

On the success and immediate results of the 2018 AdventureNEXT India event





FUTURE TOGETHER

From 3-5 December 2018, **more than 220** adventure travel industry professionals from **30+** countries gathered for the **AdventureNEXT** in Madhya Pradesh, India, to connect with the essence of Indian adventure.

Highlighting the theme, **Pulse of Tomorrow**, AdventureNEXT India introduced delegates to its colorful city full of character and personality.

Delegates participated in collaborative and interactive professional development workshops as well as innovative learning opportunities throughout the Minto Hall, home of the 2018 AdventureNEXT India. The productive and inspirational ATTA event was preceded by action-packed Pre-adventures during which delegates participated in cycling, hiking, safari, and more in sunny and colorful Madhya Pradesh.

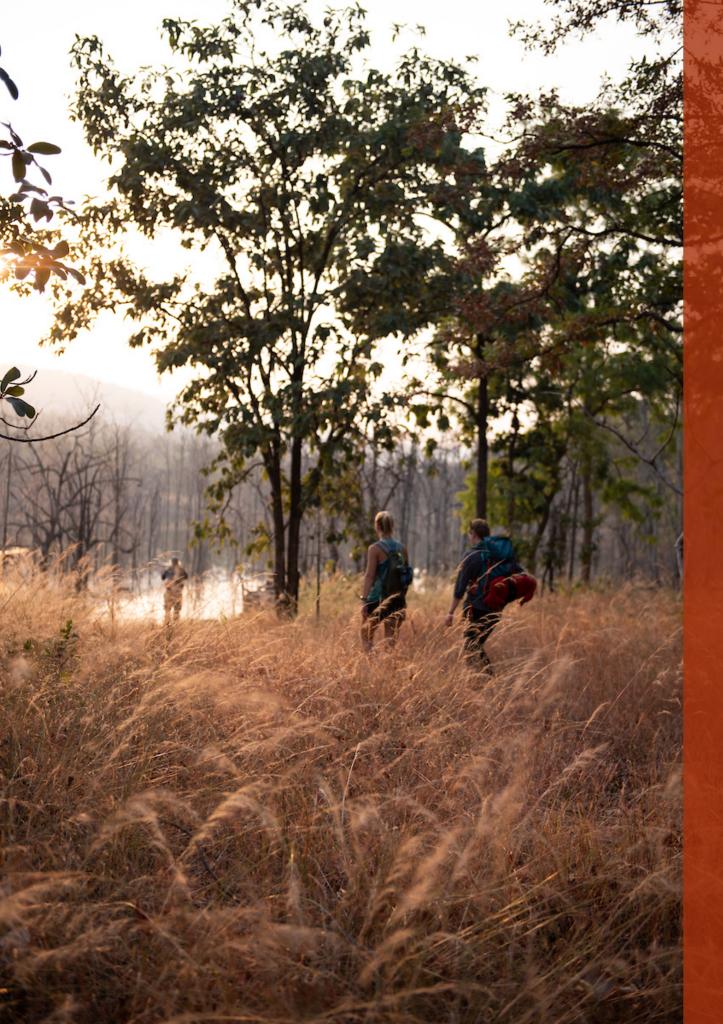
AdventureNEXT India Opportunities

During the AdventureNEXT India 2018 event, hundreds of adventure travel professionals converged to discuss emerging industry trends, develop professional relationships, and seek inspiration among like-minded colleagues. The global gathering in India attracted a diverse community of tour operators, destination representatives, and travel writers and photographers from more than 30 countries.

Delegates had the opportunity to:

- Explore Madhya Pradesh
- Establish partnerships with India-based industry professionals
- Learn best practices and receive practical guidance for adventure businesses
- Be inspired by world-renown keynote speakers
- · Promote their products, brands, and destinations





AdventureNEXT Value

"From the orchestra of street horns and bells in the cities to the hazy orange sunsets and quiet mornings in the jungle, India was magic. I loved watching all my preconceptions fly out the window with each warm handshake and masala chai I was offered. It's a wild, wondrous, aweinspiring place and I feel so grateful to have experienced it."

