



**ADVENTURE**  
**NEXT**  
NEAR EAST

JORDAN  
1-3 APRIL  
2019

# OVERVIEW REPORT

On the success and immediate results of  
the 2019 AdventureNEXT Near East event



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION



**ADVENTURE**  
360

# Thank you!

“The entire team of the Adventure Travel Trade Association (ATTA) is very proud of the 3 years journey of AdventureNext Near East in Jordan which firmly established Jordan as the “hub of adventure travel” in the region. Reflecting on AdventureNext Near East 2019 from a top-down perspective, 2019 demonstrated extra ordinary growth on all fronts

Today, only a few months after the completion of AdventureNext Near East Aqaba , we continue to see the excitement and sustained positive impressions of international buyers and media partners who visited Jordan in the past three years and the new partnerships that have been created as a direct outcomes of the professionalism and outstanding performance of JTB team.

The ATTA looks forward to building on the generated energy and continuing to inspire Jordan to share its beautiful destination with adventure seekers all over the world. ATTA & Jordan Tourism Board are committed to long-term plans that will continue to sustainably develop Jordan’s tourism industry.

We look forward to growing our partnership and making more dreams come true in the future.”

**Manal Kelig**  
**Executive Director Middle East & North Africa,**  
**Adventure Travel Trade Association**





# ADVANCING SUCCESS

From 1-3 April 2019, **more than 220** adventure travel industry professionals from **25+** countries gathered for the **AdventureNEXT** event in Aqaba, Jordan to connect with the essence of the adventures in the region.

Highlighting the theme, **Advancing Success**, AdventureNEXT Near East built on the momentum cultivated over the past two years, encouraging regional industry professionals to ask challenging questions, engage in deep discussions, tap into practical tools, and prepare to propel their businesses forward with an eye toward success.

Delegates participated in professionally led workshops, small-group discussions, exciting keynote addresses, and one-on-one networking opportunities. While the event's marketplace and open format networking remained a key draw, travel professionals had the opportunity to benefit from this time for professional development and inspiration.



# AdventureNEXT Near East 2019 Opportunities

During the AdventureNEXT Near East 2019 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 Jordan attracted a diverse community of tour operators, destination representatives, and travel writers and photographers from **more than 25 countries.**

**Delegates had the opportunity to:**

- Explore the region
- Establish partnerships with Near East-based industry professionals
- Learn best practices and receive practical guidance for adventure businesses
- Be inspired by world-renowned keynote speakers
- Promote their products, brands, and destinations

# AdventureNEXT Value

“Thank you again for the opportunity to attend - I mean it when I say that it was the best trade event I’ve ever attended! The organization of the event was impeccable, and the selection of like-minded delegates and suppliers was so perfect. Everyone was 100% committed to the values of ATTA and shared the desire to grow adventure and experiential travel in the region. After my first ATTA event, I’m so excited to have found my people who not only share, but live this vision! It has definitely inspired me to become more involved!”

- **Cathleen Richards, an affiliate of SmartFlyer**



# AdventureNEXT Value

The Adventure Travel Trade Association values the time, commitment and resources used by every delegate who attended AdventureNEXT Near East and for that reason the ATTA creates an environment for sharing, learning, and inspiring one another where the delegates and partners leave the event with actionable and tangible results.

