

Final Report

ADVENTURE
NE**XT**
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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NEXT
BALKANS
OHRID, MACEDONIA
MAY 10 - 12, 2016

[AdventureNEXT Executive Summary]



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[AdventureNEXT Partners]

Key Partners



Destination Showcase Partners



Development Partners



Travel Insurance Partner



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[Learn.Partner.Grow]

Nearly 300 representatives from more than 30 destinations worldwide – including 12 destinations throughout Southeastern Europe (Macedonia, Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Kosovo, Montenegro, Romania, Serbia, Slovenia and Turkey) – gathered from the 10th to 12th May 2016 in Ohrid, Macedonia for AdventureNEXT Balkans, a first-of-its kind European tourism conference where attendees explored and pursued new courses of action to stimulate short- and long-term responsible tourism development.

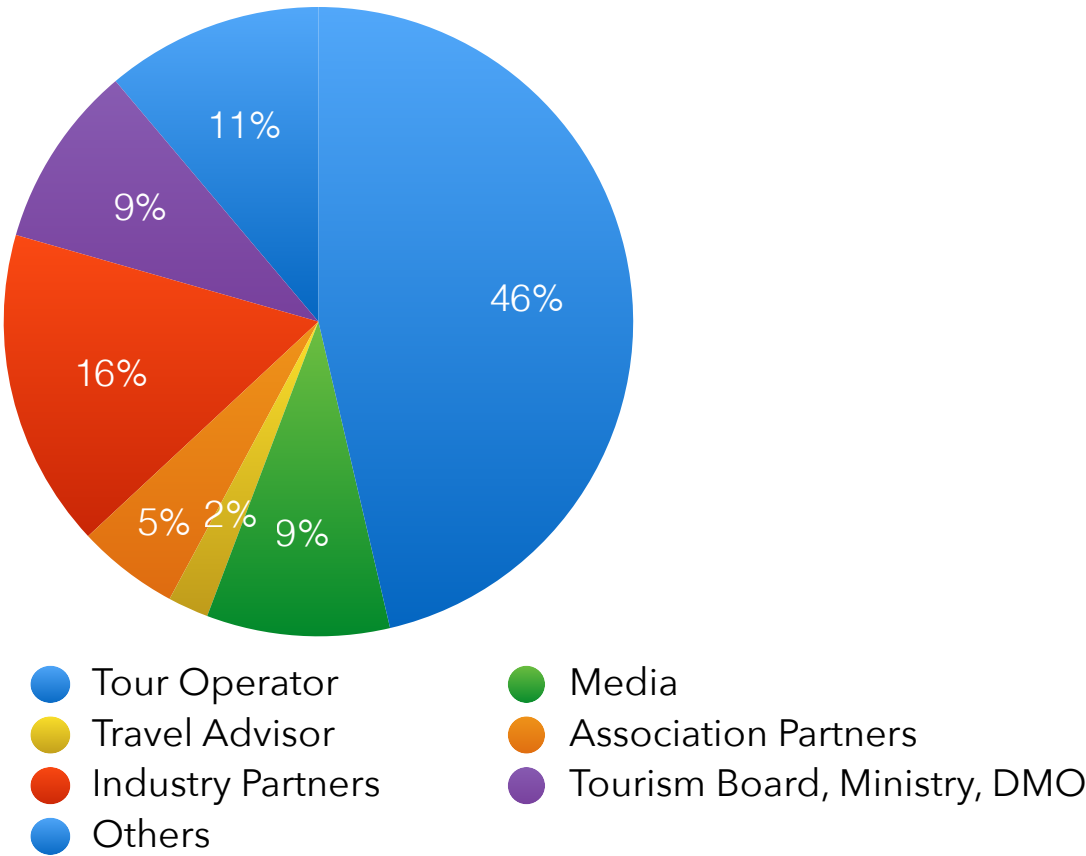
The intent of the international gathering was to gain momentum for a progressive form of tourism that leaves positive local economic benefit throughout the region, all the while helping to protect, preserve and thoughtfully expose the region’s vast culture and natural richness to high value global travelers.



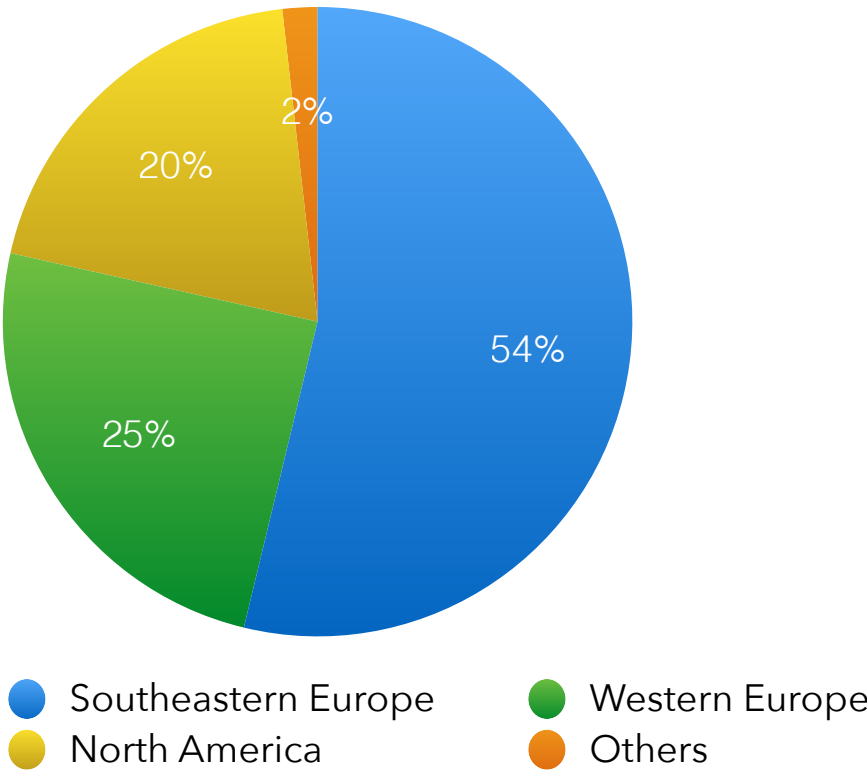
[AdventureNEXT Attendees]

- Delegates: 287
- Countries represented: 32
- International tour operators (buyers): 43
- International journalists (media): 26

Delegates by Type



Delegates by Region



[AdventureNEXT Value]

96%

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



"I came away super-charged about Balkans with some solid ideas about how to leverage new and existing relationships to mutual benefit."

Anonymous Survey Respondent

*96 delegates completed the AdventureNEXT Balkans post-event feedback survey which represents about a third of all delegates.



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[AdventureNEXT Value]

Over 95% of the surveyed delegates were satisfied with the content offered at AdventureNEXT Balkans conference.



77% * of the surveyed delegates came away with a more favorable perception of the Balkans as an adventure travel destination after this year's AdventureNEXT.

* Compared with 23% of delegates who came away with the same perception of the Balkans as an adventure destination as they had prior to AdventureNEXT

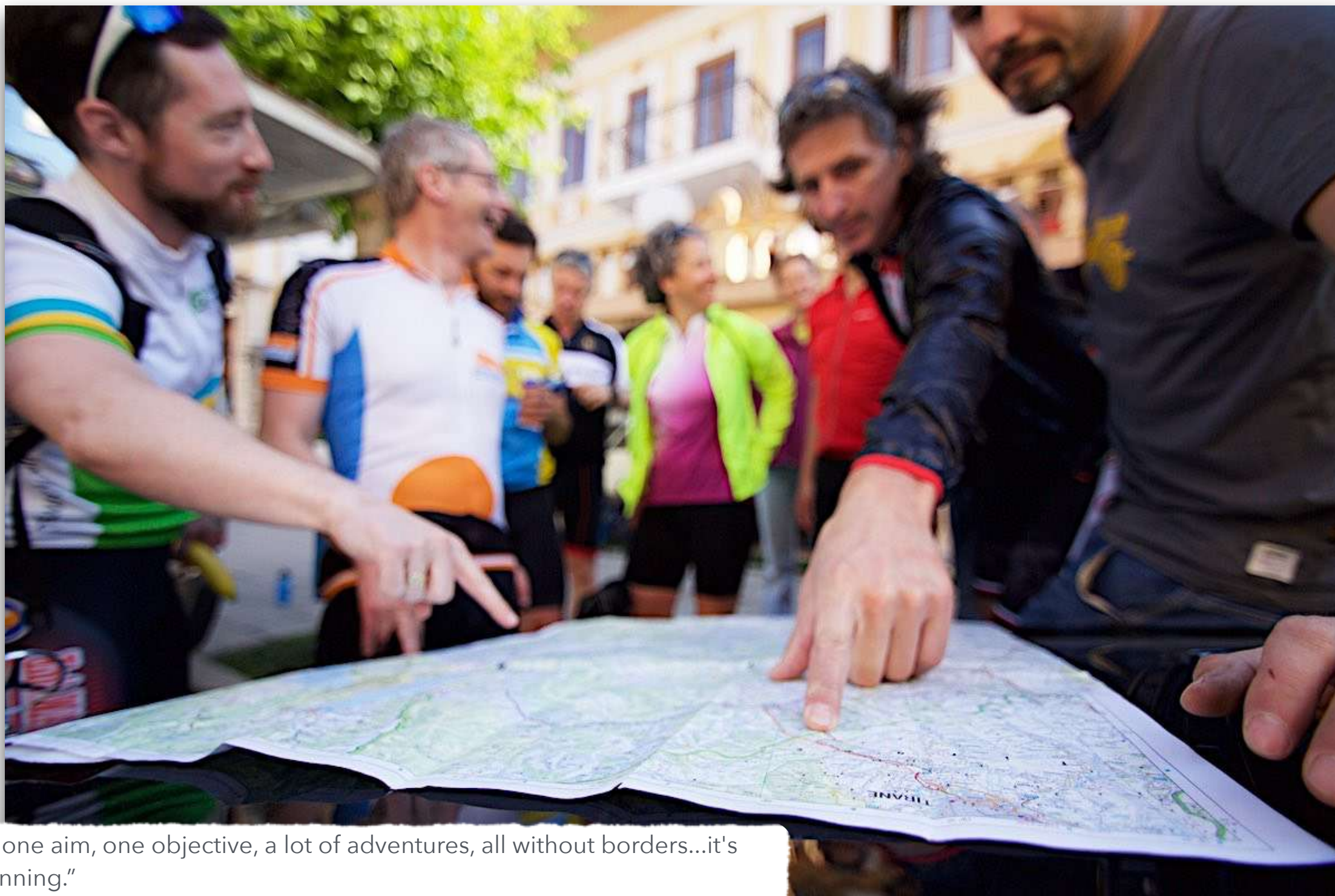
Percentage of surveyed attendees who would recommend ATTA event to a colleague:

96%



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"One family, one aim, one objective, a lot of adventures, all without borders...it's just the beginning."

PETRIT RIZA
AirTour Kosovo



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[The Impact]

12 Southeastern European destinations gathered to influence their future...



"The nearly 300 delegates witnessed true change occurring right before their eyes, where borders seemed to melt away, friendships and business relationships blossomed and sights shifted toward a future of healthy competition, collaboration and commitment to building a positive responsible tourism legacy."

