

ADVENTURE ELEVATE

SAGUENAY, QUÉBEC

JUNE 6-7, 2016



ADVENTURE TRAVEL
TRADE ASSOCIATION
www.adventuretravel.biz

“I had made contacts with so many key people by Sunday [opening] night I could have left and it would have still been worth while!”

- anonymous survey respondent

AdventureELEVATE Opportunities

AdventureELEVATE is a conference that attracts adventure professionals from all over North America and beyond who are serious about making adventure their life's business. Tour operators, destination representatives and travel writers and photographers converge to share ideas, create powerful new partnerships and enjoy learning about the business of adventure.

- Explore Saguenay, Québec and surrounding region
- Connect with industry professionals from predominantly US and Canada as well as over 16 other countries
- Discover best practices and new tools geared toward adventure businesses
- Create business partnerships with peers and media
- Promote your product, brand and destination



Adventure Means Business

200 adventure travel industry professionals from 18 countries gathered from June 5th to the 7th for the second AdventureELEVATE in the stunning region of Saguenay Lac-Saint-Jean, near Québec City.

From customer service to destination branding, food tourism to SnapChat, market research, how to get funding and how to work with travel agents, plenary and concurrent sessions took the audience all over the map and all over the theme “Adventure Means Business.” Each session presented an innovative way that destinations, operations and the industry as a whole is moving away from a sense of place and more toward the creation of experience.

