

# ADVENTURE ELEVATE

Lake George, New York

10-12 June 2019



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION



**ADVENTURE**  
360

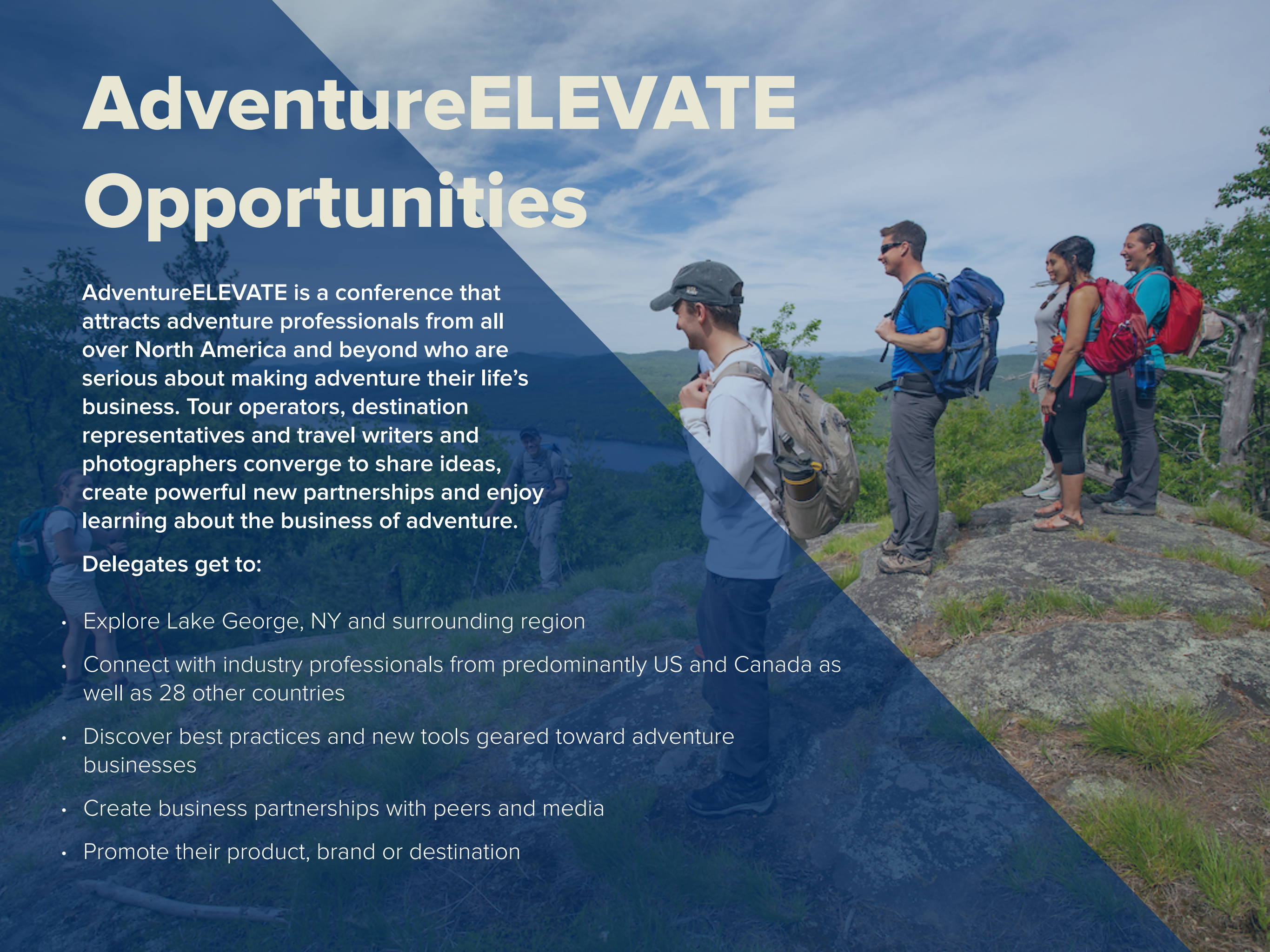


# AdventureELEVATE Opportunities

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.