CHRIS DOYLE

ATTA Executive Director - Europe



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[The Impact]



“Hugely energizing, innovative, powerful connections and networking ... and fun!

Thank you ATTA - you have shaken up the region and given local suppliers and operators real faith in our ability to deliver the Balkans adventure travel experience to the world, thanks to the world class calibre of international media, buyers and adventure tourism cognoscenti who attended. The fast-paced, friendly, open and honest style of the event was a big departure from the (frankly) dull and staid tourism fairs which many of us are used to... it quite simply rocked!"

HAYLEY DELF
BLACK MOUNTAIN Montenegro



"Met up with **10 existing** ground agents and probably discovered another **10 to work** with."
Anonymous survey respondent

"My most memorable experience was with **the people of the Balkans**. I remember time with the owner of a Muslim owned hotel, drinks with Albanians on their porch in the mountains, coffee with my inn keepers, etc.... The people of the Balkans are amazing!"
Anonymous survey respondent

"What was your best experience during AdventureNEXT 2016 Balkans?
"Meeting all the **great enthusiastic local operators and suppliers**, and getting to experience the real Balkans first hand!"
Anonymous survey respondent



"AdventureNEXT in Ohrid was my first ATTA event (apart from the AdventureWEEK in 2014). I was overwhelmed both on a personal and on a professional level. The whole event was so **inspiring** and **creative**, so full of **life, energy and positive vibes**, and I felt (still feel) so proud to be part of the 'tribe'!"
KICKI LIND
Nanoq



[AdventureNEXT Early Results]

Just a few weeks after the AdventureNEXT Balkans completion, the ATTA reported early results coming from some of the international tour operators who invested time and energy to explore the wider Balkans region

Jackie Marchand
June 28 at 6:42pm · 🌐

Everyone always asks me for my favorite tour. This is my favorite for 2017!

WomanTours added 2 new photos.
June 27 at 10:33am · 🌐

Our president Jackie Marchand and guide Laurie Collins worked hard this spring scouting a new tour in the Balkans. The tour will explore Albania, Bulgaria, Mace...

See More

Jackie Marchand is the owner of one of the leading women-focused adventure tour operators in the US.

PRESS RELEASE
June/22/2016

For Immediate Release
Contact: Trish Sare
Tel: 1-604-731-2442
Toll-Free: 1-888-805-0061
info@bikehike.com
BikeHike Adventures Inc.

Industry Leader, BikeHike Adventures, Launches New Macedonia Tour

Vancouver, B.C. - Award winning adventure travel industry leader, BikeHike Adventures, announces the launch of its new multi-sport trip to **Macedonia**. BikeHike's Founder/Director, Trish Sare describes Macedonia as "one of **Europe's last undiscovered gems**."

Sare notes that while Macedonia has many notable similarities to both Greece and Turkey, this emerging destination retains an unmatched level of authenticity. "Traditions, and lifestyles, that are being lost in most other European destinations can still be witnessed in Macedonia. In so many ways, it's a country untouched by the times while also being an adventure rich region. Yet, it has remained **off the main radar of adventure travel**."

"I'm thankful, though, to have discovered it! Macedonia's culture, remote villages and natural jewels are **just waiting for the adventure-seeking traveler** to explore them."

Sare just returned from personally leading **BikeHike's inaugural tour to Macedonia** in May 2016, and the tour now has monthly departures through the summer.

"I carefully crafted this adventure to reflect both high-energy biking, hiking and kayaking alongside experiencing Macedonia's unparalleled culture. This is an experience unlike anything you can find elsewhere in Europe," Sare reflects.

"Macedonia truly does not disappoint. Macedonia has all of the best ingredients for an adrenalin filled and **culturally rich adventure vacation**. The only complaint from travelers on our inaugural BikeHike trip was that there was too much great food. Macedonia is truly **a fantastic culinary destination**, the level of which absolutely surprised us all," Sare adds.

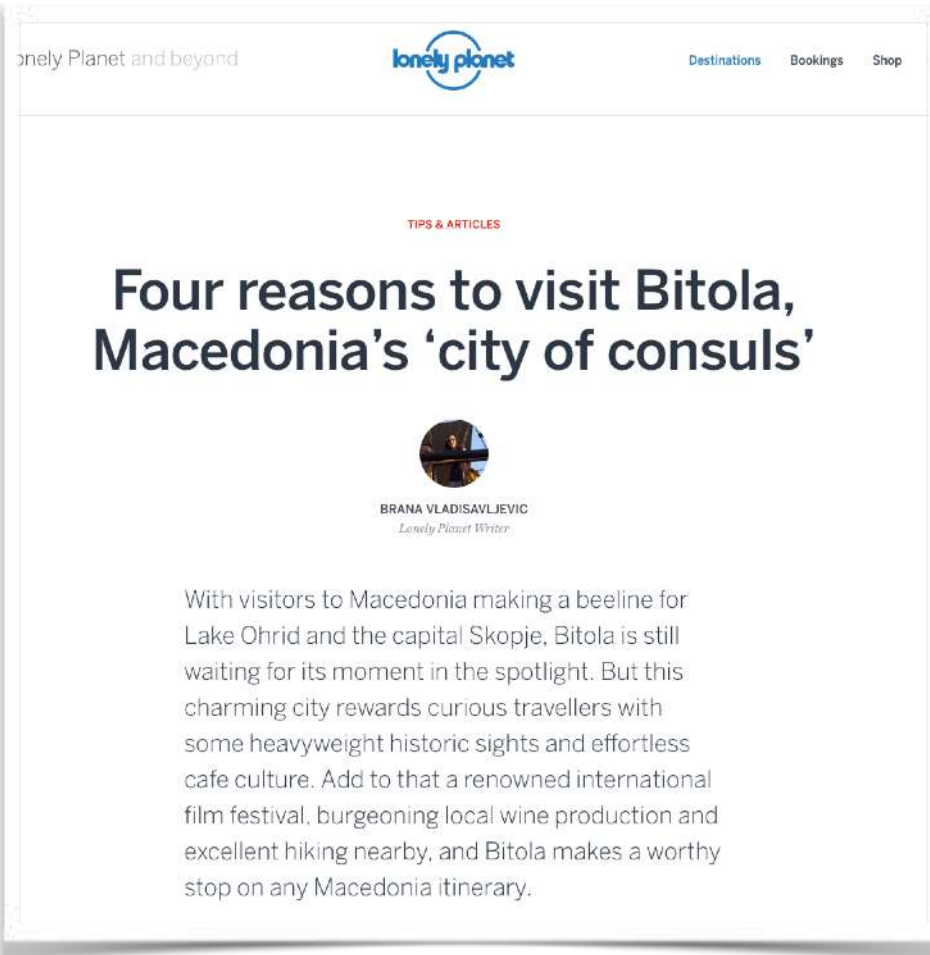
BikeHike's **Macedonia: Multi-sport through the Balkans** itinerary is meticulously curated to

BikeHike Adventures are Canadian-based adventure tour operator.



[AdventureNEXT Early Results]

Shortly after AdventureNEXT, the ATTA also noted articles from many of the journalists who invested time and energy to explore the wider Balkans region - they participated in different hosted PRE-, POST- and Day of Adventures to dive deeper into the unique Balkans’ experiences and now they share their stories with their global audience



Brand Vladislavjevic, Lonely Planet



Gary Arndt, Everything Everywhere



Hendrik Morkel, Hiking in Finland

A sampling of immediate media results; more on slide 50



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[AdventureNEXT Early Results]



Simon Shoepf, Bergwelten Magazine



Bridget Nurre Jennions, Paste Magazine



Javier Gonzalez, Oxygeno Magazine

A sampling of immediate media results; more on slide 50



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[The AdventureNEXT Visual Story]



As part of the philosophy of implementing an event, the ATTA brings a storytelling team to the destination of the event. The team is comprised of international photographers and videographers who visually “tell the story” of the place and the event. Accessing the link below you can enjoy a 5-minute video which expresses the AdventureNEXT Balkans 2016 story. Enjoy!

[Click here to enjoy the AdventureNEXT 2016 Videos*](#)

* Video credit when using AdventureNEXT photos and videos required. Please, use © ATTA / [photographer/ videographer] - their names are listed at the end of each video. Storytelling team names are:

Lukasz Warzecha
Rupert Shanks
Evan Swineherd
Fredrik Bye

Developed by ATTA's Storytelling Team as part of AdventureNEXT Balkans



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[AdventureNEXT Value]

Delegates ranked their reasons for attending AdventureNEXT as:

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

“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



Photo: Sybille Suter

Ambassador of Switzerland in Macedonia giving
interview during AdventureNEXT~ Balkans, May, 2016

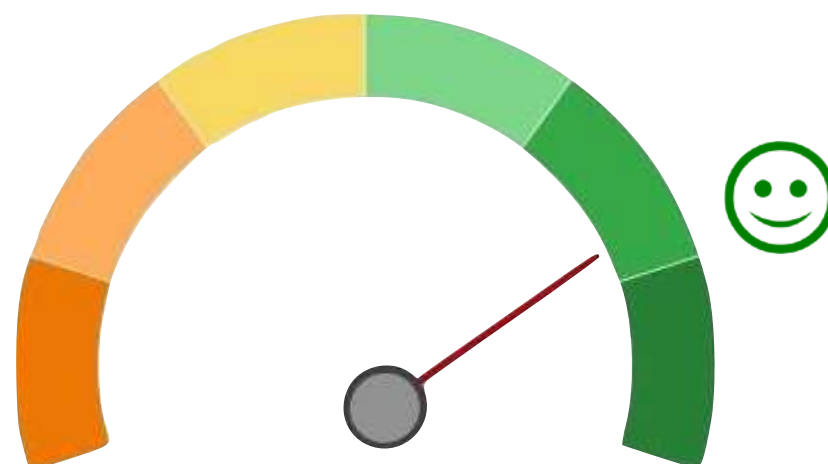


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[AdventureNEXT Value]

Overall level of satisfaction with AdventureNEXT Balkans 2016*



4.1 out of 5 surveyed delegates rated it *Very Good!*



*96 delegates completed the AdventureNEXT Balkans post-event feedback survey which represents about a third of all delegates.



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[AdventureNEXT Value]



The ATTA values the time, commitment and resources used by every delegate who attends ATTA events, and for that reason the ATTA creates an environment for sharing, learning, and inspiring one another where our delegates and partners leave - in this case, AdventureNEXT - with actionable and tangible results.

“

“The experience exceeded my expectations thanks to the innovative way ATTA constantly mixes everyone up, maximizing networking opportunities and connections between every sector.”

Anonymous Survey Respondent



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94%

of the surveyed delegates will recommend the Balkans to their friends and clients.

“I now have an entire region to sell from first hand experience. I've already been talking about it a lot back here in the USA and at first people are tentative but when I share my experience they are coming back with interest of booking a trip there themselves.”

Anonymous Survey Respondent



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[AdventureNEXT Impact]

1

**Explore the
Balkans**

2

**Connect with
industry
leaders from
over 30
countries**

3

**Discover best
practices for
operations and
leadership**

4

**Create regional
and global
business
partnerships
with peers and
media**

5

**Develop and
Promote your
product, brand
and destination
to industry
decision makers**



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[AdventureNEXT Impact]

In addition to a vote of confidence from the United Nations World Tourism Organization (UNWTO), which presented in front of all AdventureNEXT delegates, the Regional Cooperation Council (RCC) has also recognized the event as important and held their bi-annual Tourism Expert Group Meeting during AdventureNEXT.