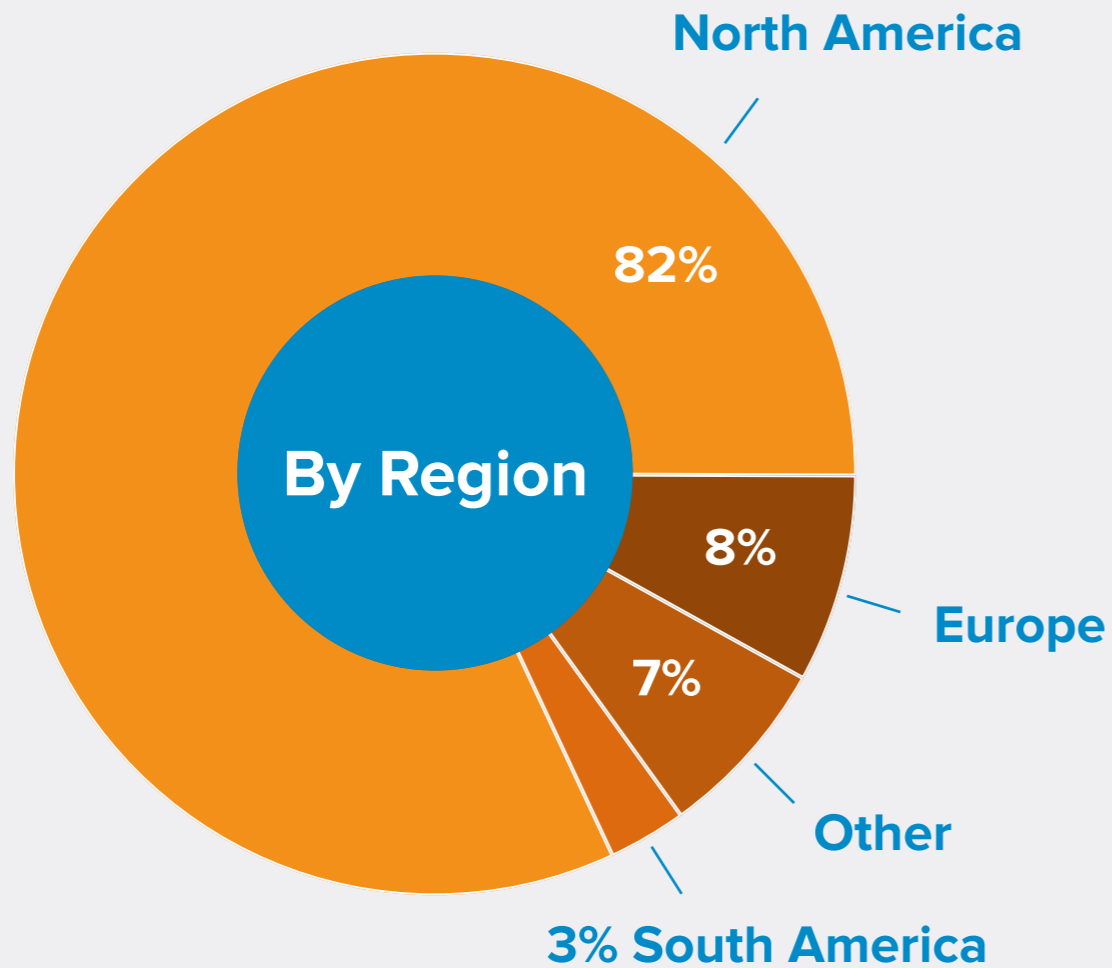


87%

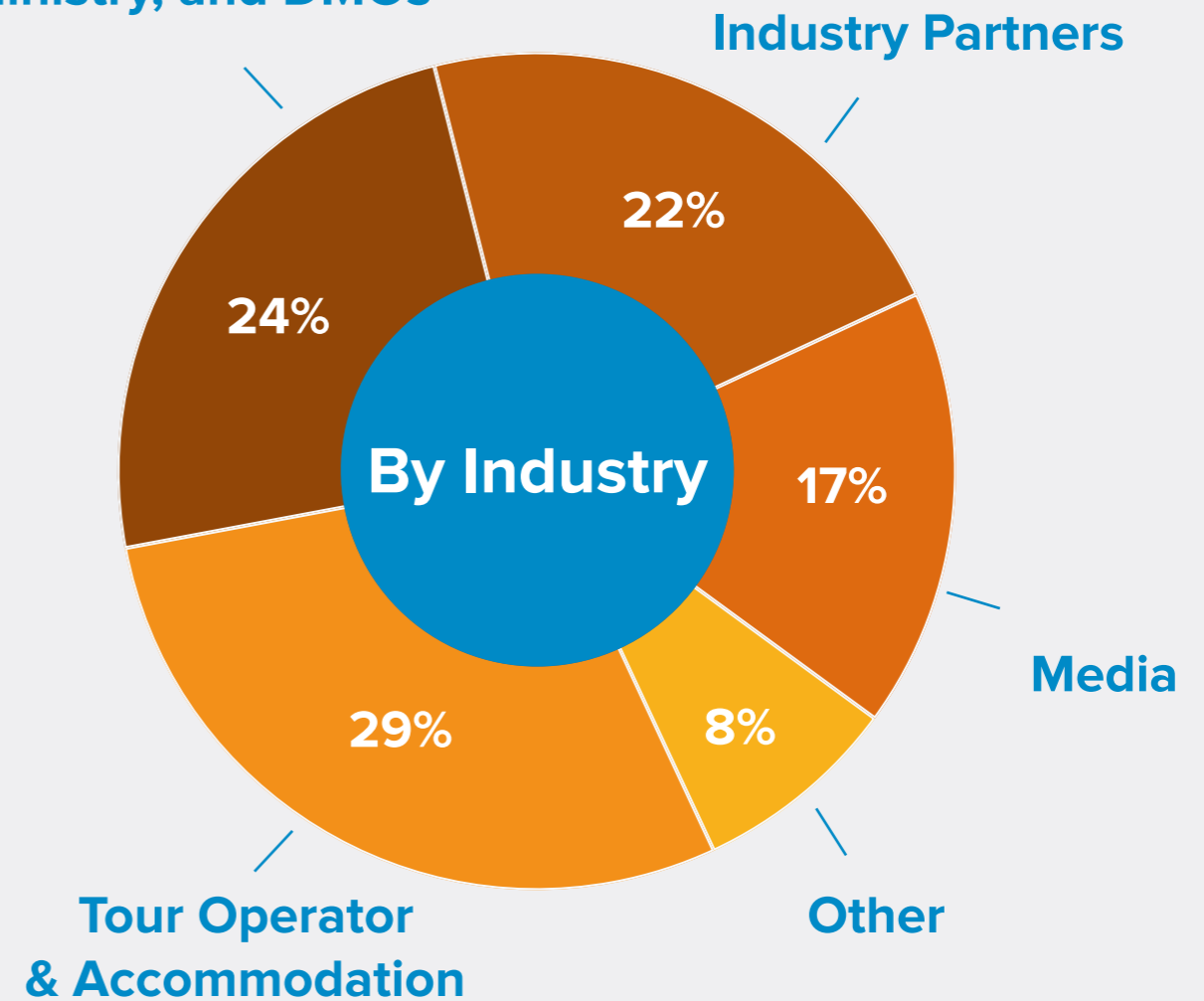
of delegates stated that Saguenay matched or exceeded their expectations of Saguenay as an adventure travel destination