**88%**

Overall satisfaction  
with the event

**18**

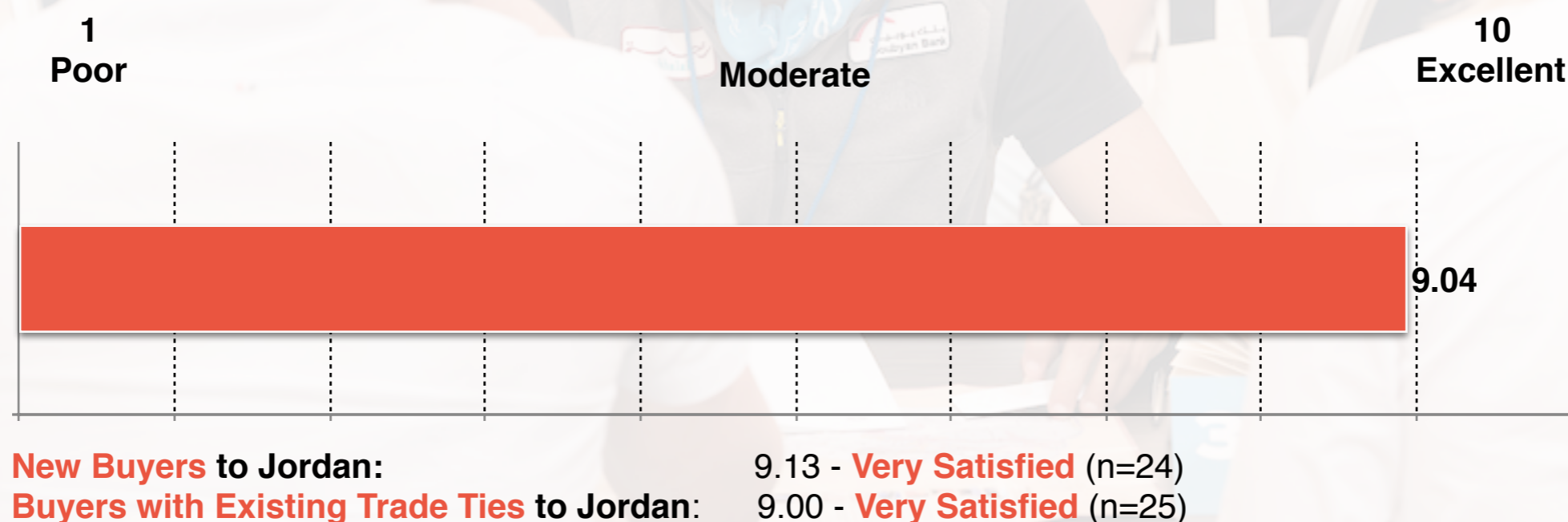
Average number of  
new, valuable  
contacts made by  
delegates

**100%**

feel the time and  
resources spent on  
attending the event is  
of value to their  
company

# Buyers' Overall Satisfaction With AdventureNEXT Near East 2019

Overall, the buyers are **very satisfied** with AdventureNEXT Near East 2019, as reported on the following scale.