Marjan Hribar, M.Sc.
Special Advisor to the UNWTO Secretary-General



Dragana Djurica
Senior Expert on Competitiveness at Regional
Cooperation Council



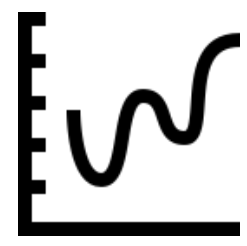
[AdventureNEXT Impact]



Close to 300 AdventureNEXT delegates worked together to improve the overall perception of the region



AdventureNEXT regional delegates connected to **60+** leading international buyers and journalists



The United States Agency for International Development (USAID) and the Swiss Agency for Development and Cooperation continue to stimulate local economic growth and small business expansion through the development of adventure travel.



of the surveyed delegates came away with a more favorable perception of the Balkans as an adventure travel destination after this year's AdventureNEXT.

* Compared with 23% of delegates who came away with the same perception of the Balkans as an adventure destination as they had prior to AdventureNEXT



[AdventureNEXT Impact]



Learn • Partner • Grow

Rallying around the AdventureNEXT conference theme, “Learn. Partner. Grow”, attendees used the gathering as a platform for awareness building, discovery, collaboration, business development, inspiration and long-range planning. The agenda featured regional experts from Macedonia, Albania, Bulgaria, Bosnia and Herzegovina, Montenegro and Serbia coupled with international experts from Europe and North America.



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[AdventureNEXT... Learning]

Ground suppliers had the opportunity to learn from leading adventure travel professionals and be exposed to current trends in the industry



International buyers had the opportunity to learn from the locals and the experts about the most special and exciting experiences that the wider Balkans region has to offer

Governmental and development institutions had the opportunity to learn about the tremendous opportunities for regional economic impact, trans-border partnerships, and adventure travel as a force of good to preserve and protect cultures and the environment worldwide

Journalists had the opportunity to learn from the locals about the hidden and most special places around the Balkans region, all while learning the latest trends, research and global findings in the world of adventure tourism to help inform their travel writing and reporting



[AdventureNEXT... Partnering]

Ground suppliers had the opportunity to find new partners with international buyers as well as partners from the surrounding region

International buyers had the opportunity to find new partners with ground suppliers as well as with other leading international industry representatives



Governmental and development institutions had the opportunity to find new partnerships with other governmental, media, and private sector businesses and organizations

Journalists had the opportunity to find new partners through the advanced networking and exchange of opportunities amongst the participants



[AdventureNEXT... Growing]

Ground suppliers had the opportunity to grow personally, as a business and as a destination in general



International buyers had the opportunity to to grow their businesses by exploring a new region

Governmental and development institutions had the opportunity to grow their understanding of a new era of responsible leisure tourism, specifically how economic growth can be achieved using the principles of adventure tourism

Journalists had the opportunity to grow and expand their knowledge base and understanding of the region, as well as to add depth to their writing



[AdventureNEXT Agenda Summary]



5-9 May
PRE Adventures
& Check In



11-12 May
Conference
Days



10 May
Day of Adventure
& Opening Night
Gala



13-18 May
POST
Adventures

More than 60 international operators and travel journalists representing 17 adventure traveler source markets explored Macedonia, Albania, Bulgaria, Croatia, Greece, Kosovo and Montenegro on fourteen unique multi-day itineraries as part of AdventureNEXT experience.

To kick off the actual conference days, 12 Macedonian adventure companies hosted more than 150 AdventureNEXT delegates who explored and sampled the progressive adventure tourism product throughout the greater Ohrid area in 20 different one-day experiences.



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[AdventureNEXT Check-In]



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[Pre- And Post Adventures]

97%

Indicated that the Pre Adventure experience increased their knowledge of the visited destination.



96%

of the surveyed delegates liked their Post Adventure experiences



“

I am overwhelmed by the guides' broad knowledge and warm and caring attitude. By doing rather than saying, they really made us feel and understand the point of joining a local company and how much a professional guide can enhance your overall experience. ”

Anonymous Survey Respondent



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[Day of Adventures]

Please rate your Day of Adventure:



4 out of 5 surveyed delegates rated it *Very Good!*



The Day of Adventure increased my knowledge of Macedonia

85%

Agree

"This trip deserves international exposure and once it has I am sure it will be copied elsewhere! It really has all the ingredients, and more, for a perfect get-to-know-the-locals-day. Our guide superbly guided us through his home town, and in a very creative way.

One of my best days in Macedonia! "

Anonymous Survey Respondent



"Wonderful guides - very knowledgeable. The idea of this DOA is simply wonderful - to learn something about history and customs through entertaining experience."

Anonymous Survey Respondent

#MacedoniaTimeless



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[

Old World, New Adventures - Opening Night Gala

]

At the foot of the Galichica Mountain, where the waters of the river Crn Drim start their journey to Ohrid Lake, Macedonia welcomed adventurers, delegates, journalists and other distinguished guests for the festive opening night of AdventureNEXT Balkans.



Traditional recipes, made from organic ingredients grown and bred in the country’s green fields and mountain farms, brought the delegates to a place at the same time comforting, familiar, unknown yet exciting. Local wines and rakija were offered, along with traditional and contemporary music, which lad everyone to a time and place that one may have heard of, but found it hard to believe still exists.



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[Old World, New Adventures - Opening Night Gala]



Two boats carried the AdventureNEXT delegates to the Opening Night Gala at Ostrovo Restaurant through the beautiful Ohrid lake.

En route, the boats paused briefly at the Bay of Bones for half of the regional delegates from one boat to switch to the other in order to meet, mix and network with the international tour operators and journalists on the other boat.



99%

Liked the Opening Night Gala organized by the Agency for Promotion and Support of Tourism in Macedonia



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[Old World, New Adventures - Opening Night Gala]



Selected images from the Opening Night Gala



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[AdventureNEXT Conference]



Over 95% of the delegates were satisfied with the offered content.



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[AdventureNEXT Speakers]

Speakers from the Balkans region and around the world came together to share their experiences, stories and inspirations.

Antonio del Rosal
 ATTA

Auron Tare
 National Coastline Agency,
 Albania

Blerina Ago
 Albanian Rafting
 Federation

Brana Vladislavljevic
 Lonely Planet

Ethna Murphy
 Ethna Murphy Consulting

Irene Lane
 Greenloons

Jim Johnson
 BikeTours.com

Jim Kane
 Culture Xplorers

Kamelia Georgieva
 National Trust EcoFund,
 Bulgaria

Kicki Lind
 Nanoq

Lyn Hughes
 Wanderlust Travel
 Media

Manuela Graf
 Center for Study in Cultural
 Development /
 Cluster of Cultural Routes

Marjan Hribar
 UNWTO

Milena Filipovic
 Regional Cooperation
 Council

Milena Nikolova
 American University
 in Bulgaria

Monica Price
 ExperiencePlus!
 Bicycle Tours

Myles Farnbank
 The Wilderness Collective
 UK & Ireland

Paul Easto
 The Wilderness Collective
 UK & Ireland

Perry Lungmus
 Travel Leaders

Shannon Stowell
 ATTA

Thierry Joubert
 Green Visions Ecotour

Tim Neville
 Freelancer / Correspondent
 Outside magazine

Trish Sare
 BikeHike Adventures

Veneta Andonova
 AUBG/Universidad
 de los Andes



“AdventureNEXT will turn out to be one of those defining moments when we put outdoor adventure in the Balkans on the world tourism map,” said Thierry Joubert, Via Dinarica Alliance member. “Not only did many international buyers visit the region, but most importantly they were hosted by a great group of regional outdoor adventure suppliers. We now have a solid base to take outdoor adventure to the next level.”

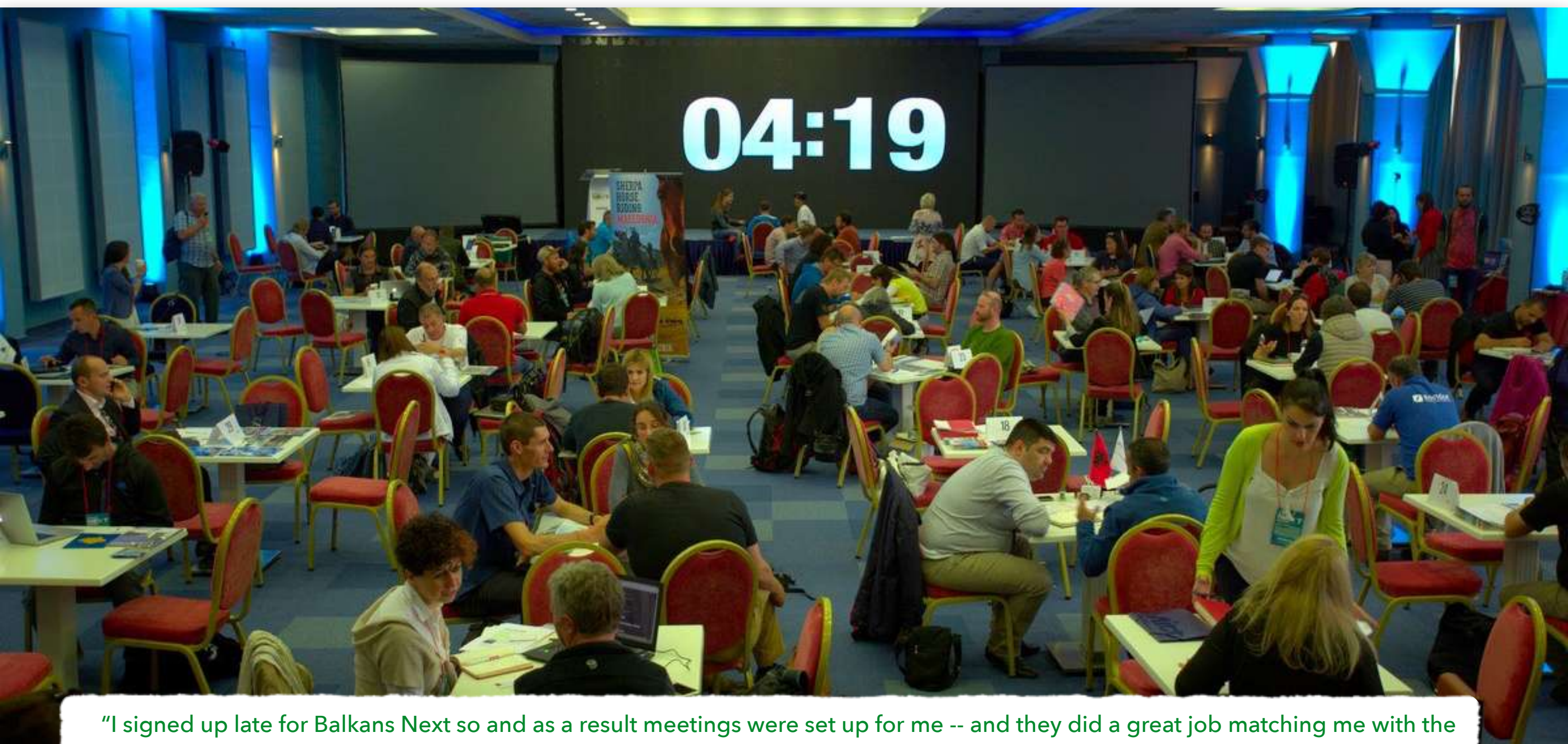
THIERRY JOUBERT
Green Visions



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[Marketplace]



"I signed up late for Balkans Next so and as a result meetings were set up for me -- and they did a great job matching me with the appropriate meetings. All of them were a good fit and the experience was useful and fun."