## Delegates get to:

- Explore Lake George, NY and surrounding region
- Connect with industry professionals from predominantly US and Canada as well as 28 other countries
- Discover best practices and new tools geared toward adventure businesses
- Create business partnerships with peers and media
- Promote their product, brand or destination







# FUTURE TOGETHER

Over **250** adventure travel industry professionals from **30** countries gathered from June 10-12 for the fifth annual **AdventureELEVATE** in the beautiful region of Lake George, NY.

Considered one of North America's most important and practical professional adventure travel events, the AdventureELEVATE invited participants to turn a sharp eye toward the evolving industry dynamics affecting your professional and personal life each and every day.

The intimate, tightly focused event wove together interactive workshops, inspiring plenary discussions, and networking opportunities with plenty of time for fresh air and adventurous exploration in and around Lake George. Manifesting the event theme **AWAKE**, delegates walked away feeling reinvigorated, ready to approach their businesses from a new perspective.




The background of the slide is a scenic photograph of a calm lake. In the foreground, two people are kayaking on the water. The person on the left is in a yellow kayak, and the person on the right is in a green kayak. Both are wearing red life jackets. The lake is surrounded by dense green trees and a forested mountain in the background. A large, semi-transparent blue circle is overlaid on the image, containing the text.

# 98%

of delegates feel the time and  
resources spent on attending  
AdventureELEVATE is of value  
to them and their organization





"I have not felt so inspired by peers and the general adventure travel world in quite some time, and I came back with some ideas for stories I would never get in a press release, thanks to all the spontaneous conversations."