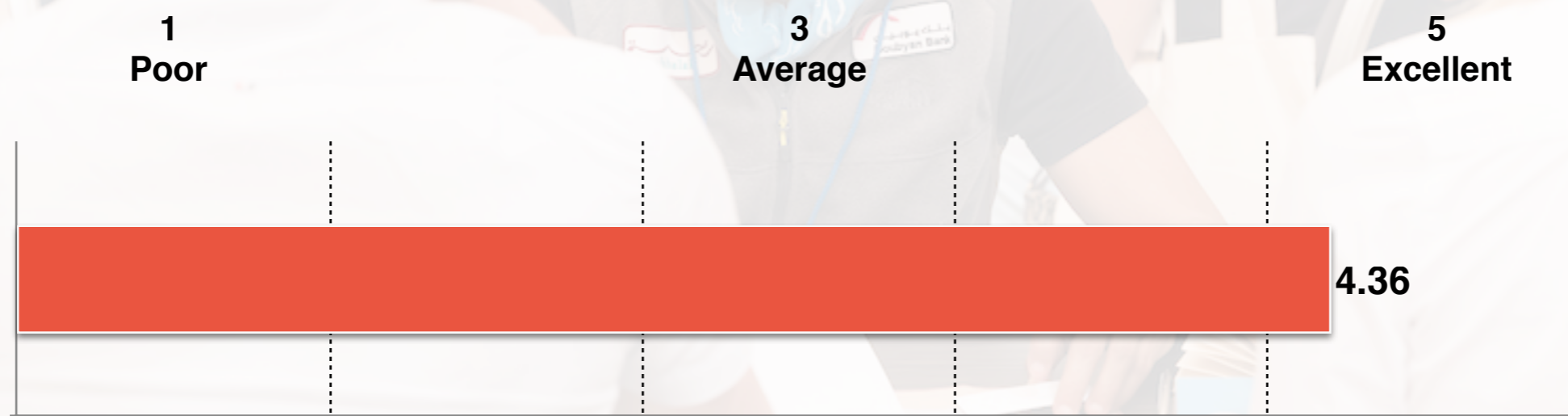


**Q3:** What is your overall level of satisfaction with AdventureNEXT Near East?

**Base:** All buyer respondents (n=49)

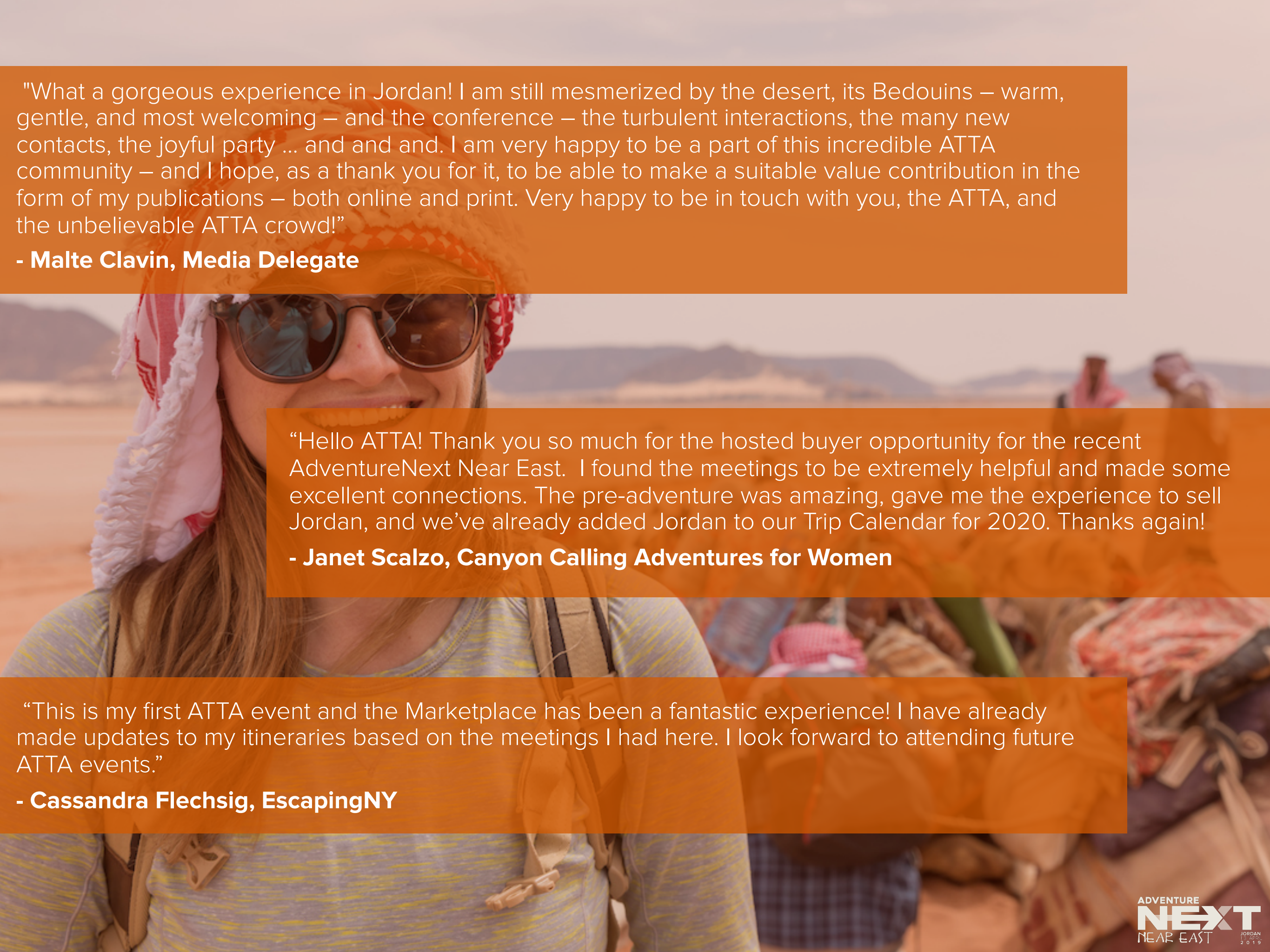
# Suppliers' Marketplace Experience - Buyer Appointments

The responding suppliers rated their buyer appointments at Marketplace as **excellent** on the following Likert scale.



**Q53:** Overall, please rate your buyer appointments at Marketplace.

**Base:** All supplier respondents (n=28)



"What a gorgeous experience in Jordan! I am still mesmerized by the desert, its Bedouins – warm, gentle, and most welcoming – and the conference – the turbulent interactions, the many new contacts, the joyful party ... and and and. I am very happy to be a part of this incredible ATTA community – and I hope, as a thank you for it, to be able to make a suitable value contribution in the form of my publications – both online and print. Very happy to be in touch with you, the ATTA, and the unbelievable ATTA crowd!"