Anonymous Survey Respondent



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[Marketplace]

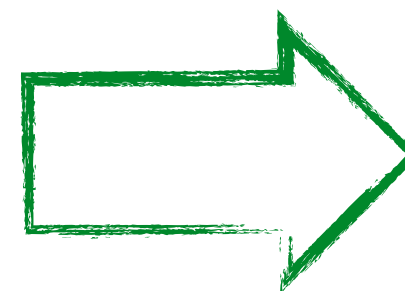
The Marketplace brought adventure travel product suppliers, buyers, and media together and provided a dynamic atmosphere for introductions, learning of new opportunities and engagement in product development discussions. It was an important, business-focused component of AdventureNEXT.



51
Regional
Suppliers

&

43
International
Buyers



439
Pre-Scheduled
Meetings



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[Marketplace]

98% of the surveyed delegates liked their overall experience with appointments during Marketplace



99% of the surveyed delegates find the available networking time enough for building potential business relationship



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"This was a great experience for me on many levels. It was wonderful to reconnect with colleagues, as well as to meet local tour operators. I had the opportunity to participate in the Western Balkans FAM trip two years ago, and was very impressed during the 2016 program to see how far local tour operators had progressed in both their offerings and the way they tell their stories. The post tour adventure in Croatia was very well organized, and gave me the jumpstart I was looking for in terms of developing an itinerary in that beautiful and interesting country. AdventureNext Balkans 2016 was an excellent experience."

DEBORAH LEWIS

Bredeson Outdoor Adventures



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[Buyers Investigating the Balkans]

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 (Australia)

“I met 3 potentially good partners,
 all of whom I'm already in touch
 with. Mountain biking on the DOA
 was nice.”
Anonymous Survey Respondent



[Regional Suppliers]



“Attending the AdventureNEXT Balkans 2016 was worth of my time and effort because of the unique possibility to share experiences, present the Balkans as a unique adventure travel destination and at the same time learn a lot about various aspects of adventure tourism.”

Anonymous Survey Respondent



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[Regional Suppliers]

What was your best experience during AdventureNEXT 2016 Balkans?

“Reconnecting with Balkan suppliers I had met at the world summit in Ireland and continuing conversations and building relationships for future.”

ANONYMOUS SURVEY RESPONDENT



3e travel ltd (MNE)
 &adventure - Croatia (CRO)
 A.C.E. Adventure (SRB)
 Adriatic Kayak Tours/ Jadranske
 Kajak Ture (CRO)
 Adventure & Fun Albania (ALB)
 Agency for Promotion and Support
 of Tourism of the Republic of
 Macedonia (MAK)
 Albania Rafting Group (ALB)
 Balkan Outdoor Experience +
 Airtour (KOS)
 Balojani DMC (MK)
 Black Mountain Ltd (MNE)
 Bohemia Ltd (BG)

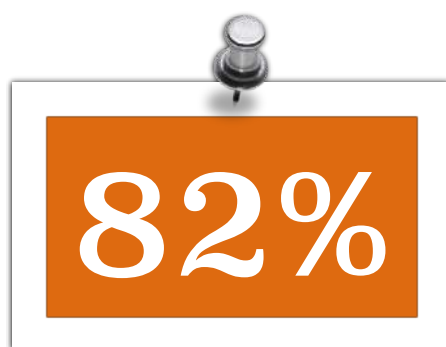
Bulgaria Personalized (BG)
 Catun (KOS)
 DMC VIS POJ (MAK)
 Dubrovnik Viator (CRO)
 Elite Travel Croatia (CRO)
 Elite Travel DMC - Lufthansa City
 Center (ALB)
 Enjoy Balkans (MAK)
 Fibula (MAK)
 Fiore Tours & Adventure (CRO)
 GoBalkans Travel Ltd. (MAK)
 GoMacedonia -Namiko (MAK)
 GoodPlace, d.o.o. (SLO)
 Green Visions Ecotours (BIH)
 Horse Club Bistra - Galicnik (MAK)
 Huck Finn Adventure Travel
 Dubrovnik (CRO)
 Kompas Skopje (MAK)
 Kosovo Holidays DMC (KOS)
 Macedonia Experience (MAK)
 Macedonia Travel (MAK)
 Meridien Ten Croatia (CRO)

Natural Croatia Adventure Travel
 (CRO)
 Odysseia - in Travel (BG)
 Outdoor Albania (ALB)
 Penguin Travel (BG)
 Personality Journeys Greece (GR)
 Plateau Cycling (BG)
 Rams Explorer (MNE)
 SAVANA Tourist Enterprises (MAK)
 Simonium Travel (MAK)
 Slotrips, Slovenia (SLO)
 Sondor Travel (ALB)
 Time for Macedonia (MAK)
 TM Adventure (CRO)
 Trails Beyond (GR)
 Trekking Hellas (GR)
 Visit Macedonia (MAK)
 Visit Meteora (GR)
 VMD Adventure Travel (CRO)
 Wild Serbia (SR)
 Zbulo! - Discover Albania (ALB)



[MediaMeetUp]

The MediaMeetUp offered an important discussion panel on how to best present your business in order to capture the attention of the media, how to make your destination or tours stand out, as well as what stories or topics should be key in your marketing messages and media pitches. The second half of the session offered roundtable discussion opportunities between the tour operators and the attending 20+ international media.



Rated as a Very Good AdventureNEXT Session



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"Congratulations on a terrific AdventureNEXT. It's such a genius idea, to focus on a region, and it was obvious there that many relationships were being built, connections made, and ideas developed. No doubt, it will impact and generate so much in the way of responsible tourism in years to come. I am sure it was a massive amount of work, so well done to yourselves and all the team."

LYN HUGHES
Wanderlust



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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

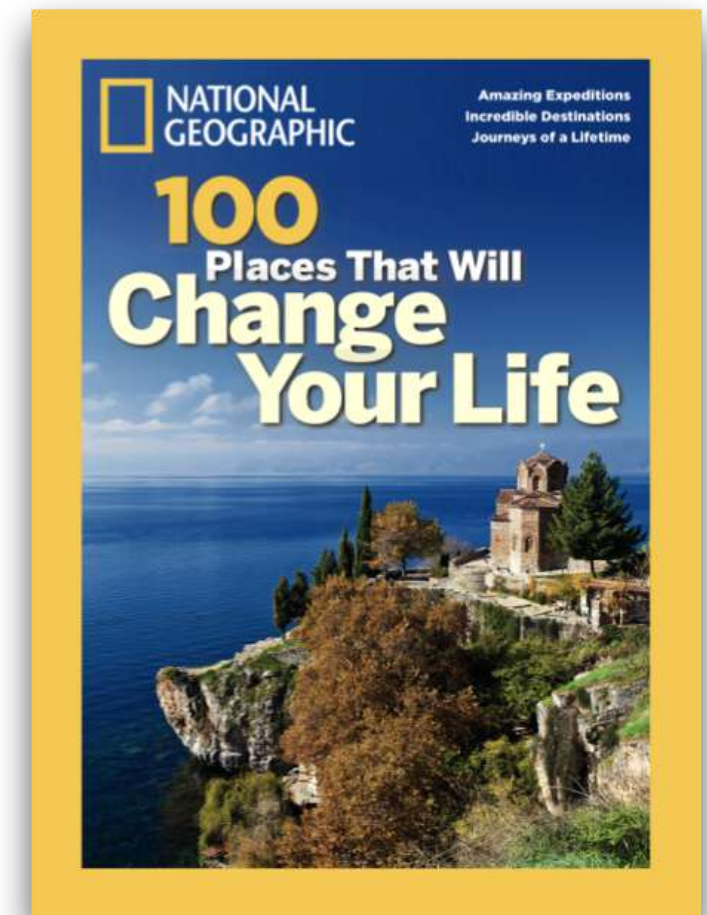
Hiking in Finland

Jackie Laulainen

Traveling Jackie, The Budget-Minded Traveler

Jordan Campbell

Freelance, Marmot Ambassador



AdventureNEXT List of journalists continues on the next page



#AdventureNEXT

Final Report

[

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*

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)*

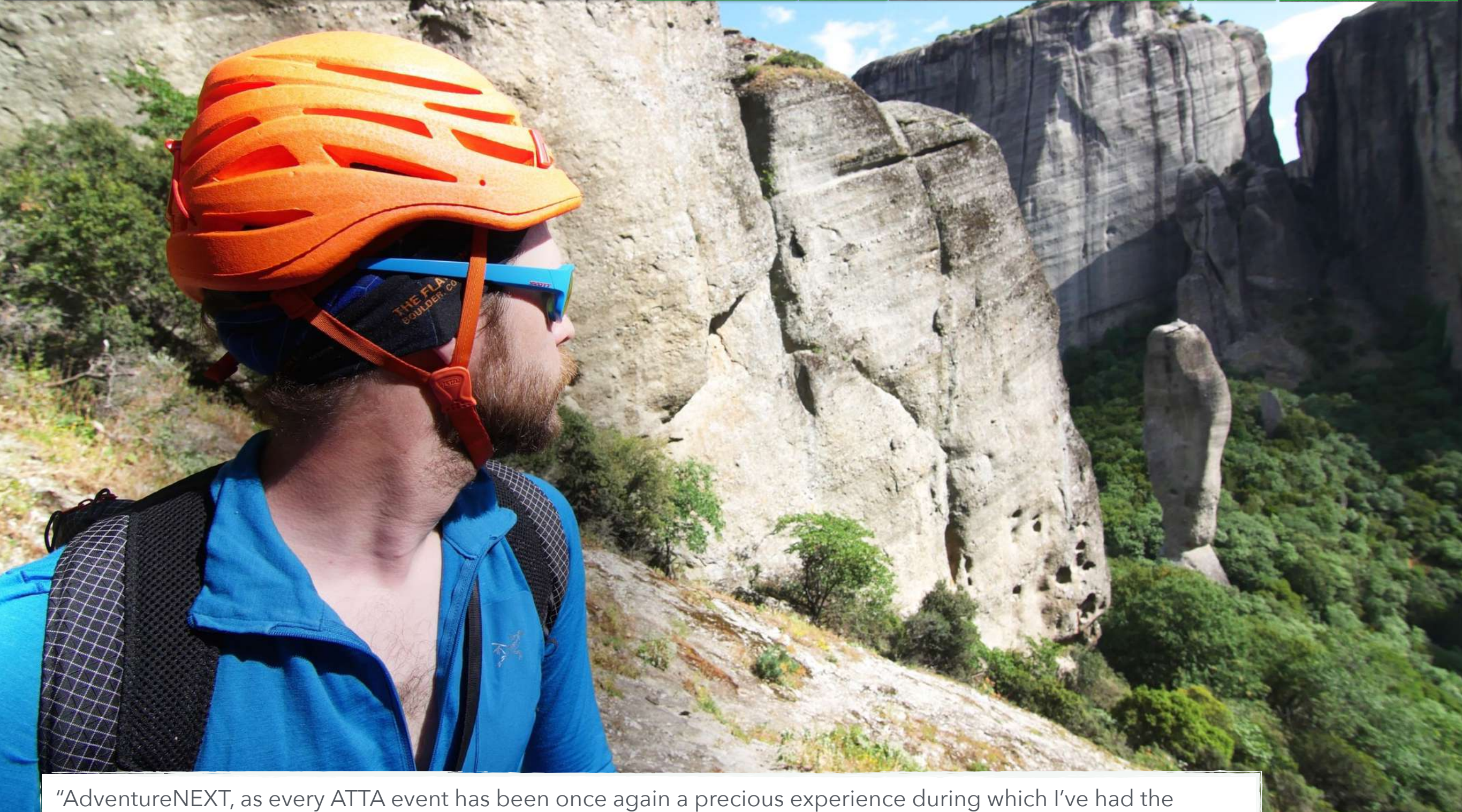
Yvonne Gordon

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



#AdventureNEXT

Final Report



“AdventureNEXT, as every ATTA event has been once again a precious experience during which I’ve had the opportunity to know not only a new and interesting place of this planet, but also met with many media and tour operator peers. The truth is that as an adventure travel journalist the ATTA events are extremely productive and fun!”

