









Host Destination of the 2016 Adventure NEXT Balkans

Republic of Macedonia





Final Report | Partners



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AdventureNEXT Partners

Key Partners







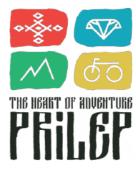


Destination Showcase Partners









Travel Insurance Partner





Development Partners

Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra

Swiss Agency for Development and Cooperation SDC

State Secretariat for **Economic Affairs SECO**







Introduction

This document serves as a progress report 12 months after the completion of AdventureNEXT~Balkans (AdventureNEXT) 2016 activity implemented by the Adventure Travel Trade Association (ATTA) in cooperation with The Macedonian Agency for Promotion and Support of Tourism and the development partners - United States Agency for International Development (USAID) in Macedonia and the Swiss Agency for Development and Cooperation (SDC) in Macedonia.

The report outlines an update that we have received from some of the international tour operators and journalists who attended this first regional adventure conference in Europe. To measure the actual success of the event in numbers (both estimated travelers and income) it will take several years. This report includes updated quotes for the intentions and/or investment by AdventureNEXT participants, including ad evaluation of the media coverage thus far and the actual offered pilot tours.

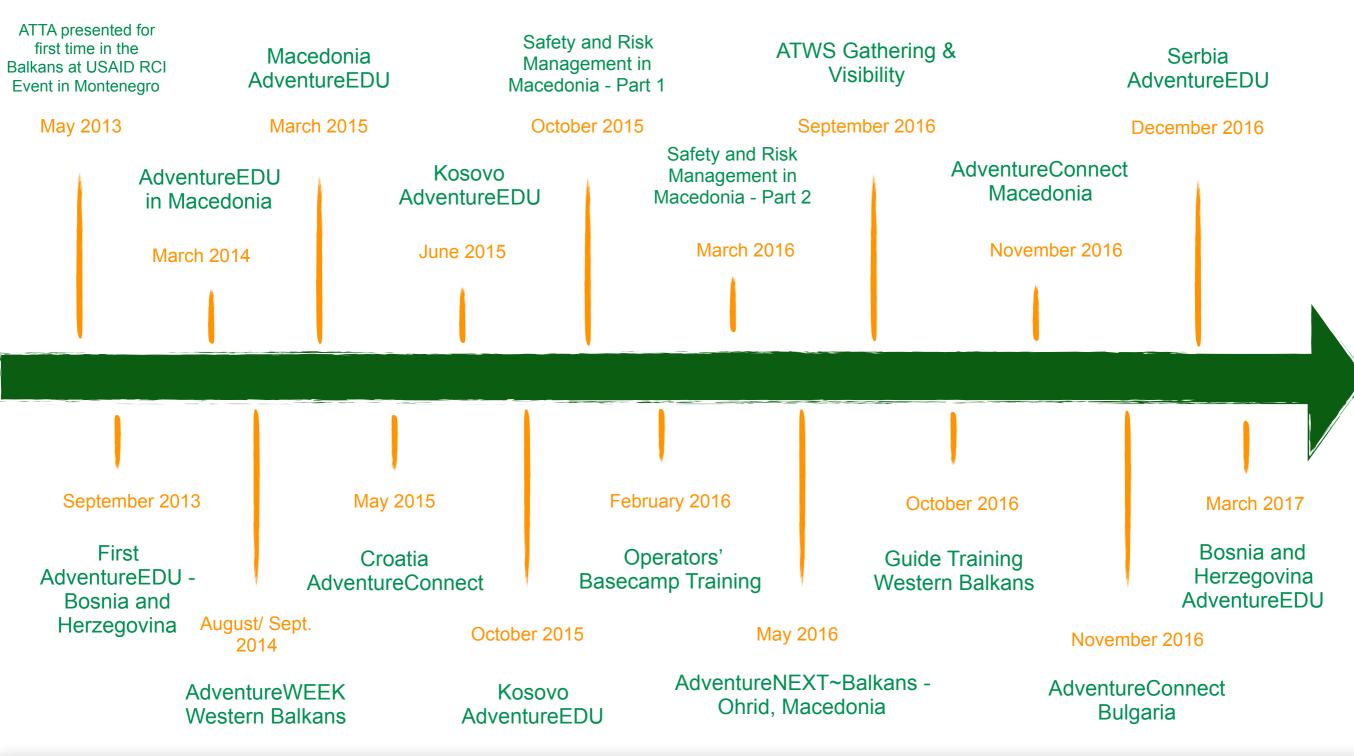
As outlined in the Final Report (available to download here) delivered in July 2016, the partnership between the Balkans region and the ATTA started in 2014 (with the implementation of a series of <u>AdventureEDU</u> trainings, one <u>AdventureWEEK</u> and other events and gatherings) and continues after Adventure NEXT. The ATTA team will continue to cooperating with the progressive partners and regional key players and to provide support to a destination that has compelling activity-, cultural- and nature-based assets to become a world-class adventure travel destination.