**- Malte Clavin, Media Delegate**

"Hello ATTA! Thank you so much for the hosted buyer opportunity for the recent AdventureNext Near East. I found the meetings to be extremely helpful and made some excellent connections. The pre-adventure was amazing, gave me the experience to sell Jordan, and we've already added Jordan to our Trip Calendar for 2020. Thanks again!"

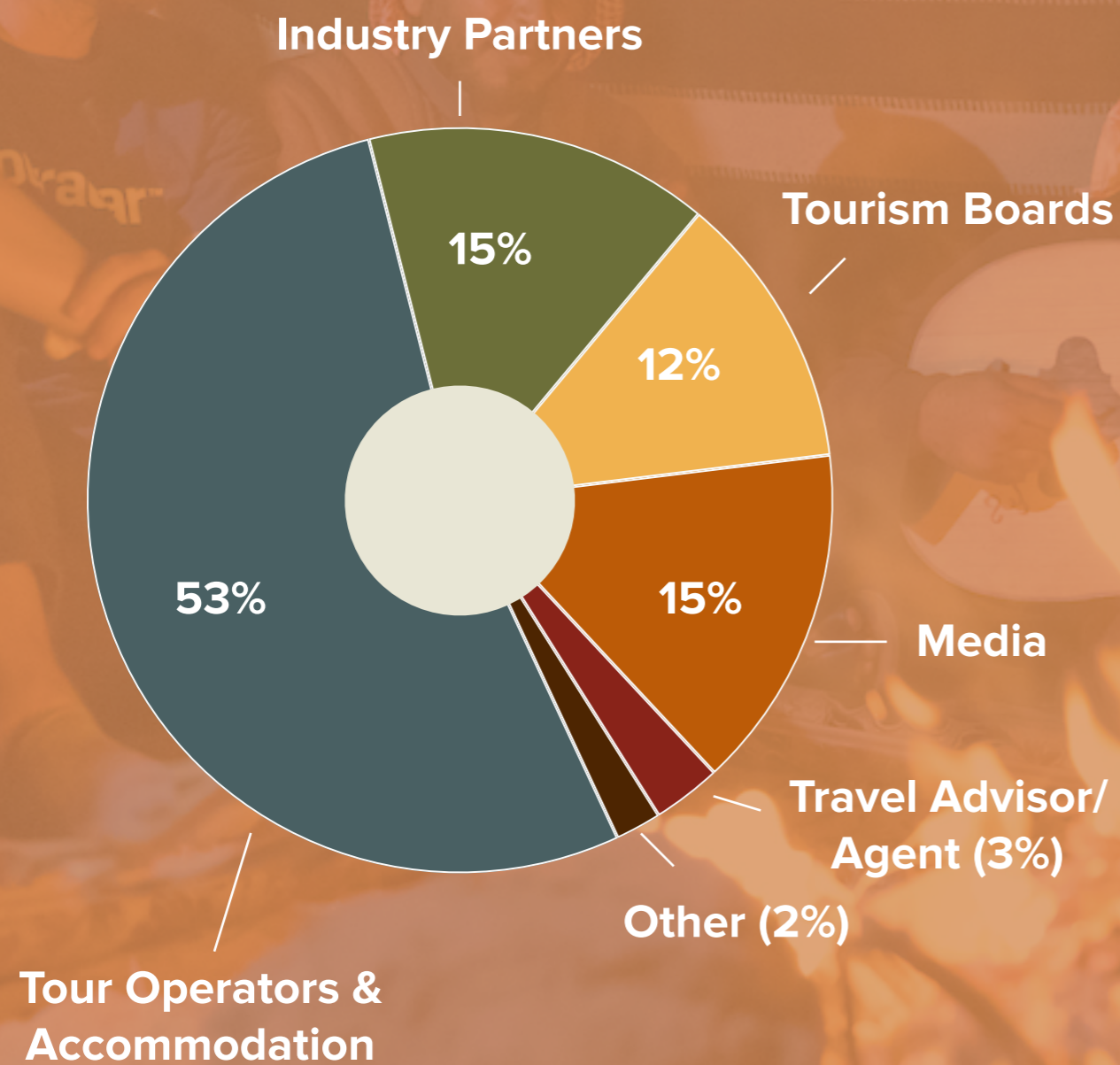
**- Janet Scalzo, Canyon Calling Adventures for Women**

"This is my first ATTA event and the Marketplace has been a fantastic experience! I have already made updates to my itineraries based on the meetings I had here. I look forward to attending future ATTA events."