FRANCISCO JAVIER GONZALEZ
Revista Oxygeno



#AdventureNEXT

[International Media Results]

Within just 8 weeks of the 2016 AdventureNEXT Balkans conference, the event attracted global attention through web and print articles generated from the international journalists who joined the event

The New York Times

Seven Places in Europe We Call Home

By THE NEW YORK TIMES MAY 12, 2016

From Madrid to Istanbul, our contributors reveal the hidden delights of their European homes: jewel-box gardens, neighborhood cafes, secret

lonely planet

Exploring Bulgaria's backcountry

TIPS & ARTICLES

BRANA VLADISAVLJEVIC

Traveling Jackie

Adventure Travel Takes the Balkans - VIDEO

May 20, 2016 0 Comments

This is what I have been up to for the last couple of weeks!

AdventureNEXT Balkans was a first of its kind of conference designed to showcase adventure travel throughout the Balkans. Groups of tour operators and media from across the world (including myself) traveled to various countries in the Balkans to experience local adventure, cuisine, culture, traditions, and more, and came together with local suppliers in Ohrid, Macedonia for a responsible adventure tourism conference.

I personally spent a week exploring Kosovo before the 4-day conference, during which I completed my first Via Ferrata, climbed a snowy peak, and hung out with bears, and then I spent another week exploring the mountains and wine country of Bulgaria after the conference, and let's just say Bulgaria may be my new favorite Balkan country. More on those coming soon!

Here is a snapshot of some of the pre-conference trips, including my week in Kosovo, as well as an overview of what this conference looked like. (Yes, we had a little bit of fun).

AdventureNEXT Balkans 2016

I'm so proud to be part of a network that is quite literally changing the world through adventure travel. Check out the hashtag #adventureNEXT or visit the [Adventure Travel Trade Association](#) to find out more.

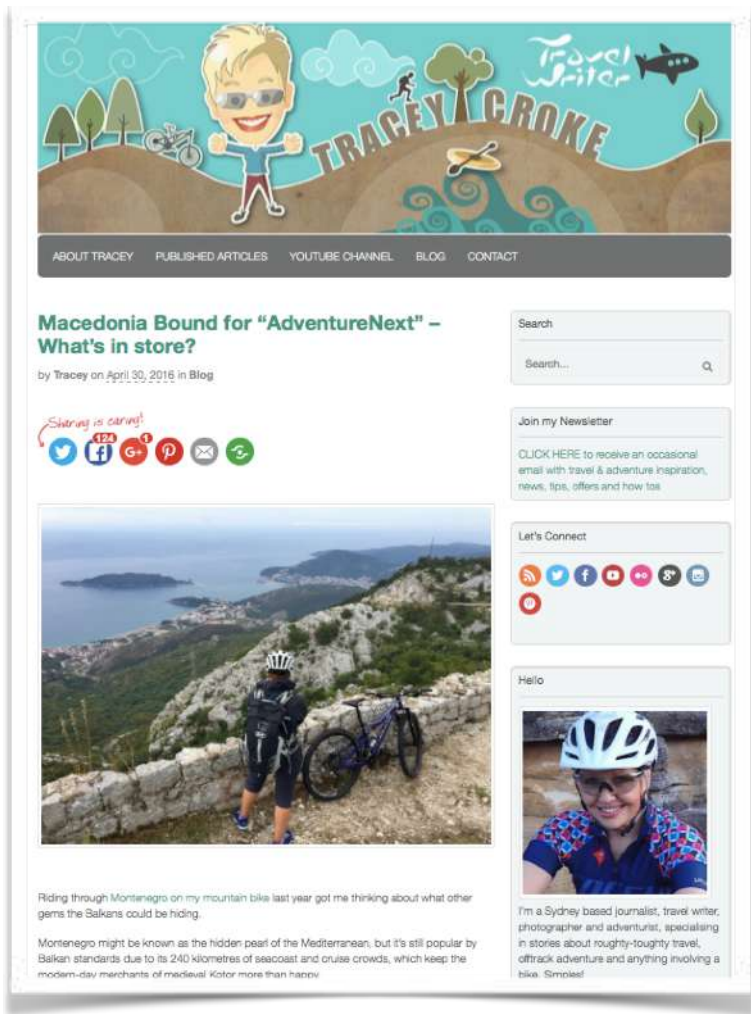
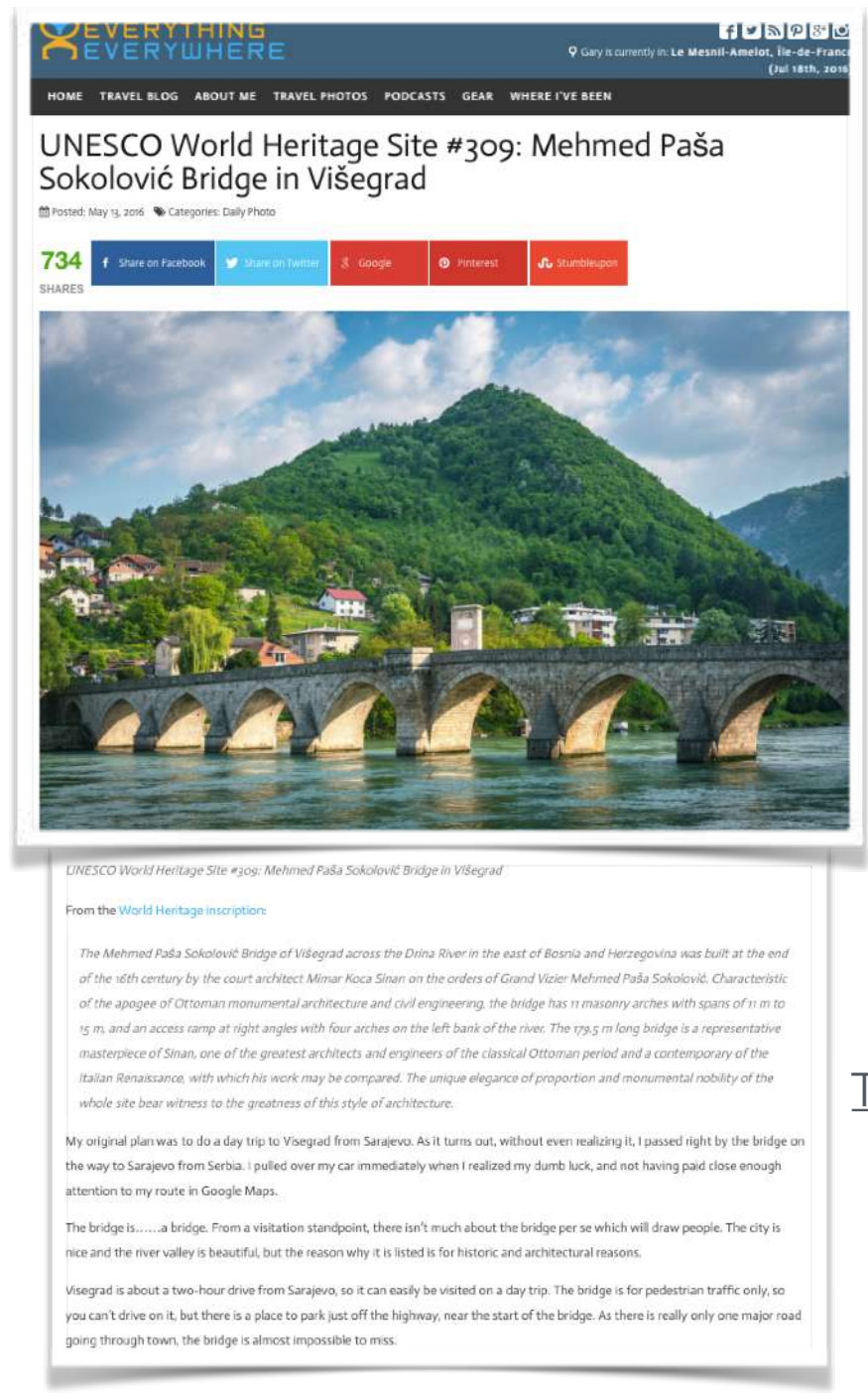
Alex Crevar, New York Times

Brana Vladislavljevic, Lonely Planet

Jackie Laulainen, Traveling Jackie

A sampling of the early media results

International Media Results



Tracey Croke, www.traceycroke.com blog

The award-winning Australian travel writer [Angela Saurine](#) gave a 20+ minute interview sharing her exceptional experiences in Ohrid and Macedonia in [the evening show of ABC radio in Australia](#) on 31 May 2016.

The audio recording was available for a week after the interview took place.

[Gary Arndt, Everything Everywhere](#)

A sampling of the early media results

[Local Media Coverage]

More than 140 Macedonian- and Albanian-language stories in television, print and digital media in Macedonia were delivered between May 4 and May 14, 2016 - this in addition to more media coverage about AdventureNEXT since its announcement - at the beginning of 2015



#AdventureNEXT

Final Report

Local Media Coverage

Охрид домаќин на првата регионална конференција за активен туризам во Европа

5 May, 2016

Следниот вторник (10-ти мај) во ресторан Острово, до Св. Наум, Охрид, свечено ќе биде отворена првата регионална конференција за активен туризам во Европа – AdventureNEXT~Balkans

Конференцијата AdventureNEXT~Balkans, која ќе трае од 10 до 12-ти мај, е во организација на Агенцијата за промоција и поддршка на туризмот на РМ во соработка со Меѓународното здружение за активен туризам (Adventure Travel Trade Association – ATTA) и со поддршка од Проектот на УСАИД за експанзија на мали бизниси, кофинансиран од Владата на Швајцарија, и проектот IME, исто така финансиран од Владата на Швајцарија.

На отворањето ќе се обратат Лела Крстевска, директорка на Агенцијата за промоција и поддршка на туризмот на РМ, Марјан Хрибар, специјален советник на генералниот секретар на Светската организација за туризам на ОН (UNWTO); Џес Бејли, амбасадор на САД во РМ; Сибил Сутер Техада, амбасадорка на Швајцарија во РМ и Шенон Стоуел, извршен директор на ATTA.