“This conference is well rounded and ticks the boxes on multiple fronts: opportunities for B2B, professional development, networking and media relations. There isn't another conference out there that provides these opportunities under one roof.” - anonymous survey respondent

Attendees



**Tourism Board,
Ministry, and DMOs**



"The networking is worth the price of admission and the information is actionable."
- anonymous survey respondent

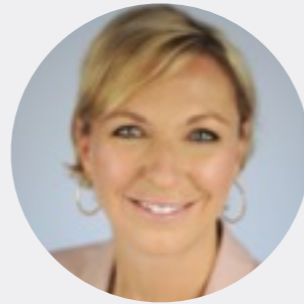
Featured Speakers

Speakers from around the world came together to share their insights, stories, and experience.



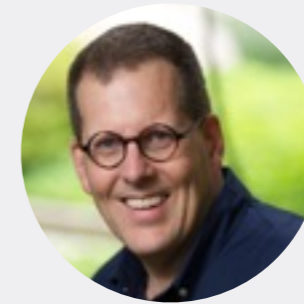
Val Litwin

Whistler Chamber of
Commerce



Emmanuelle Legault

Destination Canada



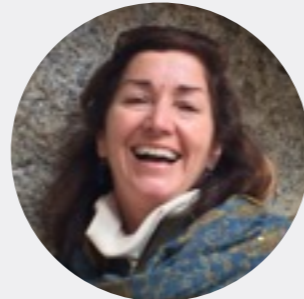
Daniel Westergren

National Geographic
Traveler



Chris Johns

Co-Author True North



Barbara Bands

Wilderness Travel



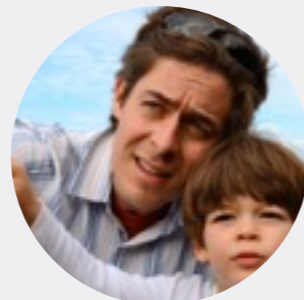
Carl-Eric Guertin

Economusee Network
Society



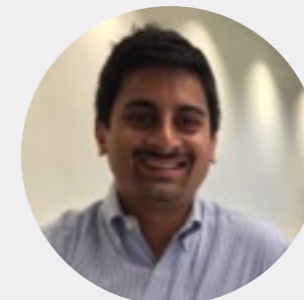
Liz Cherne

Travel Leaders



Jim Kane

Culture Xplorers



Monir Parikh

Bandwango

AdventureELEVATE Content

88%

average rating of good to excellent for sessions at this year's ELEVATE



"Both the concurrent sessions I attended were excellent! They expanded my thinking about strategy and management, and they offered concrete ideas for how to act on the ideas. The speakers were both engaging and clear." - anonymous survey respondent



"I think that the DOA is just a fantastic way to start a conference and experience the host region!"
- anonymous survey respondent

"Our guide was FANTASTIC! Friendly, knowledgeable and a ton of fun! He really made a good experience GREAT! The 4 tour companies we worked with were also top notch! The food was also excellent! Very impressed!" - anonymous survey respondent

AdventureELEVATE Value

We value the time, commitment and resources used by every delegate who attends AdventureELEVATE and for that reason ATTA creates an environment for sharing, learning, and inspiring one another where our delegates and partners leave the event with actionable and tangible results.

Overall level of satisfaction with this year's ELEVATE: **8.4** out of 10

Average number of new, **valuable contacts** made by delegates at ELEVATE: **7-13**

99% of delegates stated that there was ample available networking time

"This was our first encounter with the ATTA and AdventureELEVATE. The event and host location far exceed expectations, and we congratulate both the ATTA and Saguenay on an outstanding conference."