**- Cassandra Flechsig, EscapingNY**

# ATTENDEES

More than 220 delegates attended the 2019 AdventureNEXT Near East in Aqaba, Jordan



## TOP 5 COUNTRIES REPRESENTED

(Other than Jordan)

United States: 50

Canada: 14

United Kingdom: 11

Palestine: 08

Spain: 06

# Attending Buyers

**56 buyers** representing 56 companies from 17 different countries attended AdventureNEXT Near East. 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.



World Fusion Tours  
Australia



Eurotours Ges.m.b.H  
Austria



TCS World Travel  
United States



Radio Tour Operator  
Brazil



Bestway Tours & Safaris  
Canada



Bering Rejser ApS  
Denmark



The Grand Vacationist  
India



Alpine Tour Service Co.  
Japan



Himalayan Adventure Labs  
Nepal



Nunatak  
Netherlands



Flashpacker Connect  
Adventure Travel  
Peru



Planet Escape  
Poland



Taranna Trekking  
Spain



H&I Adventures  
United Kingdom



Traverse Journeys  
United States

# Attending Media

2019 AdventureNEXT Near East delegates had the opportunity to personally connect with individuals from a diverse group of **30** curated international travel journalists, editors, influencers, bloggers, photojournalists, and broadcast journalists from **10** 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.

## The Telegraph

### Travel Destinations

Destinations | Hotels | Offers | Holiday types | City | Beach | Tours | Cruise | Ski |

Travel > Destinations > Middle East > Jordan > Jordan Articles | Telegraph Travel

**This Red Sea city offers beaches, ancient ruins and stunning landscapes – and now is the perfect time to go**



Wadi Rum has appeared in countless films, including Lawrence of Arabia. Credit: GETTY

By Sunny Fitzgerald  
1 MARCH 2019 - 11:13AM

If you like your beach holiday with a splash of adventure and Middle Eastern culture, head to Aqaba — Jordan's sun-kissed city on the Red Sea with easy access to the lunar-like landscapes of Wadi Rum and the ancient architectural wonders of Petra.

#### Go now

Spring is the perfect season to visit Jordan, with daytime temperatures in the 20s, while easyJet's recently launched weekly direct flights from

## THE UPSIDER

AN INSIDER'S GUIDE TO LIFE ON THE UP

### THE MIDDLE EASTERN HOTEL LEADING THE WORLD IN SUSTAINABILITY

By Alexis Buxton-Collins

Jordan's [Feynan Ecolodge](#) is not your average luxury hotel. For starters, there are no air conditioning switches in the rooms. Instead, there are niches for candles next to the traditional oil lamps that have replaced plastic water bottles, and every evening the property is illuminated by candlelight.

There's a solar heating system for hot water but the entire 26-room hotel uses less electricity than a typical two-bedroom apartment in Jordan's capital, Amman. So instead of air conditioning, centuries-old principles of desert architecture channel the wind to keep the rooms cool. The central courtyard linked to outer patios and outcrops projecting from the building's facade maximise shade, the hotel building is modelled on the traditional caravanserais that lined Jordan's trade routes for centuries.

But for EcoHotels Managing Director Nabil Tarazi, the inspiration for this sustainable mode of travel came from half a world away.

## PENTA

OWN INVEST GIVE COLLECT EXPERIENCE

### Great Escapes: The Majesty of Petra, Jordan

Jake Emen Updated May 31, 2019 5:30 pm ET



lonely planet

Video Destination

Text size

#### FEATURED ARTICLE

### A practical guide to visiting Jordan during Ramadan

Sunny Fitzgerald  
Lonely Planet Writer

Visiting Jordan during the month of Ramadan is an extraordinary opportunity to experience local life and culture, and it's unlike any other time of the year. The holy month is known as a period of spiritual discipline for Muslims, but it's also incredibly festive with family gatherings, decorative lights, late-night eats and entertainment. For the most part, the tourism industry is business as usual. However, some services – such as alcohol sales – and opening hours are noticeably affected, so it's wise to be prepared. Here's what travellers can expect to

NATIONAL GEOGRAPHIC

HOME > NEWS > TRAVEL > POP INTO AMAZING BUBBLE HOTELS AROUND THE WORLD

BY IAN CENTRONE 12 MAY 2019

### POP INTO AMAZING BUBBLE HOTELS AROUND THE WORLD

These 10 see-through stays bring travellers closer to nature.