- Chloe Berge - Freelance Journalist

AdventureNEXT Value

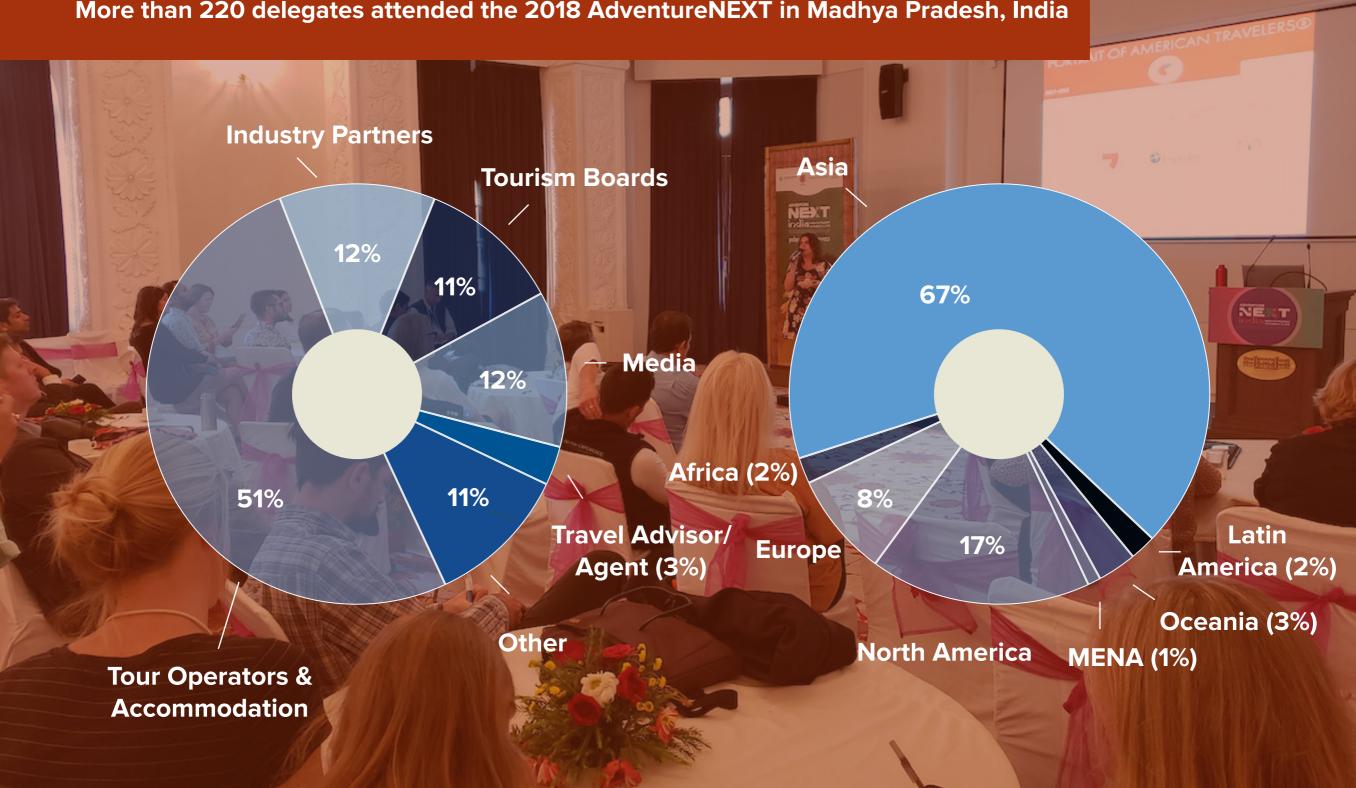






ATTENDEES

More than 220 delegates attended the 2018 Adventure NEXT in Madhya Pradesh, India



Attending Buyers

48 buyers representing 47 companies from 18 different countries attended AdventureNEXT India.

Buyer companies have a strong focus on sustainable active adventure travel with emphasis on immersive, experiential, and transformational experiences.

Companies ranged in size serving from up to 500 travelers per year to well over 5000+ travelers per year with the majority of companies falling in the 2500 - 5000+ size range.







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United States





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Lost World Adventures United States

Attending Media

AdventureNEXT India delegates had the opportunity to personally connect with individuals from a diverse group of nearly 24 curated international travel journalists, editors, influencers, bloggers, photojournalists, and broadcast journalists from 11 different countries, specializing in adventure and sustainable travel.