- Stuart Hart, Banff Lake Louise Tourism



All Delegates

Delegates ranked their reasons for attending AdventureELEVATE as:

1. Community/Networking
2. Professional Development
3. Inspiration
4. Partnership/Sales
5. Media Relationships



99%

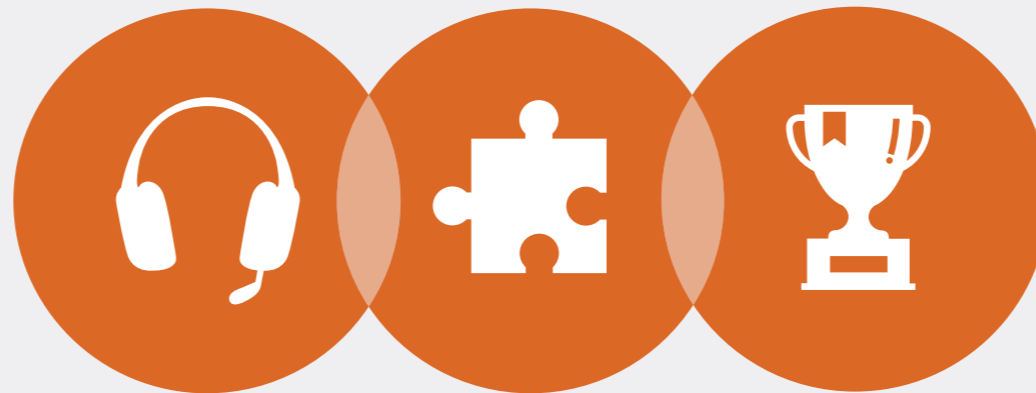
of delegates stated that the time and resources spent on attending ELEVATE is of value to them and their business

“ELEVATE was the perfect conference to network with delegates from all over the world who were specifically interested in the North American market. Being able to meet companies and individuals who were so passionate and open to collaboration was inspirational and will stay with me for a long time. I plan on continuing to build on relationships formed at ELEVATE and look forward to being part of the tribe!”

- Laura Di Nardo, Business Development Manager & Content Creator, TravelWeek.Ca (ELEVATE 2016)

Key Initiatives

Customer service is critical. Agents as a sales strategy. The vitality of relationships for success!



- Develop a media relations strategy and approach based on my contacts from the MediaExchange
- Make changes to my approach to social media. Pay closer attention to Instagram
- Plan for upcoming market research
- Consider a different approach to budgeting
- Find better training opportunities for my employees
- Find ways to do good with the company
- Refine our online advertising approach

Key Initiatives Continued...

- Return to the region!
- Form partnerships with new suppliers
- Find a mentor
- Increase exposure to the Canadian market
- Learn more about B Corp/move towards getting certified as a B-Corp
- Review frontline problem solving tactics to empower staff to solve issues vs escalating common issues up the chain
- Adding food elements to our tours



Media Exchange

MediaExchange gives delegates the opportunity to have one-on-one meetings with the adventure media at AdventureELEVATE.

100%

of delegates rated MediaExchange
as good to excellent



Media Exchange

“AdventureElevate was by far the best single media marketplace I've ever been part of. The quality of the journalists was superior and their level of interest gratifying. I have no doubt that Maine will benefit from being there. I just loved the energy and spirit of the attendees. Congratulations to you and all involved.”

- Charlene Williams, President, Nancy Marshall Communications (ELEVATE 2016)

“AdventureELEVATE was fabulous (no surprise) and I was honored to be a part of such a talented media group. The level of conversations and ability to interact with operators and delegates was fantastic and I'm excited for potential new partnerships and stories.”