You can now travel with National Geographic. Get closer than you've ever imagined & start exploring a new way to travel [here](#).

Orb-shaped accommodations are popping up all around the globe, allowing travelers unobstructed views of the night sky from the comfort of a proper bed. Spread across epic destinations from the emerald forests of Ireland to Jordan's otherworldly landscape, these 10 spherical miracles are taking the world by storm.



# Pre-Adventures

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

**85 DELEGATES** went on **11** pre-adventures offered by Jordan before the event opening to showcase the region

# Pre-Adventures

Jordan Tourism Board worked to prepare top quality Pre-Adventure familiarization journeys (Pre-Adventures) which offered the opportunity to all hosted delegates to experience the unlimited cultural-, natural- and active offerings of this lesser-known part of Jordan.

**85** international buyers and media attended the following Pre-Adventures:

**WADI RUM EXPEDITION:  
WALKING WITH THE BEDOUINS**  
Operator: Rahhalah Explorers

**BEST OF DANA TO PETRA TREK + WADI  
RUM & THE RED SEA**  
Operator: Experience Jordan Adventures

**NORTHERN JORDAN: HIKING,  
CULTURE, COMMUNITY**  
Operator: Baraka Destinations

**TASTE OF JORDAN BIKE TRAIL**  
Operator: Experience Jordan Adventures

**THE JORDAN TRAIL ACTIVE TOUR**  
Operator: Terhaal Adventures

**JERASH TO THE RED SEA: A JORDAN  
CULTURAL EXPERIENCE**  
Operator: Experience Jordan Adventures

**EXPERIENCE FEYNAN ECOLODGE,  
JORDAN'S GREAT ESCAPE**  
Operator: EcoHotels/Feynan Ecolodge

**WADI RUM HIKING & RED SEA SCUBA  
DIVING**  
Operator: GO AQABA TRAVEL & TOURISM

**ALJOUN & PETRA - OFF-THE-BEATEN  
PATH**  
Operator: Abercrombie and Kent -  
Jordan

**HIKING JORDAN'S HIGHLIGHTS -  
ALJOUN, PETRA, WADI RUM**  
Operator: UTA Jordan

**RED SEA SCUBA DIVING AND  
SNORKELLING DAY**  
Operator: Sindbad Group

# Pre-Adventures

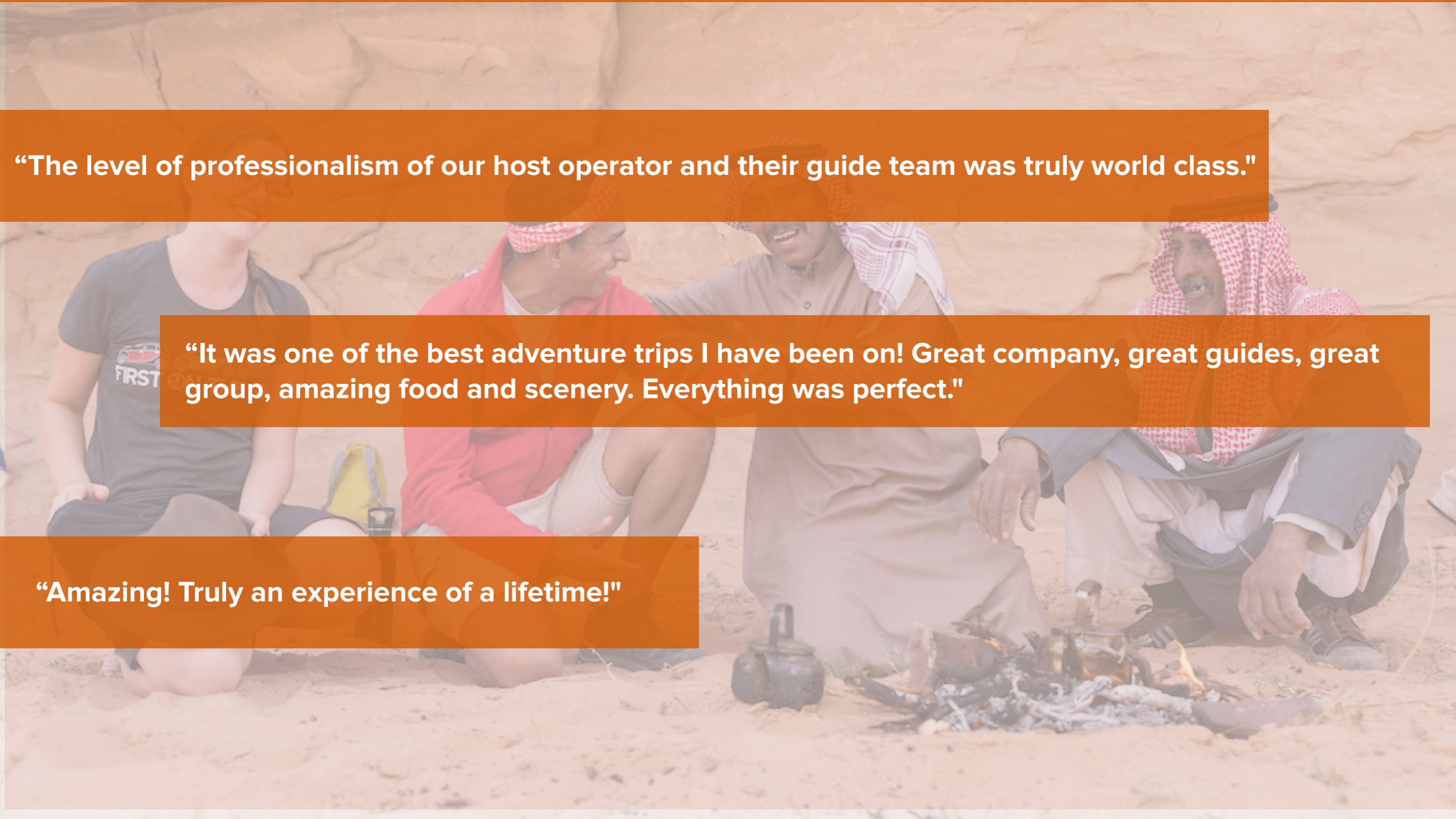
Jordan Tourism Board worked to prepare top quality Pre-Adventure familiarization journeys (Pre-Adventures) which offered the opportunity to all hosted delegates to experience the unlimited cultural-, natural- and active offerings of this lesser-known part of Jordan.

