Benson (Founder, Chairman & President, Benson Space Company)

1:00 – 6:00PM, Outside the TELUS Whistler Conference Centre The Day Outside

See the opposite page for more on your Whistler area adventures!
Sponsored by: Outside Magazine
Lunch by: GoPicnic

7:00 – 10:00PM, Ballroom A

Evening Dinner/Networking/Entertainment

Sponsored by: Brazil



Uncover the many layers of Brazil! Hosted by Brazil Tourism (EMBRATUR) and ABETA*, you'll experience all the sensations this unique country has to offer. From its landscapes and the diversity of a country of mythical proportion, to the intense musicality and rhythm of Brazilian songs, come enjoy and feel Brazilian spontaneity, friendliness and lust for life. And, get ready for an authentic Carioca Brazil night with music, dance, Brazilian delis and its national drink, the sugar cane and lime *caipirinha*.

*Associação Brasileira das Empresas de Turismo de Aventura (ABETA), Brazilian Adventure Travel Trade Association

What would the Adventure Travel World Summit be without some adventures? Please join us in thanking our following partners in the Whistler region for offering up these fantastic adventures for our global community's gathering!

SPONSORED BY



Zipline Tours – Ziptrek Ecotours



Ziptrek Ecotours is the pioneer of zipline tours in North America! With an award winning ecological curriculum and the highest, longest, and most ziplines around, Ziptrek offers an entertaining combination of education and adventure. Ziptrek's tour area is nestled in the spectacular valley of ancient rainforest that divides Whistler and Blackcomb Mountains. Being situated just minutes above Whistler Village ensures that guests spend more time experiencing their activity than driving to get there. With vast media coverage and environmental awards, Ziptrek has earned international notoriety as Whistler's must-do activity.

Glacier Walks – Coast Mountain Guides



Positioned right on the edge of the Horstman Glacier, Blackcomb Glacier Provincial Park and Garibaldi Provincial Park provides spectacular vistas of the Coast Mountain Range. This day trip allows Summit delegates to "meet the mountains" and explore a piece of unspoiled nature, bringing us back in time to the formation of the Coast Mountains. Learn about glaciology and ice formation, and receive instruction about walking with crampons and ice axe on a glacier. One of the many highlights of the day includes an exploration of the inside of the Blackcomb Glacier Ice Caves!

Alpine Hiking – Coast Mountain Guides



Walk by giant Douglas firs and feel the wisdom of 180 foot tall ageless red cedars (some older than 1,000 years). Enjoy the colorful Tiger Lily and discover the wild ginger of the Coastal Rainforest. Learn about the black bears and cougars who are roaming our forests day and night. There is no better way to explore and learn about Whistler Region, his history and the Coast Mountains.

Cultural Triathlon – Squamish Lil'wat Cultural Centre and the Aboriginal Tourism British Columbia



Skwxwú7mesh Lil'wat7úl
SQUAMISH LIL'WAT CULTURAL CENTRE
WHISTLER, BRITISH COLUMBIA



ABORIGINAL
TOURISM ASSOCIATION OF
BRITISH COLUMBIA
k̓l̓ə-h̓ow-ə̀y̓a
Welcome

The Squamish Lil'wat Cultural Centre and Aboriginal Tourism BC invite you to test and stretch your cultural reflexes in an interactive "Cultural Triathlon" held in the newest addition to the Whistler experiential landscape. Delegates will be among the first to see the Squamish Lil'wat Cultural Centre (opening Summer 2008). During the course of this two-hour program located on the actual site of the Centre, you will learn three diverse skills directly from both Squamish and Lil'wat Nations artisans and performers. To end your adventure, sip on a glass of soapberry soda as you listen to stories and learn more about Aboriginal Tourism in British Columbia.

Valley Bike Tour – Whistler Outback Adventures



This ride lead delegates along the Valley trail stopping off at Lost Lake, Green Lake and Alta Lake. Along the way we will ride past the three local golf course, the River of Golden Dreams, check out the local real estate and get a great taste of the whole Whistler Valley.

Whistler Single Track Tour – Whistlerbikeguide.com



Experience some of the legendary single track trails in the Whistler Valley. This adventure features three options for different riding abilities; beginner & intermediate riding in the Lost Lake area and an advanced ride featuring West Side trails and the famous River Runs Through It. Enjoy beautiful scenery along with an exhilarating workout and of course local knowledge provided by our team of guides.

Reconnect: Presented by the Squamish Nation and Unbound Travel Inc.



unboundtravel

Take a journey back in time that will reconnect your wild spirit with its natural surroundings. While paddling on full-sized traditional cedar canoes, your Squamish elder guides will share a message of working within nature's limitations, and not taking more than our ecosystem can naturally produce. We will view waterfalls, paddle across a lake, and hike into the alpine, while hearing millennia-old stories of the surrounding landscape.