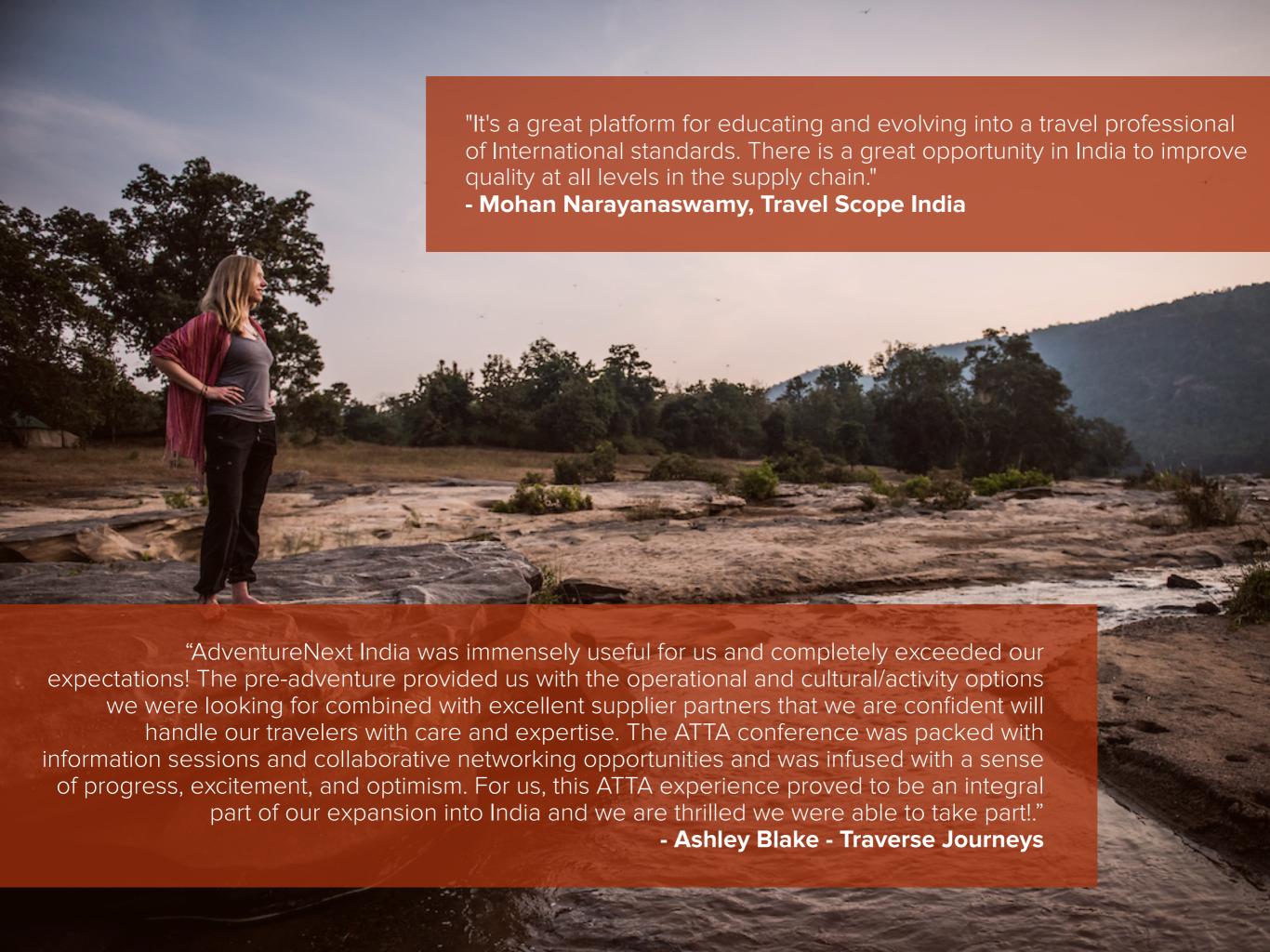
One-on-one connections with media were made on Pre-Adventures, appointments at Marketplace and networking throughout the entire event. Madhva Pradesh se destaca como 桑奇: 渐行渐近的佛国 destino de aventura com o Adventure Next India 18/12/2018 · por Ana Duék 核心事实 在满是绿地的一座小山之上,静静矗立着已有2000多年历史的大佛塔。这 片土地, 曾是佛教的诞生地, 哪怕时光荏苒, 其地位已被印度教取代, 但桑奇的静谧 仍在时刻提醒着人们"佛国"的存在。 About Breathedreamgo Best tourist places to visit in Madhya Pradesh: Khajuraho, Kanha, Maheshwar, Gwalior dedicated to transformative travel – the kind of travel that impact on local communities and environments. We offer inspiration advice information and encouragement for anyone who vants to take a life-changing trip While our expertise is travel in India, Travel Past 50 e to Rishikesh: India's new Madhya Prades Trekking durch das r Herz Indiens Blog Destinations Travel Tips Photography About Us Contact Tours Sign Up Q An India Tiger Safari: What to Expect By Kristin Henning | December 17, 2018 | Categories: Active Travel, Asia, Eat Drink Stay, India, Nature and Wildlife | Tags: Madhya Pradesh | 5 Comments ndien einmal anders: Ohne Lärm, Leute und Luftverschmutzung. Un auf den Spuren des Bengalischen Tigers durch den zentralindischen B Pradesh, fernab ausgetretener Pfade Der Straßenverkehr ist eine einzige zäh-fließende Masse, in der sich die einz SNACKS abzustoßen scheinen, die aber alles verschlingt, was sich nicht nahtlos einfüg Empfindung oszilliert bemerkenswert schnell zwischen Mülldeponie und Mas