**- Terry Ward, Media**

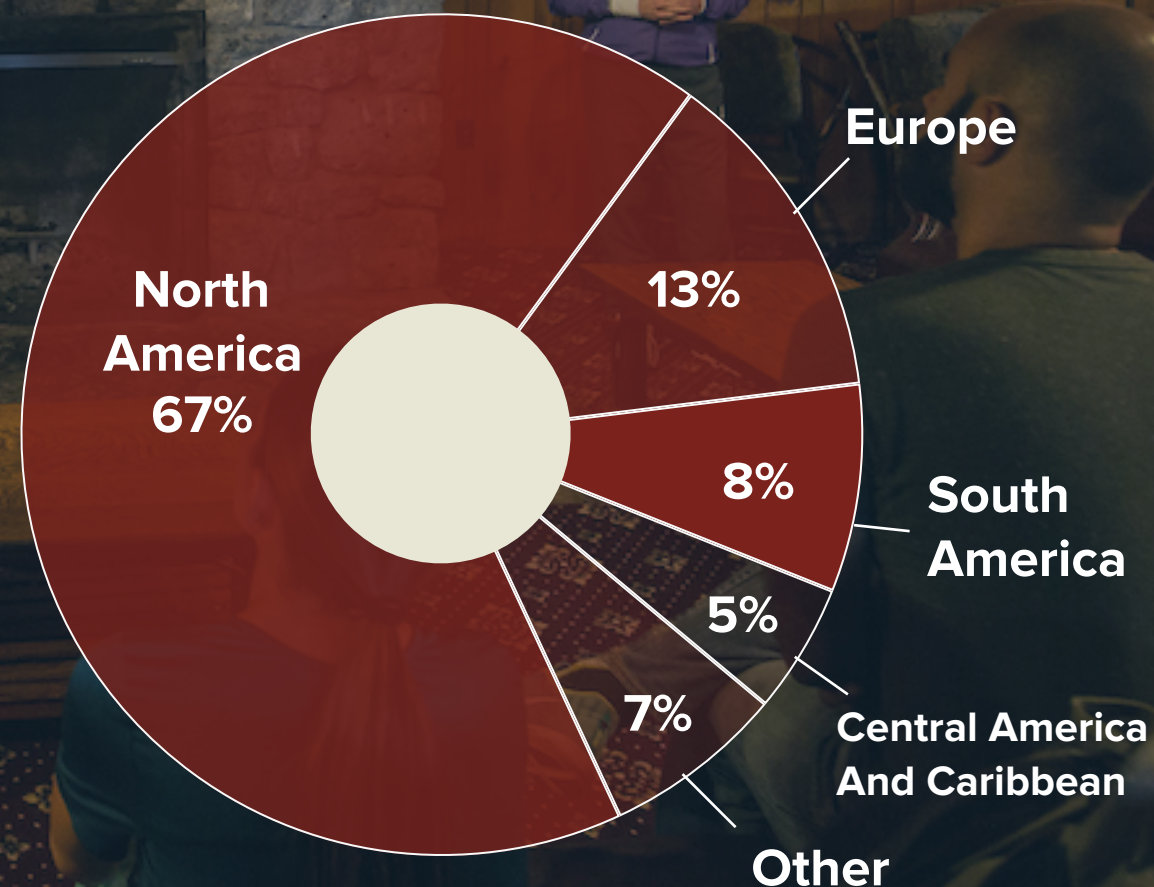
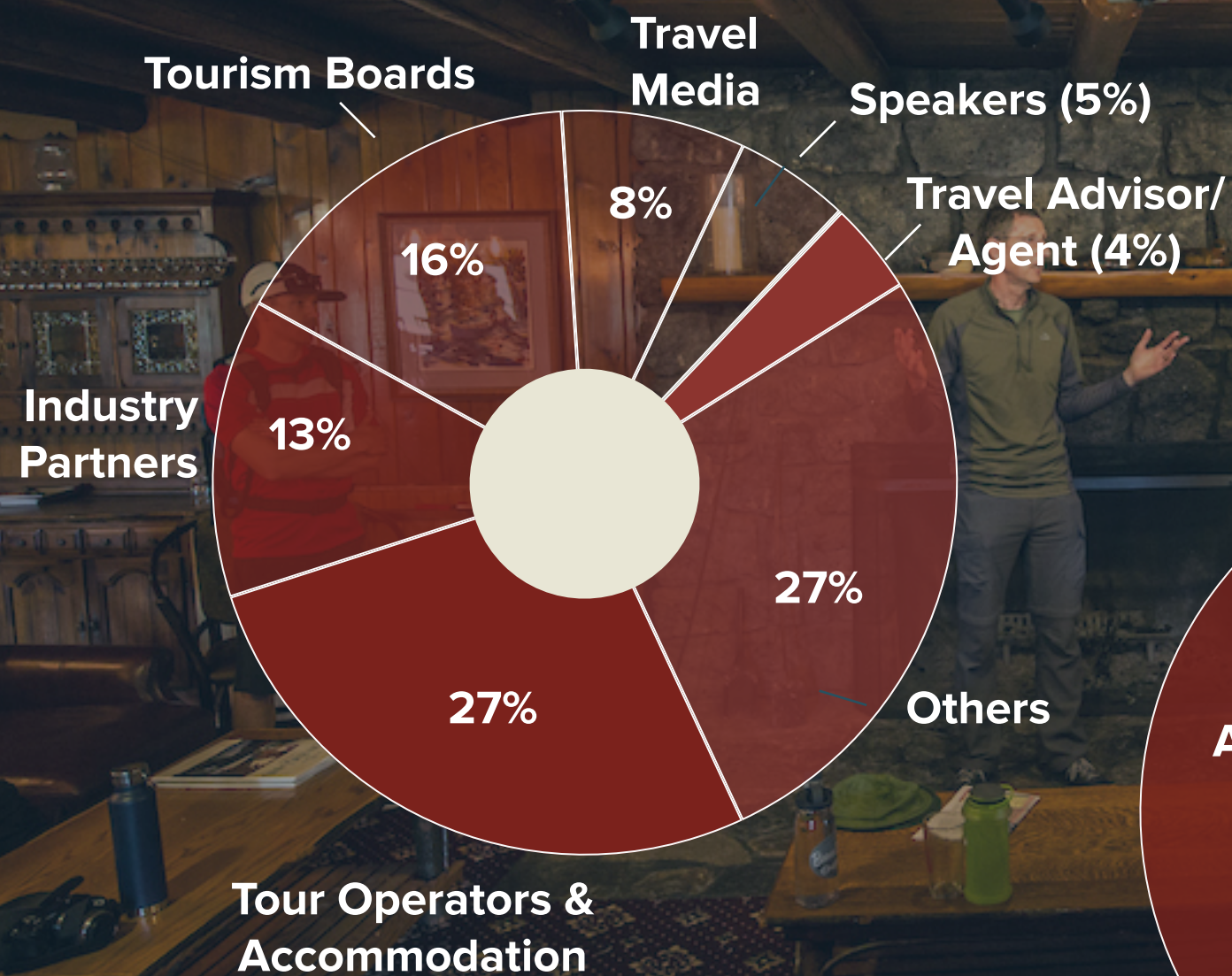
*"All the other industry events are just so dry. But here, it's almost like not being at work. I find the benefits are hugely valuable because it's all about connection."*