- Elena Sonnino, LiveDoGrow.com (Hosted Media, AdventureELEVATE 2016)

“I loved the fact that a small company like ours can have the chance to chat with people who are worldly renowned.” - anonymous survey respondent

“This was a completely brilliant offering for adventure companies to be discovered by media outlets and for independent media providers to explore business-related opportunities within the travel sector.” - anonymous survey respondent

Attending Media

- Tom Bartel, Travel Past 50
- Nathaniel Boyle, Holocene
- Ashley Castle, AFAR, travelwithcastle.com
- Janeen Christoff, TravelPulse
- Kassondra Cloos, SNEWS
- Nick Cote, Freelance photographer
- Jonathan Desabris, Teton Gravity Research
- Robin Esrock, The Great Global/Canadian Bucket List
- Andrew Findlay, Andrew Findlay Journalism
- Eric Hanson, Overland Collective
- Kristin Henning, Travel Past 50 & Freelance
- Chris Johns, Freelance
- Michelle Juergen, TravelAge West
- Jackie Laulainen, The Budget-Minded Traveler | Traveling Jackie
- Will McGough, Wake and Wander & Freelance
- Jen Murphy, Freelance
- Norie Quintos, National Geographic Travel Media
- Gigi Ragland, Freelance Travel & Food Writer
- Jill K. Robinson, Freelance journalist
- Michela Rosano, Canadian Geographic
- Elena Sonnino, LiveDoGrow.com

"I came away with a TON of story ideas, and some good feedback on how my company can better cover the adventure travel industry from an outdoor trade perspective. I made a ton of great contacts for myself as a freelancer, as well." - anonymous survey respondent

Disruptive Networking Adventure (DNA)

ATTA's original D.N.A. Happy Hour is a whole new take on making business contacts. Tour operators, travel media, destination professionals, travel advisors, and industry partners — are all looking to build business relationships with like-minded people. This event allows for a casual, comfortable and meaningful networking platform that is particularly helpful for first time attendees to initiate conversations and partnerships.

59% of AdventureELEVATE delegates were first time attendees of an ATTA event

100% of delegates rated the DNA as good to excellent as a catalyst for meeting new people

"This was fantastic and facilitated some very engaging discussions. This was one of the highlights of the conference for me!"

"I think this was one of THE BEST happy hour networking events I've ever attended!"

"So nice to have some structure for networking during this event. Helped break the ice and invite new conversations."

- anonymous survey respondents

Partner Attendees

- Gained awareness of their destination/product to industry influencers and media
- Increased credibility within the adventure travel industry
- Valued as adventure travel industry champion
- Achieved intimate networking support, facilitated by ATTA



“Working with ATTA is like working with a close partner. Highly valuable, supporting, inspiring, motivating and fun. We have grown tremendously and become known in the adventure travel community in large part due to our close relationship with ATTA. We will continue our support and friendship in the future for sure.”

- Hege Barnes, Innovation Norway, AdventureELEVATE 2016 Partner

AdventureELEVATE Partners

Our sponsor partners' involvement is key to the success of AdventureELEVATE. A clear return on investment is important and, for that reason, we match our partners with the opportunities that we think will best showcase their destination or brand.

Sponsors utilized AdventureELEVATE for product sampling, networking and lead generation, brand building and promotions, while other sponsors dedicated support to specific speakers, initiatives or events.