Scramble to the top of Whistler Mountain – Whistler Alpine Guides Bureau



Join the Whistler Alpine Guides Bureau as we set out from the Roundhouse Lodge at the top of Whistler Mountain and scramble our way along the ridge to the Peak of Whistler Mountain, 7,000 feet above the valley floor. Scrambling is more adventurous than hiking and offers some exposure and challenge. It combines the use of hand and foot holds on sections of the trail, yet is less technical than rock climbing. From the top, on clear days, scramblers are greeted with fabulous views of the Black Tusk and the McBride Range. Then get ready to sit back and enjoy a comfortable ride back down on the Peak Chair. Please come dressed to hike, all technical equipment will be provided.

If you are not signed up for an adventure, please contact Amber Silvey, ATWS Events Manager, at the registration desk.

Sunday offers dedicated networking periods for this year's executive conference. Select from the sessions provided below or set your own appointments and informal gatherings and take advantage of the space available throughout the TELUS Whistler Conference Centre. Delegates are encouraged to leverage their Summit Connections accounts to schedule appointments with others you've connected with during the Summit. Utilize The AdventureLink Cyber Café's six computers to access Summit Connections, stay on top of email, follow international news, and keep in touch with the office. Please see the ATTA staff if assistance is required.

9:00AM – 12PM, Garibaldi A

OpenTravel Alliance Tour Project Team

All ATWS delegates are invited to attend a working session of the OpenTravel Tour Project Team, which includes several ATTA members. OpenTravel creates standard specifications that enable easier and richer interoperability between travel trading partners, ensuring inventory is available where and when travelers want to buy. The Tour Project Team is creating a complete suite of Tour messages, including search and discovery, pricing, availability checking, reservation, cancellation and amendment. For more information, contact Valyn Perini at valyn.perini@opentravel.org.

10:00AM – 11:30AM, Garibaldi B

ATTA's New DMO/Tourism Board/CVB (Exclusively) Networking Forum

An ATTA-facilitated assembly for the discussion of and exchange of adventure travel industry matters or current questions concerning the development, growth, inspirations, challenges, issues, etc., facing Destination Marketing Organizations and Tourism Boards worldwide.

10:00AM – 11:30AM, Harmony B

Tour Operator Forum/Mixer:

This forum is focused on Tour Operators of all stripes and sizes who will gather to meet potential new suppliers/partners and to discuss challenges unique to tour operators. The forum will be partially moderated.

11:30AM – 1:30PM, Ballroom B/C

Adventure Media Mixer

Delegates will have the opportunity to meet in an informal setting to talk one-on-one with dozens of influential broadcast, newsprint, Web and magazine media – including:

- Ian Cross, Executive Producer, Pilot Film & Television Productions (producer of *GlobeTrekker*)
- Don George, Editor, RECCE (www.geoex.com/recce), Literary Journeys for the Discerning Traveler, and Host, Don's Place, Adventure Travel Stories, Books (www.donsplace.adventurecollection.com)
- Karen Kefauver, Freelance Journalist
- Everett Potter, Author, Journalist
- Veronica Stoddart, Deputy Managing Editor, Travel, *USA Today*
- Leslie Weeden, Travel Director, *Outside* magazine

1:00PM – 2:30PM, Garibaldi A

ATTA Association Partnership Program Annual Meeting

Members of the ATTA's new Association Partnership Program will gather to hold their first annual meeting.

1:00PM – 2:30PM, Harmony A

Agent/Specialist & Supplier Mixer:

This mixer is focused on connecting Specialists who wish to expand their offerings and Suppliers who are interested in being represented. In addition to mixing and meeting, there will be a moderated portion that discusses the challenges the two groups face.



2007 Summit Delegates are among the first to be introduced to Adventure.Travel, a new high quality, online guide that provides adventure travelers with access to the industry's most reliable and credible directory of adventure tour operators. ATTA members receive free listing and in 2008, non-members will be able to purchase placement within the site.

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When you adventure on the frontier of the mind, body and spirit, it's a good idea to have a reliable guide. Introducing Adventure.Travel, the hub of physical, cultural and nature-based adventure travel and your guide to finding high quality, trusted tour operators from around the globe. Get there with confidence—start at www.adventure.travel

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ABOUT THE ADVENTURE TRADE TRAVEL ASSOCIATION (ATTA)

The Adventure Travel Trade Association (ATTA), presenters of the annual Adventure Travel World Summit, exists to:

- Promote and responsibly grow the adventure travel market
- Provide exclusive professional support, development, marketing, business building and cost-saving resources to ATTA members
- Provide a unifying voice for the industry that promotes and facilitates knowledge sharing, networking and a common vision
- Research, anticipate, interpret and share travel, consumer and industry trends
- Identify, understand and rally industry leaders to tackle pressing issues, while propelling growth initiatives
- Define “adventure travel” and establish “best practices” and operating standards
- Encourage sustainable and environmentally and culturally sensitive adventure travel practices

For information on ATTA Membership, Sponsorship, Advertising, Research and more, visit www.adventuretravel.biz or e-mail info@adventuretravel.biz

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Praveen Moman	Managing Director, <i>Volcanoes Safaris</i>
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We consider the environment

to include every social, natural and cultural surrounding that impacts the health of our minds, bodies and spirits. So defined, museums and marshlands are equally critical habitats; workplace diversity and World Heritage sites are both in need of preservation; and racial discrimination is just as toxic as diesel fumes.

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Adventure Travel World Summit 2007

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