На 11-ти мај (среда), 2016, во 9:00 часот во хотелот Инекс Горица, Охрид, ќе започне првата пленарна сесија на конференцијата која ќе биде отворена за медиуми. На конференцијата AdventureNEXT~Balkan, под мотото „Знаење. Партнерство. Раст“, ќе присуствуваат повеќе од 300 претставници од јавниот и приватниот сектор од 12 дестинации од Југоисточна Европа кои ќе се поврзат со 60 меѓународни туроператори и 25 новинари од 16 земји (од реномирани медиуми како The Guardian, New York Times и National Geographic).

ОХРИД: Прва регионална конференција за активен туризам во Европа

На тридневната конференција ќе присуствуваат повеќе од 300 претставници од јавниот и приватниот сектор, од 12 дестинации од Југоисточна Европа, кои ќе се поврзат со 60 меѓународни тур-оператори и 25 новинари

Првата регионална конференција за активен туризам во Европа „AdventureNEXT Balkans“, ќе се одржува од денеска до четврток во Охрид, во организација на Агенцијата за промоција и поддршка на туризмот на Република Македонија.

На тридневната конференција, што ќе се одвива под мотото „Знаење. Партнерство. Раст“, ќе присуствуваат повеќе од 300 претставници од јавниот и приватниот сектор од 12 дестинации од Југоисточна Европа кои ќе се поврзат со 60 меѓународни тур-оператори и 25 новинари од 16 држави (од реномирани медиуми како The Guardian, New York Times и National Geographic).

Агенцијата за промоција и поддршка на туризмот на Македонија ја организира конференцијата во соработка со Меѓународното здружение за активен туризам (Adventure Travel Trade Association – ATTA) и со поддршка од Проектот на УСАИД за експанзија на мали бизниси.

Active tourism - a challenge for Balkan countries

Friday, January 22, 2016 2:39 PM

Skopje, 22 January 2016 (MIA) – The international association for active tourism held on Thursday and Friday the training AdventureNEXT Base Camps in an attempt to provide additional support for the development of active tourism in the Balkans ahead of the first regional active tourism conference in Europe, set to take place in Ohrid on May 10-12.

Lela Krstevska of the Agency for Promotion and Support of Tourism in Macedonia said the training was organized for tour operators expected to attend the Ohrid conference in order to present their business proposals.

"We believe we have hit the right target to attract foreign tourists in this sphere. Macedonia as an attractive destination for active tourism will be promoted so as to let the world learn more about us and our natural beauties through this conference," stated Krstevska.

Christopher Doyle, Executive Director of the Adventure Travel Trade Association (ATTA), said active tourism with an annual turnover of \$283 billion was the fastest growing sector globally.

Активниот туризам предизвик за Македонија и земјите од Балканот

22 јануари 2016 - 13:15

Лела Крстевска од Агенцијата за промоција и поддршка на туризмот во Македонија појасни дека обуката е организирана за туроператорите кои ќе присуствуваат на Конференцијата во Охрид со свои бизнис предлози.

Меѓународното здружение за активен туризам вчера и денеска во Скопје ја одржа обуката AdventureNEXT Base Camp со цел да обединише на сопствена поддршка за развојот на активниот туризам на Балканот. А во пресрет на првата регионална конференција за активен туризам во Европа, под мотото „Знаење. Партнерство. Раст“, која ќе се одвива во Охрид од 10 до 12 мај оваа година.

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Inovativnost

Telegraf

Macedonian Information Agency

A sampling of the local media coverage




#AdventureNEXT

Final Report




[Local Media Coverage]



„Wanderlust travel“: Македонија е топ нова дестинација која сакаат да ја посетат туристите од Британија, очекувајте ги!

Вести | Охрид | 11.05.2016 16:06 Посети : 2153

Специјализираниот туристички магазин „Wanderlust travel“, кој има повеќе од 100 илјади претплатници во Европа, ја избра Македонија за топ дестинација во 2016 година. Основачот Лин Хјуз од Велика Британија, има објавено повеќе интервјуа и стории за Македонија, а по конференцијата за активен туризам што се одржува во Охрид на која учествува, таа најавува нови објави.



–Македонија има што да им понуди на британците. Тие секогаш бараат нови искуства во природа, велосипедизам, пешачење, се што е поврзано со природните убавини, кои тука ги има во изобилство. Сега имаме директни летови од Лондон до Скопје и Охрид и затоа мислам дека ќе се зголеми интересот за патувања во Македонија. Во јануари годинава нашите читатели ја избраа Македонија како главната нова дестинација која сакаат да ја посетат. На оваа конференција веќе собравме многу интересни идеи и ќе има многу нови написи за Македонија. – истакна Хјуз.

Ohrid News




Прва регионална конференција за активен туризам во Европа

МАКЕДОНИЈА | ВТОРНИК, 10 МАЈ 2016, 7:59 AM 0 споделувања Сподели на Facebook Сподели на Twitter

Прва регионална конференција за активен туризам во Европа „АвенчурНЕКСТ Балканс“, ќе се одржи од денеска до четврток во Охрид, во организација на Агенцијата за промоција и поддршка на туризмот на Република Македонија.

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Radio Slobodna Makedonija



МАКЕДОНИЈА ИМА ШТО ДА ИМ ПОНУДИ НА ТУРИСТИТЕ ШТО ТРАГААТ ПО АВАНТУРИ

Објавено: 12/05/2016 15:47
Like 138K people like this. Be the first of your friends.

Преставниците на странските тур-оператори и специјализираните медиуми воодушевени од македонската туристичка понуда кога станува збор за авантуристичкиот туризам како форма на дејност што бележи најголем раст во светски рамки.

Тоа се впечатоците на учесниците на Конференцијата за авантуристички туризам кои денонвиве имаа можност преку организирани тури да видат некои од најатрактивните места од интерес на гостите кои практикуваат таков вид туризам.



Како што истакна директорот на Агенцијата за промоција и поддршка на туризмот Лела Крстевска, покрај природните убавини и историското богатство, учесниците на собирот во Охрид имаа можност да се запознаат и со македонската традиционална кујна, македонските вино и ракија, фолклорот и се она што е карактеристично за ова поднебје.

– Реакциите на тур-операторите беа мошне позитивни од Охрид и регионот. Најголеми впечатоци кај нив предивикаа посетата на островот Голем град во Преспа, место кое ги восхити токму заради тоа што останало недопрено од човечка рака, можностите за нуркање, планинарење, планински велосипедизам, параглајдерство и ред нашта што предизвикуваат интерес, рече таа.

MK News

A sampling of the local media coverage



#AdventureNEXT

Final Report

[Regional Media Coverage]

feature

Albanian represents Balkans at AdventureNext Balkans conference

Organized by Adventure Travel Trade Association, AdventureNext Balkans conference took place in Ohrid, Macedonia from May 10-12, 2016. The first edition of the conference brought together over 300 delegates including representatives of the World Tourism Organization of the United Nations, Southeast Europe, the Ambassador of the United States and the Swiss ambassador in Macedonia, as well as organizations, journalists and international tour operators, over 150 service and tourist products providers, and high-level representatives from the field of tourism in Southeast Europe.

yet with one thing in common. We all share a piece of land called the Balkan Peninsula. The Balkans are so diverse and at the same time so alike. We share different stories, yet one common goal. Our people speak a variety of languages yet our cultures are so much alike. Even our English accent sounds the same. Also each of our country believes that is their own traditional story.

We now see ourselves as a unique small part of a larger amazing experience, each being a unique piece of the larger puzzle. We believe that complex tour across our countries offer a far better experience to our tourists that we could ever be able to offer.

Let me give you an example. While on the very industrial Lonely planet you can find various guides of major tourist destinations like Indonesia, Spain, Italy etc, it is quite unusual to find a guide only about for instance, Albania or Montenegro. But you can find a great guide about Southeastern Europe, which is basically the Balkans.

Blerina Ago's speech at the conference:

Hello my name is Blerina and I come from the Balkans. I was born in Albania. Until 15 years ago when I started selling international tours would only mention Albania as an unsafe and troubled place.

Back in those days, in one of my dear Balkan friend, I would show one of the first pictures we took from inside the beautiful Ohrid Canyon (and let me give you a little context here - Albania was known as a poor communist very poor country isolated for more than 40 years, always in the news about some mass going on over there), and when he saw the picture he would say: "wow it's like", but when he did come for calling and saw everything with his own eyes, he was like "Mamma mia".

So, I know this has been the situation with a lot of other countries in the region. In some of them it was unimaginable even to mention tourism as an opportunity for economic development.

So that was our humble story and our vision, because we understand that we are just a small part of a big picture. We are aware that in today's dynamic international tourism market, with our individual products we have found ourselves competing with well established major international destinations. We all know it has been hard and in the past we have been relying mostly on domestic tourism.

Now we are finally experiencing the rise of an emerging larger destination called "the Balkans". This is a destination where the tourists are served much more than we could individually ever offer. It's the time where we don't see ourselves as Albanian, Macedonian, Montenegrin but as Balkans operators. By such we are offering a large variety of adventures, landscapes, activities, foods, cultures and experience

This is obviously how the rest of the world naturally perceives our region as a tourist destination.

BALKANS - AS A WHOLE

The relative affordability of adventures means that the Balkans is a playground for the thrill seeker and outdoor enthusiasts. The region is an good for strapping on safety gear as it is for just kicking back and soaking up the great outdoors. The Balkans as a unique destination offers amazing adventure experiences in all seasons such as:

- Great Value Skiing in Bjeshkët, Jabotica in Bosnia and Herzegovina, Zlatitsa in Bulgaria, Durmitor in Montenegro etc.
- Beautiful sites of shipwreck diving in Croatia, Albania, Montenegro, Greece, Turkey.
- Beautiful river journeys like the Danube.
- Amazing beaches in the Adriatic, Ionian, Aegean and the Black Sea where blue waters leap up to Medieval towns and there are still pristine rocky and sandy beaches to be found.
- Hiking and Kayaking featuring wonderful Canyons with gorgeous waterfalls like the ones in Albania, Bosnia & Herzegovina and Montenegro.
- Extreme sports destinations like Borec & Klad, Slovenia and Kosovo which offers from canyoning to paragliding.
- Some countries will get the tourists to the codes of civilization while some others will show how their young country was established. Beautiful coastlines, upbeat urban capitals, breathtaking scenery, organic tasty food will provide the tourist with an amazing diverse experience. You will party with memorable cheerful people who will call you "buddy, buddy" when will invite you in the dance floor.
- Whether a tourist has one week or 2 months to travel, the Balkans offers an adventure of a lifetime.
- All of us share the same goal: Giving an amazing experience to our guests.
- By seeing ourselves as a part of the big picture and creating complex inter-balkanistic tourism offer we create synergy.
- We will share each other's markets (and not compete)
- Make happen and far more impossible tourists
- Generate better individual gear meaning on the leading tourist social media
- And most importantly acquire a larger share of the international tourism market which means more business for all.
- So let us use opportunities like these to network, exchange, share and develop amazing tourism products for our guests on our emerging destinations The Balkans. Thank You!

Adventure Travel Trade Association:
"Blerina Ago is the General Secretary of the Albanian Hiking Federation (AHF). Blerina is a lawyer by profession that has dedicated her time in the sustainable development of tourism in Albania. At the young age of 14 years old, she became the first girl to practice sailing in Albania and has found the first sailing association Albanian Hiking Group. Blerina is present in Albania as a spokesperson and the organizer of many events for the preservation of the Albanian river's ecosystem, canyons and mountain flora and fauna."