AdventureELEVATE Partners



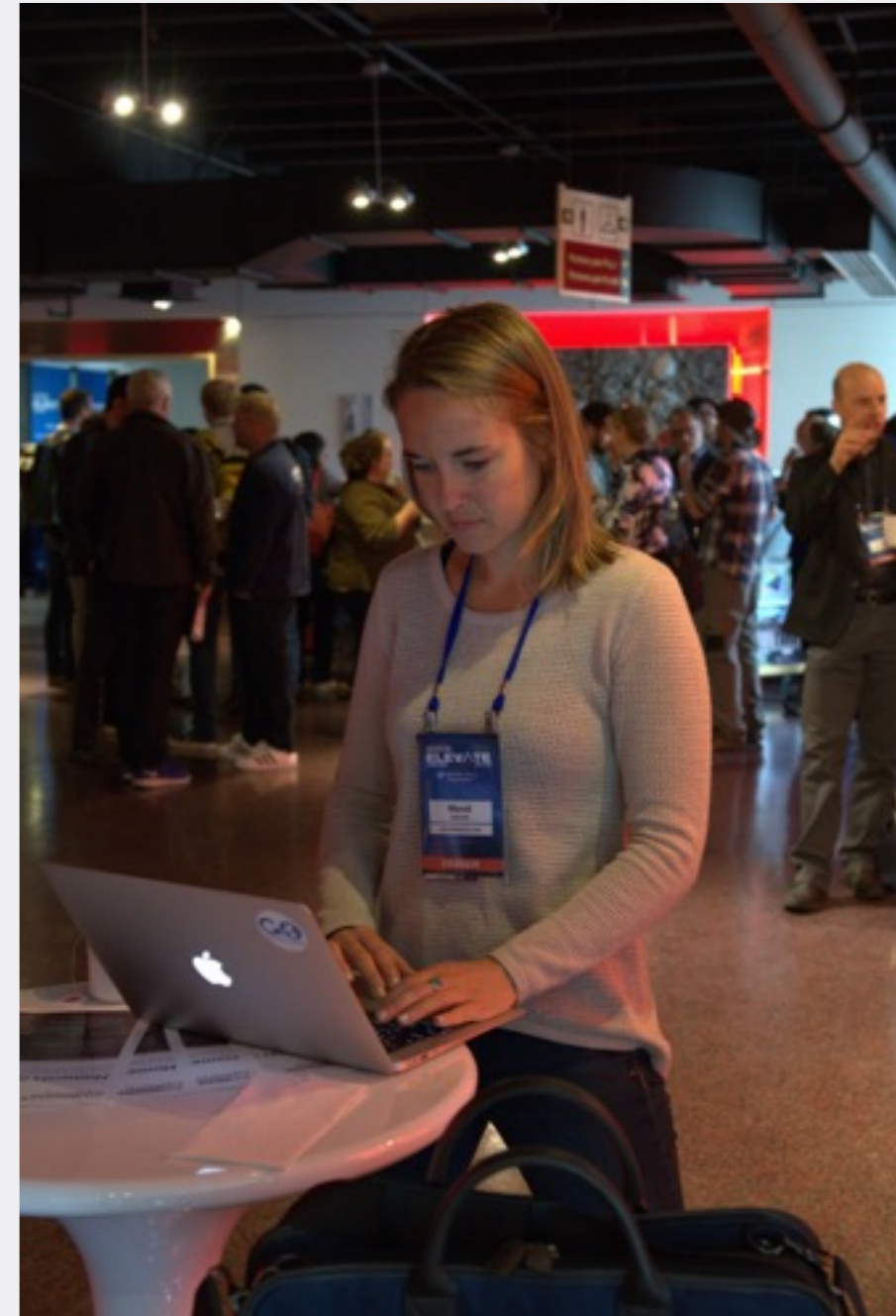
"DNA is a great fit for ExOfficio because it's a first-hand experience that showcases the magic of travel. You have this wide range of individuals coming together, engaging, interacting, and sharing stories about themselves and finding a commonality – travel. It's an honor to be a part of that conversation, to watch that magic come to life right before you."

- Amy Clerget, ExOfficio

Host Destination Exposure

Partner Branding Prior to and During AdventureELEVATE Included:

- Press releases and articles in AdventureTravelNews
- AdventureELEVATE landing page
- Promotional and dedicated emails sent to up to 23,000+ industry professionals
- ELEVATE online agenda and in ELEVATE event app
- Ongoing social media exposure
- Event exposure via hosted meals, banners, visuals on screens, logo exposure
- ELEVATE included in mentions from ATTA staff at ATTA and industry events
- Gear giveaways
- Mentions from the stage



Host Destination Exposure

95%

of delegates stated that ELEVATE helped them learn more about the wider Québec region's adventure opportunities

83%

of delegates will strongly recommend the Québec region to their clients, friends, and partners

95%

of buyer delegates are likely or guaranteed to develop new innovative adventure travel products in the future with Saguenay, Québec



“This conference is well rounded and ticks the boxes on multiple fronts: opportunities for B2B, professional development, networking and media relations. There isn't another conference out there that provides these opportunities under one roof.” - anonymous survey respondent



“The abundance and accessibility to a wide set of activities set among a beautiful landscape and European-feeling culture made for an unexpectedly adventure-ready destination.” - anonymous survey respondent

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