Timeline - ATTA in the Balkans







As a reminder...buyers that participated]

Adventures in Good Company (US)

Allibert (FR)

ASI Wirklich Reisen/ Alpinschule

Innsbruck (AUS)

Austin Adventures (US)

Aventyrsresor AB (SWE)

Baumeler (CH)

BikeHike Adventures (CAN)

BikeTours (US)

Bredeson Outdoor Adventures (US)

Butterfield and Robinson (CAN)

Ciclismo Classico - Buyer (US)

Culture Explorers (US)

Cyclomundo (FR)

Dana Johnson-Open Leaf Excursions

LLC (US)

Evergreen Escapes International (US)

Exodus Travel (UK)

Experience Plus! (US/ Italy)

Faralong.com (EST)

Go Barefoot Travel (UK)

Greenloons (US)

HF Holidays (UK)

KE Adventures (UK)

Lost World Adventures (US)

Melanie Tucker-Rare Finds Travel

(US)

Nature Travel Specialists (US)

Quivertree Family Expeditions (CAN)

Rahhalah Explorers (UAE)

REI (US)

ROW Adventures (US)

Saddle Skedaddle Cycling Holidays

(UK)

SNP (NED)

Spiceroads (THA)

Summer Feet Cycling (US)

Susana Conde - Agrotravel Turismo

Responsable (SP)

The Clymb (US)

Travel Leaders - Industry Partner/

Consortium (US)

Tripsite.com (US)

TSC World Travel Leaders (US)

Wild Frontiers (UK)

WomanTours (US)

Women's Own Adventure (AU)

The AdventureNext Balkans 2016 Conference provided a unique opportunity for Macedonia to show its diverse adventure tourism offer to the international buyers. Also it was an opportunity for the local suppliers to understand which aspects of their offer they should strengthen, through the feedback they received from the international buyers.

KATHARINA STOCKER Deputy Head of Mission, Embassy of Switzerland in the Republic of







Buyers' Progress...]







Progress Summary



To review the newly developed itineraries, along with links and pricing, please contact the ATTA team.







Progress Summary

	2017 (new trips)	2018+ (new trips up to date)
Albania	11	4
Bosnia and Herzegovina	5	2
Bulgaria	4	3
Croatia	12	5
Greece	7	2
Kosovo	5	1
Macedonia	13	3
Montenegro	7	2
Romania	1	3
Serbia	-	2
Slovenia	2	1





Media Coverage



ADVENTURE.TRAVEL

Inspiring Impactful Travel

3alkanvibe



Süddeutsche Zeitung

Forbes













greentraveller.co.uk Ideas for smarter travel





AdventureNEXT Journalists

Angela Saurine

Escape, The Daily Telegraph, Best Weekend, Woman's Day, The Weekend Australian magazine, Voyeur, Mindfood, Get Lost, Luxury Travel

Avery Stonich

National Geographic Travel, National Geographic Adventure, Elevation Outdoors, RootsRated, Outdoor Industry Association

Bernard Frantz

i-trekkings.net

Brana Vladisavljevic

Lonely Planet

Bridget Nurre Jennions

Paste Magazine

Bryen Dunn

Huffington Post

Dave Seminara

NY Times, BBC Travel

Florian Sanktjohanser

Geo Special, Süddeutsche Zeitung, Die Zeit, Die Welt, Outdoor Magazin, Bergsteiger, Tauchen, Spiegel Online

Francisco Javier González

Oxígeno magazine

Gary Arndt

Everything-Everywhere

Hendrik Morkel

Hiking in Finland

Jackie Laulainen

Traveling Jackie, The Budget-Minded Traveler

Jordan Campbell

Freelance, Marmot Ambassador

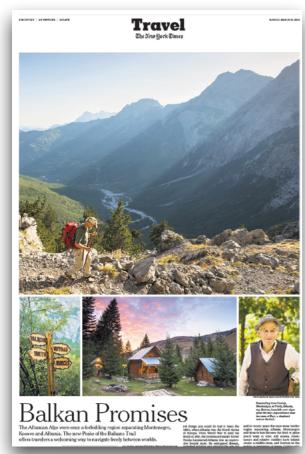


AdventureNEXT List of journalists continues on the next page





AdventureNEXT Journalists





Kicki Lind

Nanog

Kristen Gill

BBC's The World, Public Radio International, PRI, NPR, The Seattle Times, AdventureTravelNews, MSN Travel, Travel Weekly, CBS's PeterGreenberg.com, The Seattle Globalist, The Monarch Review, Silkwinds Magazine, National Geographic, Preserving Cultures

Larissa Olenicoff

The Blonde Gypsy

Lyn Hughes

Wanderlust

Margo Pfeiff

San Francisco Chronicle. Los Angeles Times, Globe & Mail (Canada), Explore magazine (Canada)

Michaela Trimble

AFAR, VICE, Jetsetter, Gear Patrol, Voque

Simon Schöepf

Red Bull Media House, Bergwelten Magazine, bergwelten.com

Tim Neville

NY Times, BBC Travel

Tracey Croke

Sidetracked Magazine (UK) Adventure Travel Magazine (UK) Telegraph (UK) News.com.au (Australia) Australian Mountain Bike, Travel.Play.Live (Australia), Wild Magazine (Australia), Thai Airways Inflight Magazine Mountain Bike For Her (Canada)

Yvonne Gordon

The Irish Independent, The Sunday Times (Ireland), The Guardian, The Boston Globe, AFAR.com, Greentraveller.co.uk, FoodRepublic.com, The San Francisco





[Media Ad Value Report]

A year after AdventureNEXT~Balkans, the ATTA reports rough numbers (ad value and circulation) that demonstrate the media coverage that has come out between May 2016 and April 2017. The international journalists who participated have indicated that there is more coverage expected in the coming months in 2017. Typically, media coverage continues to appear approximately 18+ months post-ATTA events.