Tirana Times

Blerina Ago bashkon Ballkanin ne turizem

12/05/2016 14:30

Kulturë

0

309

Tirana NEWS

Observer

Këto ditë (10-12 maj) po mbahet në Ohër konferenca me temë "AdventureNext Balkans (Aventura e Radhës – Ballkani)".

Ballkani përfaqësohet për herë të parë nga një shqiptare dhe ajo është Blerina Ago nga Federata Shqiptare e Rafting.

Gjatë fjalës së saj në konferencë ajo tha: "Bashkëpunimi ndërballkanik i domosdoshëm për mijen ekonomike. Turizmi është potenciali më i madh i të gjitha vendeve për t'u zhvilluar në mënyrë të qëndrueshme. Në respekt të mbrojtjes së natyrës dhe trashëgimisë". Albanian Adventure Resort prezantohet si projekti më inovativ dhe në frymën e ideve që ia vien të përhapet në rajon.

Çfarë është "AdventureNext Balkans (Aventura e Radhës – Ballkani)"?

Tirana Observer

gtp | headlines

New Visit Meteora Promo Video Inspires, Excites

Posted On 08 Jul 2016

Comment: 0

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SHARES

Home > Destinations news > New Visit Meteora Promo Video Inspires, Excites

Photo source: Visitmeteora.Travel

Three minutes of the **Meteora** experience feature in a new video released by destina managers **Visit Meteora** in collaboration with the Adventure Travel Trade Association (ATTA) as part of its ongoing promotional efforts for the region.

The video features moments from a fam trip held in May at Meteora, which was part of AdventureNEXT Balkans — a first-of-its kind tourism conference where attendees explored and pursued new courses of action to stimulate short- and long-term responsible tourism development.

Participants had the chance to experience the inspiring which is home to six monasteries built on natural sand Greece.

The short video presentation includes everything from hiking and climbing to religious tourism, local gastronomy and more.

"Producing high quality audiovisual material is one of our priorities and perhaps the most important way to promote tourism destinations today," said George Kourellis, CEO of award-winning company Meteora Greece.

A sampling of the local media coverage



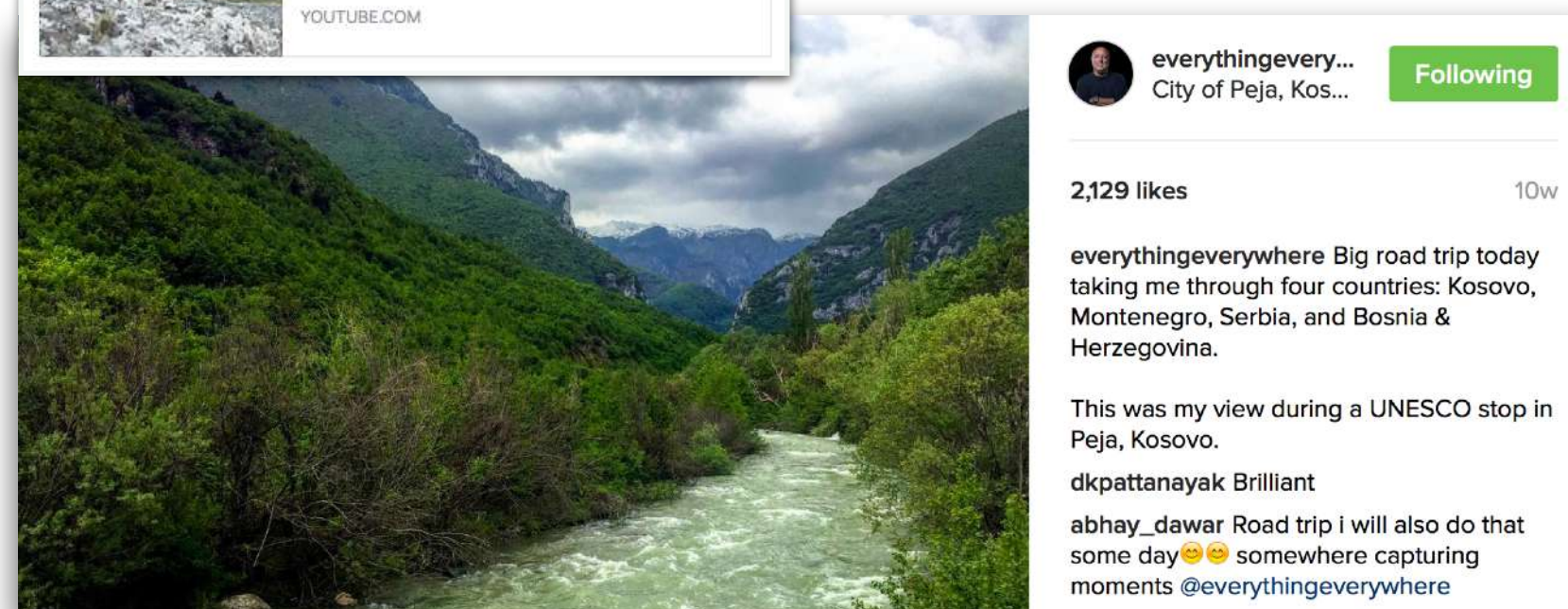
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[Social Media Coverage]

AdventureNEXT and the Balkans reached hundreds of thousands of social media followers using different social media channels and tools



A sampling of the Social Media coverage



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[Social Media Coverage]



**everythingevery...**
Преспа

Following

2,366 likes

10w


everythingeverywhere Boats on the shore of Lake Prespa, Macedonia. Today we went out to explore the island of Golem Grad, which is almost at the point where Macedonia, Greece, and Albania meet.

#EverythingEverywhere #adventureNEXT #iphone

pandelishatraj My mum is from there. ^^ nature._pictures._ Nice pic!


workingwayfarers @everythingeverywhere we just left Ohrid. Amazing area

Wow - the Via Dinarica walking trail through the Balkans looks epic! Have added to bucket list: <https://vimeo.com/140947966> #astw #adventurenext


**Angela Saurine**
Influence: 59 Followers: 4,027

Award-winning Australian travel & lifestyle writer. Passionate about food, skiing, islands, expedition cruising, eco-tourism, indigenous tourism & human rights

#AdventureNEXT reminds me of this..."It always seems impossible until it's done." Great job #atta @ATTADoyle @attastowell #ThisIsAdventure

**Tracey Croke**
Influence: 53 Followers: 7,404

Writer. Journalist. Photographer. Roughly-toughy traveller. Bike explorer. Views belong to my imaginary friends.

**UNWTO**
@UNWTO


The official twitter page of the World Tourism Organization (#UNWTO), the @UN agency responsible for the promotion of sustainable tourism. Also at @...

Followers

41,321

May 24th at 1:08pm

AdventureNEXT Balkans in Macedonia Inspires Regional Responsible Tourism Development with @glpfilms @UNWTO @USAID <https://t.co...>

**Jukka Heinovirta**
@k009034

A photographer on a mission to find beauty in everyday life. #travel #photography

Followers

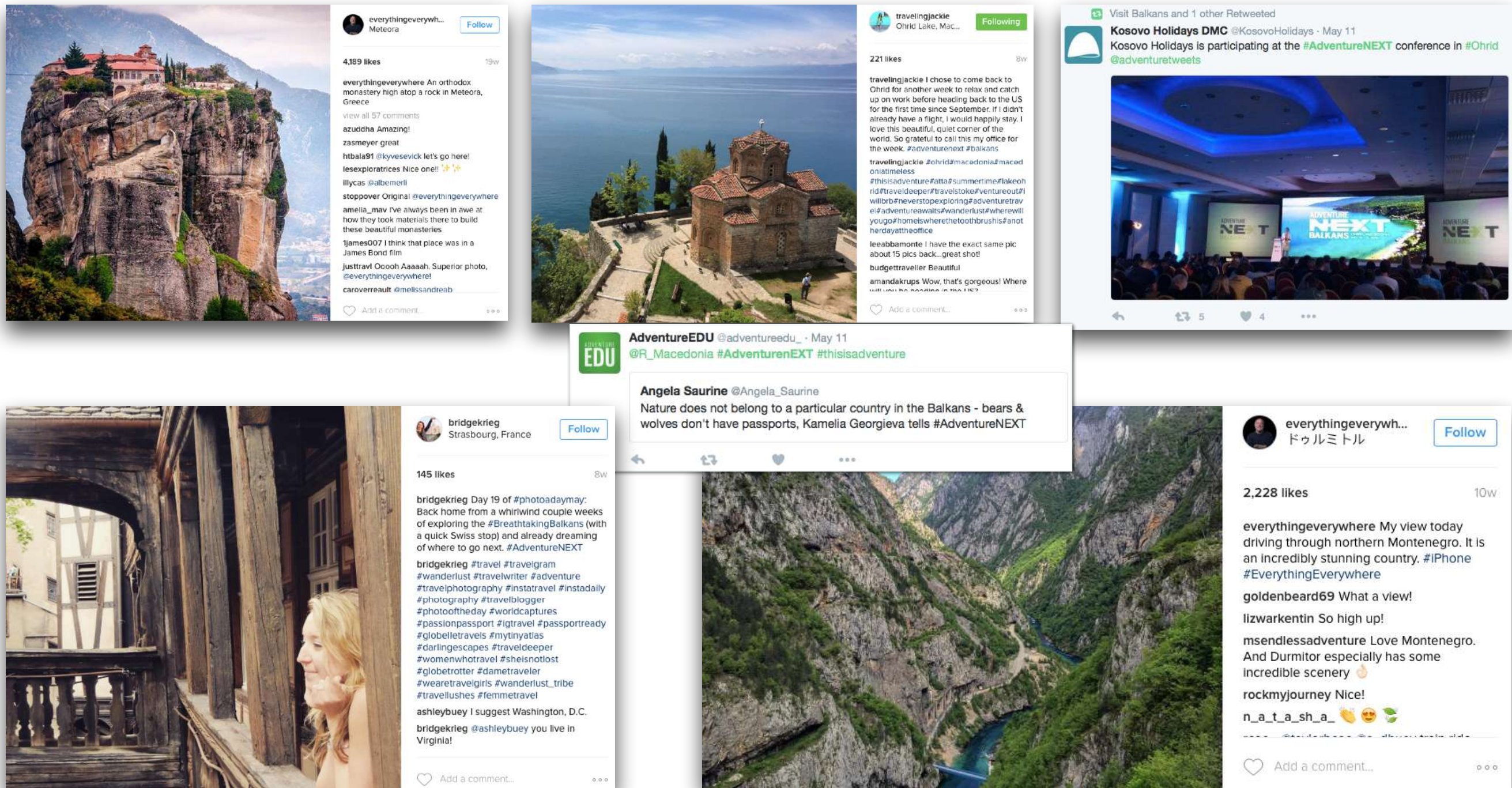
11,369

May 9th at 2:29pm

by angelasaurine: A walk in the woods. Hiking in Pelister National Park in Macedonia on AdventureNEXT pre-tour <https://...>