Madhya Pradesh, India Pre-Adventures

The Pre-Adventures are exclusive opportunities for the host destination to have industry experts (buyers, travel agents and media) experience India's specialized adventure product and to hear the local suppliers' business story.

75 DELEGATES went on several pre-adventures offered by Madhya Pradesh before the event opening to showcase the region.



Marketplace

Marketplace is an ideal opportunity for the country's tour operators, accommodations, and ground suppliers to receive exposure to the international buyers and travel media actively interested in forging partnerships, discovering new itineraries, and cultivating connections with Indian counterparts.







Partner Attendees

"As a professional working in the tourism industry for over two decades, I have attended several travel marts around the globe. I found ATTA's AdventureNEXT to be the most focused event with a lot of networking opportunities and community involvement. I am sure the local industry will benefit with this event and Madhya Pradesh will emerge as an Adventure Tourism destination."

- Deepika Chowdhry, ATOAI

Host Destination Exposure

Partner Branding Prior to and During AdventureNEXT India Included:

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

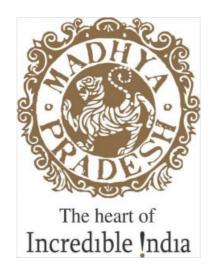




Delegates were asked about their best experience at AdventureNEXT in a survey, highlights included:

- "Cycling tour to the temples Khajuraho are the most unforgettable moment on my trip in Mahdya Pradesh! Bright and happy memories!"
- "Marketplace was the best part of the event, it was a very selective and interesting meeting platform and it will be fruitful for both buyers and sellers."
- "Aside from learning more about India and particularly the state of MP, the networking with local suppliers was excellent, and I would say especially the networking with international buyers!"
- "Discovering Madhya Pradesh!"
- "Elevating the Adventure Travel market by educating and building great standards."
- "Honestly all of it. I loved every moment of the pre-adventure, the marketplace, the speakers and cultural performances, the networking and meeting amazing people from around the world who are just as passionate about travel as I am. But if I had to choose one experience, it would probably be during the pre-adventure, after coming back from long days of safari drives, we all sat around a bonfire enjoying cocktails and chatting like old friends with our host and some of the lodge staff. The energy and atmosphere he created each night was just perfect. It was a small touch that made the experience unforgettable."

Thank you to our trusted 2018 AdventureNEXT India Partners

















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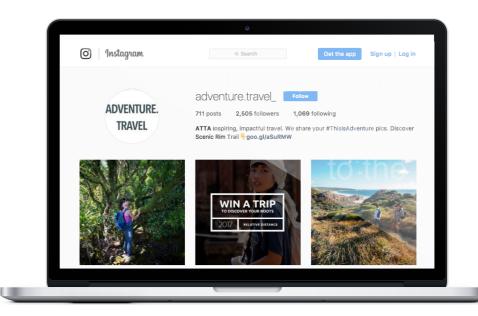
*Did not attend AdventureNEXT India

ABOUT ATTA

Established in 1990, the Adventure Travel Trade Association (ATTA) serves over 1,300 members in 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.



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