**- William Allen, Nat Geo Travel**



# ATTENDEES

250+ delegates attended the 2019 AdventureELEVATE in Lake George, NY





# AdventureELEVATE by the Numbers

**250+**  
delegates from around the globe

**30 countries**  
represented by ELEVATE delegates

**47%** of delegates participated in  
AdventureELEVATE for the first time

**177,000** people reached by mentions  
of the #attaELEVATE hashtag

**20** media attending

**225** one-on-one connections made with  
official media delegates at MediaConnect

**950+** meetings discussing new products  
and common challenges at AdventureExchange

**93,000** additional people reached  
by reshares of the #attaELEVATE posts

*"Thanks so much for putting together such a great conference with awesome media peers. I came home feeling so refreshed, energized, and excited about a lot of new story ideas."*

**- Kassondra Cloos, Media Member**





# Lake George, New York

The Pre-ELEVATE Adventures and Day of Adventures (DOA) are exclusive opportunities for the host destination to have industry experts and top-notch media experience Lake George's specialized adventure product and to hear their business story.

This year, **161 DELEGATES** went on several one day DOAs offered by Lake George before AdventureELEVATE opening to showcase the region.





*“People here actually walk their talk.”*  
- **Sole Naranjo, Unique Adventures Costa Rica**

*“In tourism you don't work with people, you work with friends.”*  
- **Andres Cueva, Geo Reisen Ecuador**

*“AdventureELEVATE was amazing!!! Such great workshops and new contacts!”*  
- **Karin Gydemo Grahnlöf, Jämtland Härjedalen Tourism**

*“I don't know any other industry that has the spirit of generosity that the ATTA community has!”* - **Richard Weiss, Strategic Travel Consulting**



The background of the entire slide is a photograph of a lush green forest. In the foreground, a small stream flows over mossy rocks. In the background, two people are hiking on a path through the trees. A large blue semi-transparent rectangle is overlaid on the top half of the image, containing the title and a paragraph. Three blue circles are overlaid on the bottom half of the image, each containing a statistic.

# 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.

**7.9** out of **10**

Overall level of satisfaction with this year's ELEVATE

**11**

Average number of new, valuable contacts made by delegates at ELEVATE

**89%**

of delegates stated that the available networking time was **Good** or **Excellent**



A person wearing a backpack and a cap is hiking up a rocky, moss-covered trail in a forest. The trail is made of large, flat stones. The forest is dense with green trees and foliage. The lighting is bright, suggesting a sunny day.

**76%**

of delegates are planning on attending another ATTA event in the future

**84%**

of delegates state that they would recommend attending AdventureELEVATE to a colleague

**79%**

of delegates rated their Day of Adventure experience in **Lake George** as Good or Excellent

**87%**

of buyer and media delegates rate their AdventureEXCHANGE appointments as **Good** or **Excellent**



# AdventureELEVATE Value

A person is seen from behind, wearing a red life vest and a blue tank top, paddling a bright green kayak on a calm lake. The background features a dense forest of tall evergreen trees under a cloudy sky. The water is dark and reflects the surrounding environment.

*“As a new attendee to ATTA’s AdventureELEVATE 2019, this was one of the most unique industry events I’ve attended. It was so refreshing to have the opportunity to connect with fellow adventure travel colleagues in a way that was organic and meaningful, while also having a space to discuss relevant industry topics. In the same way that adventure means something different to everyone, AdventureELEVATE is no cookie-cutter style event – it’s implemented in a way that keeps you coming back for more. I couldn’t have asked for a better introduction to the ATTA community!”*

**- Tiffany Harrison, AAA Exclusive Vacations**



# AdventureExchange

**2,330** Meeting Requests Received

**958** Meetings Scheduled

**11** Valuable Connections Created  
per Participant





# OPPORTUNITIES TO MEET OFFICIAL MEDIA

AdventureELEVATE delegates had the opportunity to meet the official 2019 media delegates throughout the event, and specifically at **AdventureExchange**, **MediaConnect**, and the **Influencer Marketing Pitchfest**.