A sampling of the Social Media coverage

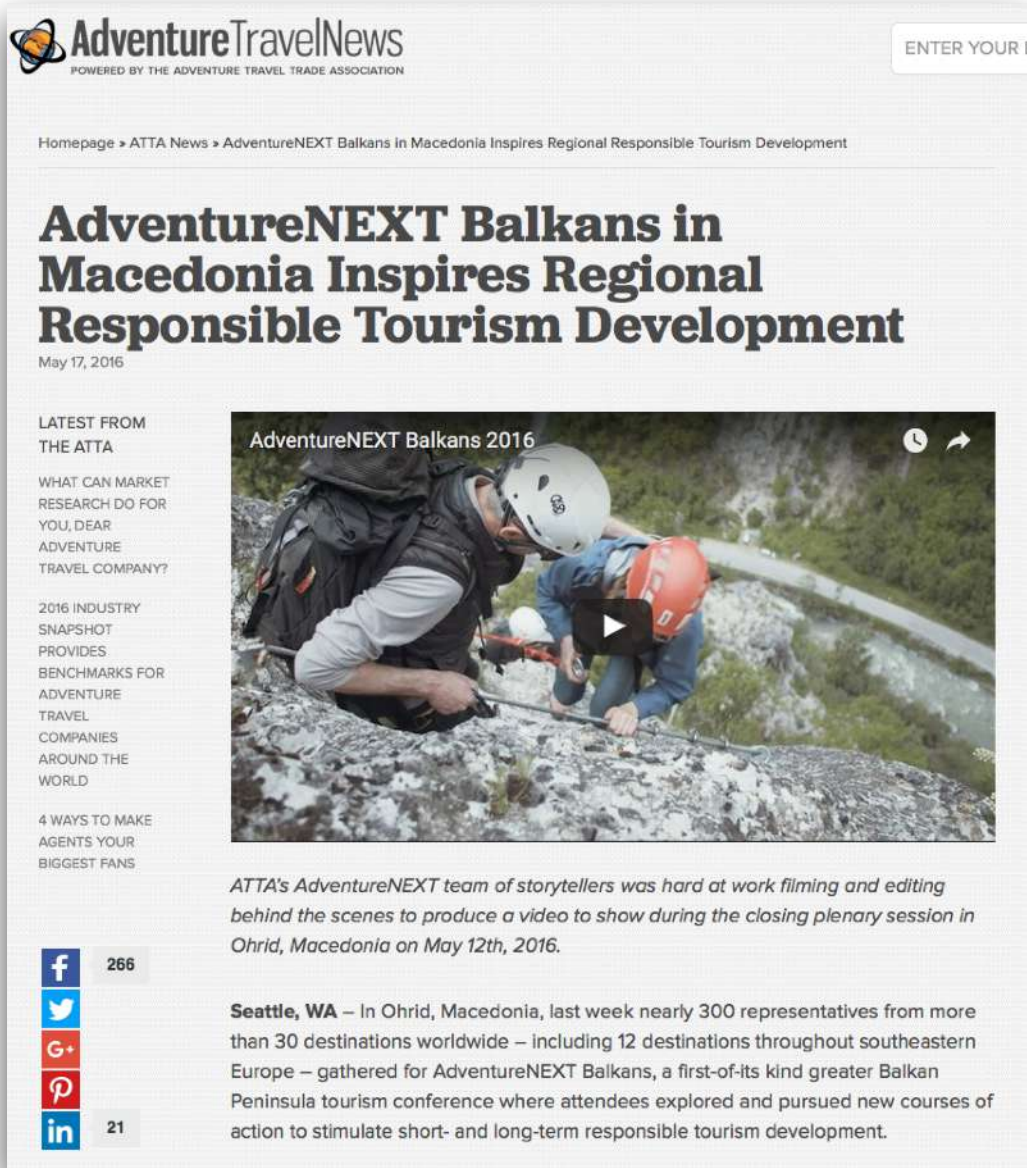
[Social Media Coverage]



A sampling of the Social Media coverage

[Storytelling]

An ATTA-selected storytelling team of internationally recognized photographers, videographers and writers captured the adventures, the connections, and the spirit of AdventureNEXT. Explore the links below and enjoy the AdventureNEXT story visually, through photos and videos.



[Click here to access #AdventureNEXT Videos](#)

[Click here to access the #AdventureNEXT Photos*](#)

* Photo/ video credit when using AdventureNEXT photos and videos required. Please, use © ATTA / [photographer/ videographer] - their names are listed in the title of each photo or at the end of each video. Storytelling team names are:

- Lukasz Warzecha
- Rupert Shanks
- Evan Swineherd
- Fredrik Bye



#AdventureNEXT

[Future Leaders Program]

- ➔ The ATTA developed a **mentorship program** for AdventureNEXT.
- ➔ **Four students** from the American University in Bulgaria were given the unique opportunity to be part of the conference and learn about the adventure travel industry by playing an active role in the event.
- ➔ **Special mentorship sessions** were developed for the students with key media and tour operator representatives from around the globe.

AdventureNEXT Future Leaders surveyed participants who will recommend the ATTA Future Leaders Program:



What are your top 3 highlights from the AdventureNEXT Future Leaders Program?

- " 1. Follow your passion and do not be afraid to explore.
- 2. There is a thrilling world around.
- 3. You never know where you will find a gem of your life journey."

“ There are many opportunities on the Balkans that have yet to be discovered. Also, people from the industry are very open and eager to share their experience and help young people not make the same mistakes. Adventure travel as an industry seems like an extremely positive sphere to not only work in but also live.”

Anonymous Survey Respondent



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[AdventureNEXT Partners]

Our sponsor partners’ involvement has been key to the success of AdventureNEXT. 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 AdventureNEXT for product sampling, extensive networking and lead generation as well as brand building and promotions, while other sponsors dedicated support to initiatives or events.



[AdventureNEXT Partners]

- ➔ ...gained awareness of their destination/
product in front of key industry
influencers and media
- ➔ ... increased credibility within the
adventure travel industry
- ➔ ... are valued as adventure travel industry
champions
- ➔ ... achieved intimate networking support,
facilitated by the ATTA





[

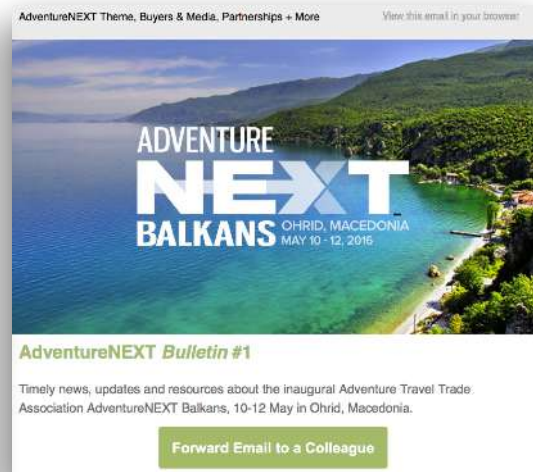
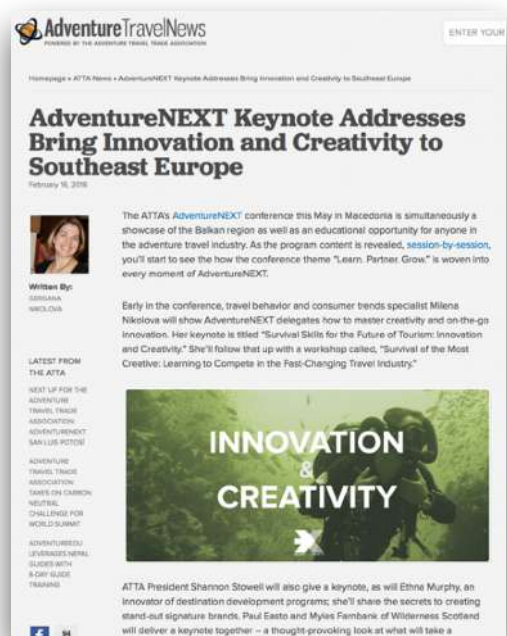
Host Destination Exposure

]

Before, during and after AdventureNEXT, Macedonia as the host destination of AdventureNEXT Balkans 2016 was exposed to ATTA’s readership in the global www.AdventureTravelNew.com through about ten articles, each circulated to over 23,000 tourism professionals.

The AdventureNEXT Bulletin is a communication tool, specifically developed for Southeastern Europe to promote the AdventureNEXT Balkans event and Macedonia received solid exposure through it as well.

The Macedonian logo as an ATTA partner has been exposed across a broad array of channels from emails, press, website and event marketing in addition to social media exposure through Facebook, Twitter, Instagram and LinkedIn among others.



Adventure Travel World Summit - Chile 2015

AdventureConnect - ITB Berlin 2016

A sampling of host destination’s exposure through the ATTA

[Host Destination Exposure]



98%

of the surveyed AdventureNEXT delegates whose expectations of the Balkans as an adventure destination were met or exceeded.

Partner branding prior to and during AdventureNEXT included:

- ⇒ Press releases and articles in AdventureTravelNews
- ⇒ AdventureNEXT included in mentions from ATTA and ATTA staff, as well as industry events (including ATWS, WTM, ITB, etc.)
- ⇒ Promotional and dedicated emails sent to up to 23,000+ industry professionals
- ⇒ Events' specific newsletter - AdventureNEXT Bulletin
- ⇒ Ongoing social media exposure
- ⇒ AdventureNEXT landing page
- ⇒ AdventureNEXT online agenda and event app
- ⇒ Gear giveaways & welcome gift bag
- ⇒ Event exposure via hosted meals, banners, on-screen visuals, and logo exposure
- ⇒ Mentions from the stage during the event



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[AdventureNEXT...]



This is what delegates shared:



"The Balkans has it all! Wild nature, interesting history, colourful and diverse culture, delicious food, and PEOPLE who are open to visitors and willing to share. It is a mystery that it is still so unknown. But that fact makes it even more interesting!"



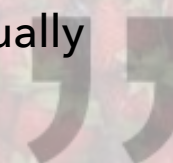
"It has all the ingredients - but suffers lack of awareness outside the region of what it has to offer."



"Macedonia is an amazing travel destination with so much potential. Fantastic scenery and the real European experiences for a fraction of the price of western Europe."



"Simply extraordinary landscapes, mountains, rivers, lakes, different cultures, attractions, UNESCO Heritage, all that on very tiny territory, a large peninsula surrounded by four seas, unusually hospitable people."



[AdventureNEXT...]

“ Most frequent description of the Macedonian adventure experience:

- “Diversity in cultures, landscapes, etc.. 'Adventure' feel stronger than anywhere else in Europe. ”
- “Cuisine and slow pace of life.”
- “Food. Intertwined culture and nature.”
- “Hiking in two different national parks and a 'time travel' expedition.”
- “Hospitality of Macedonian people; Gastronomy.”
- “The spirit of the people. The rich and diverse culture in such a small territory.”

”



[AdventureNEXT...]

77%

of the surveyed AdventureNEXT delegates made 10 or more new contacts as part of the event

100%

of the surveyed delegates liked the Destination Showcase

Percentage of surveyed people who rated the ATTA/Official Pre AdventureNEXT communication and checklist emails as very good:

100%



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Final Report

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

AdventureNEXT Report Photo

Credit 1



Throughout this report, photos used have been provided by the AdventureNEXT Balkans Storytelling team:

Evan Swinehart

Fredrik Bye

Lukasz Warzecha

Rupert Shanks

as well as ATTA staff and USAID Macedonia/A. Dimitrov.



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