

12 months Report

ADVENTURE
NEXT
BALKANS OHRID, MACEDONIA
MAY 10 - 12, 2016



Presented by  ADVENTURE TRAVEL
TRADE ASSOCIATION

Host Destination of the 2016 AdventureNEXT Balkans - Republic of Macedonia



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[AdventureNEXT Partners]

Key Partners



Destination Showcase Partners



Development Partners



Travel Insurance Partner



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[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 an 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 AdventureEDU trainings, one AdventureWEEK and other events and gatherings) and continues after AdventureNEXT. 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]

ATTA presented for first time in the Balkans at USAID RCI Event in Montenegro

Macedonia AdventureEDU

Safety and Risk Management in Macedonia - Part 1

ATWS Gathering & Visibility

Serbia AdventureEDU

May 2013

March 2015

October 2015

September 2016

December 2016

AdventureEDU in Macedonia

Kosovo AdventureEDU

Safety and Risk Management in Macedonia - Part 2

AdventureConnect Macedonia

March 2014

June 2015

March 2016

November 2016

September 2013

May 2015

February 2016

October 2016

March 2017

First AdventureEDU - Bosnia and Herzegovina

August/ Sept. 2014

Croatia AdventureConnect

October 2015

Operators' Basecamp Training

May 2016

Guide Training Western Balkans

November 2016

Bosnia and Herzegovina AdventureEDU

AdventureWEEK Western Balkans

Kosovo AdventureEDU

AdventureNEXT~Balkans - Ohrid, Macedonia

AdventureConnect Bulgaria



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[As a reminder...buyers that participated]

Adventures in Good Company (US)
 Allibert (FR)
 ASI Wirklich Reisen/ Alpenschule
 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 - Agrotavel 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
 Macedonia



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Final Report

[Buyers' Progress...]



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[Progress Summary]

Group Size Ranges per trip	Price Range per trip*	New Trips 2017	New Trips 2018 (up to date)
 1-18	\$414 - \$77,950 USD	35	24

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



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[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]

PastE

ADVENTURE.TRAVEL
Inspiring Impactful Travel

Balkanvibe

lonely planet

Süddeutsche Zeitung

Forbes

NATIONAL
GEOGRAPHIC

Wanderlust
travel magazine

Oxígeno

THE AUSTRALIAN
THE HEART OF THE NATION

VOGUE

Los Angeles Times

the Budget-Minded
TRAVELER

greentraveller.co.uk Ideas for
smarter travel



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[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 Vladislavljevic

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



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AdventureNEXT Journalists



Kicki Lind
Nanoq

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, Vogue

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



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[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.



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[Advertising Value Equivalency Summary]

Media	Aggregate Print Readership		Ad Equivalency	
Print	4.6 million		\$182,598	
Online	Online News	Blogs	Online News	Blogs
	204.849 million	12.309 million	\$385,116	\$23,141
Total	221.758 million		\$590,855	

[Click here to access the full list of media coverage.](#)



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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 >](#)



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[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](#).





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