All delegates had the opportunity to pre-schedule dedicated one-on-one meetings with fellow delegates—including media—at Wednesday's AdventureExchange through the event networking platform. At the MediaConnect session, they met with traditional media one-on-one to pitch story ideas, and at the Influencer Marketing Pitchfest they learned about and explored marketing opportunities with the adventure-minded influencers and bloggers represented in this curated group of official media.



# 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





# Partner Attendees

*“We have made great new media & trade contacts and been able to catch up with existing ones. We agree the topic of sustainability is crucial. Switzerland strives to continue to be a leader in this regard.*

*We look forward to continuing our partnership.”*

**- Pascal Prinz, Switzerland Tourism**





# 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 24,000+ 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
- Giveaways
- Mentions from the stage



# Social Media Buzz

Between January 1st and August 20th 2019, there were **136** mentions. **101** of these were original mentions reaching a potential audience of

**177,077**

In addition, **42** unique profiles made a total of **35** reshares spreading mentions to an additional

**93,063**

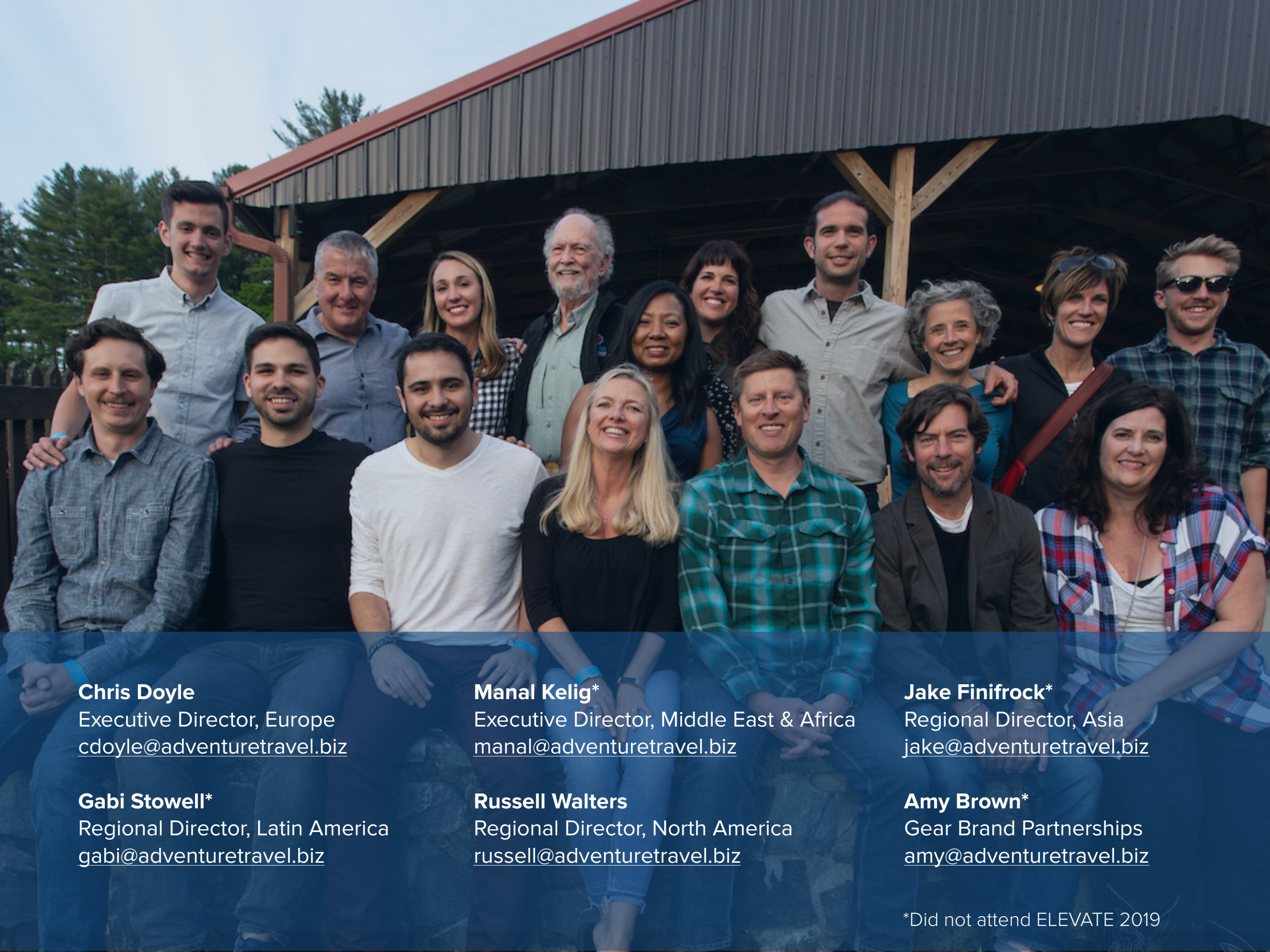


## Delegates were asked about their best experience at AdventureELEVATE in a survey, highlights included:

- “The Day of Adventure, an amazing opportunity to network outdoors while enjoying the beauties of the area.”
- “The workshops, I enjoyed the discussions in each of the ones I attended.”
- “Developing new contacts for potential partnerships.”
- “I just loved the DNA session where we could meet people we possibly wouldn't otherwise. Please keep that in every ATTA event!”