Articles featured in this report are valued based on what they would cost if they were advertisements in the publication.

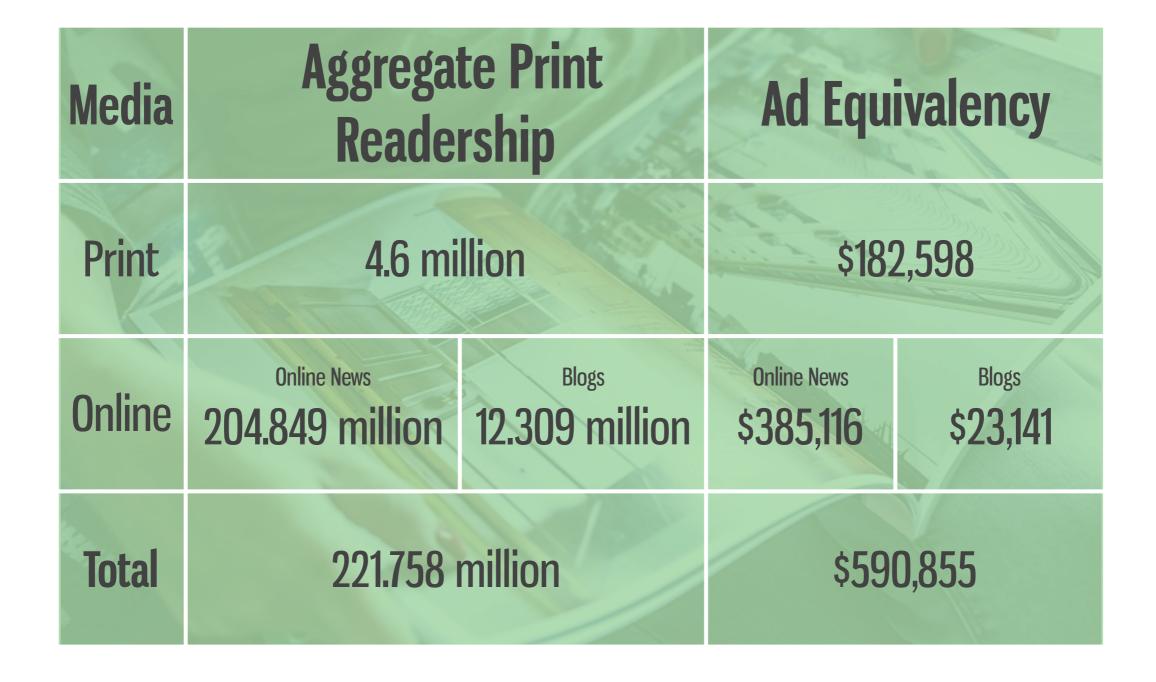
The estimated ad value provides a hard dollar equivalent estimate of editorial placements. Additionally, having the Balkans region prominently featured in international publications/channels such as National Geographic Adventure, Lonely Planet, Wanderlust, etc., delivers intangible value, visibility and credibility to the entire region.







[Advertising Value Equivalency Summary]



Click here to access the full list of media coverage.











5. Ohrid, Macedonia

Overlooking the extraordinarily blue waters of its eponymous lake, Ohrid enjoys a stunning position that is best viewed from a boat. From the water you'll see the town's terracotta roofs broken up by centuries-old church spires (the city claims once to have had 365) and overlooked by the turreted walls of Car Samoil's Castle. Ohrid has transformed itself from Macedonia's religious centre to its busiest holiday resort, and its beaches are the best by far in this otherwise landlocked nation. However, a planned new lake-shore development will likely change this sleepy town forever, making now a great time to go.

PLAN A PERFECT TRIP TO LAKE OHRID





Summary of the Media Report]

The ATTA team is observing and collecting other/ non-direct related to AdventureNEXT media coverage for the Balkans region. We believe that the heightened global interest toward the region has been impacted greatly by all the efforts and investments during the past years in the Balkans region (AdventureEDU, AdventureWEEK, etc.), including AdventureNEXT~Balkans. Efforts by our partners in the region, combined with the ATTA's efforts, certainly have added to the overall interest toward and visibility of the region.

You may access the full list of collected coverage by the ATTA here (it includes articles listed in the current and the previously submitted report) as well as the non-directly related coverage (i.e. media that did not participate at AdventureNEXT), all of which were estimated to be a bit over \$800,000 for the past twelve months).

> As a reminder, in August 2016 the ATTA shared with the partners and uploaded the AdventureNEXT~Balkans 2016 Early Impact Report.









ATTA Europe Contacts

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