- “The whole event has an amazing energy, and the people involved in the travel industry are always very welcoming and happy to share some of their madness and passion.”
- “Can't pick just one! I thought it was very well organized to help the delegates maximize their time & money in attending. Really enjoyed the business and social aspects.”
- “Seriously everything. LOVE THIS CONFERENCE!”







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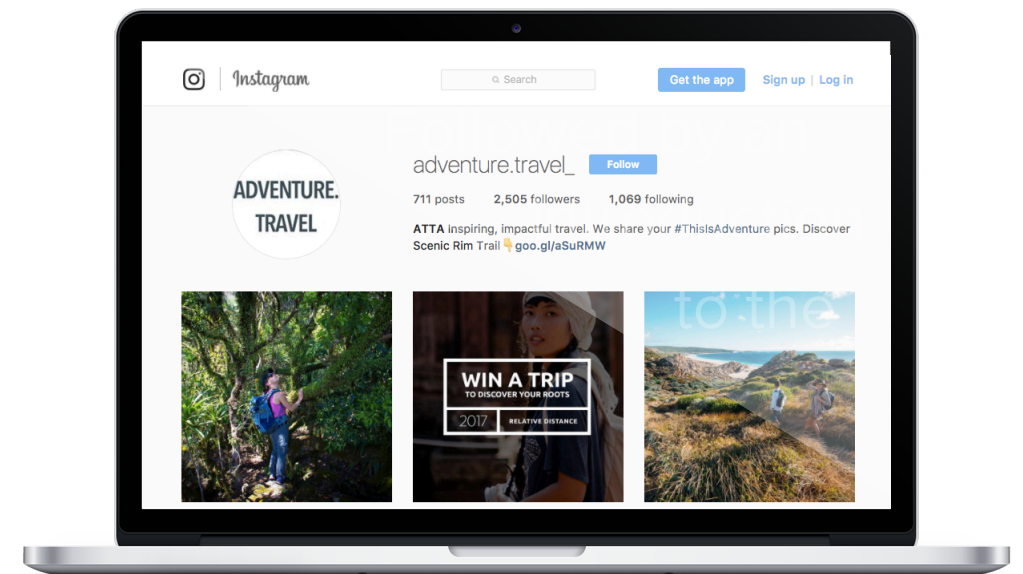
\*Did not attend ELEVATE 2019



# ABOUT ATTA

Established in 1990, the Adventure Travel Trade Association (ATTA) serves over 1,300 members in more than 100 countries worldwide. Members predominantly include tour operators, tourism boards, specialty agents and accommodations with a vested interest in the sustainable development of adventure tourism. The ATTA delivers solutions and connections that propel members towards their business goals and the industry toward a responsible and profitable future.

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



Find us on Instagram @adventure.travel\_

## THE ATTA'S WEB PROPERTIES



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION

The ATTA's homepage online at  
[www.adventuretravel.biz](http://www.adventuretravel.biz)



**ADVENTURE**  
Travel News

The adventure travel industry's  
source of trade news online at  
[www.adventuretravelnews.com](http://www.adventuretravelnews.com)



**ADVENTURE**  
.**TRAVEL**

The traveler's guide to finding  
adventure at  
[www.adventure.travel](http://www.adventure.travel)



**ADVENTURE**  
HUB

The HUB is ATTA's Online Members  
Community at  
<http://members.adventuretravel.biz>





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