**85** international buyers and media attended the following Pre-Adventures:

**“The level of professionalism of our host operator and their guide team was truly world class.”**

**“It was one of the best adventure trips I have been on! Great company, great guides, great group, amazing food and scenery. Everything was perfect.”**

**“Amazing! Truly an experience of a lifetime!”**



# 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 the Near East.



**4 Marketplace Sessions**

**12 Minute Meetings**

**978 Meetings Scheduled**

**25+ Countries Represented**

**55 Buyers Attended**

**68 Suppliers Participated**



# Post-Adventure

**20** ANNE 2019 delegates went on a Post-Adventure to experience Palestine's **Masar Ibrahim Al-Khalil** - long-distance cultural walking route:

PALESTINE: WALKING THROUGH HISTORY

# 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

# 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 24,000+ industry professionals
- AdventureNEXT Near East online agenda and in AdventureNEXT Near East event networking platform
- Ongoing social media exposure
- Event exposure via hosted meals, banners, visuals on screens, logo exposure
- AdventureNEXT Near East 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:

- “The pre-adventure! Diving in the Red Sea and exploring Wadi Rum, and meeting amazingly warm and kind people along the way - such a unique and unforgettable experience!”
- “The speed marketplace meetings were exceptional! I made so many great contacts and have already been in contact with many of them on new potential sales.”
- “The Energy and arrangement shown by the organizing team.”
- “Seeing the highlights of Jordan--Petra, Wadi Rum, Aqaba, Jerash. Personal connections with suppliers as well as other travel professionals.”
- “The buzz at the marketplace was incredible. I met with so many companies where I connected on a deep, personal level. These events go much further than just meeting with local suppliers and exchanging business talk. Instead, conversations go much deeper and relationships go further. I am returning home from AdventureNEXT Near East with a great supplier to work with in the future, new friends, and new business ideas.”
- “Connecting with people in our industry that truly care about humanity and how we can help travelers experience the world in meaningful and impactful ways. I found my TRIBE!”



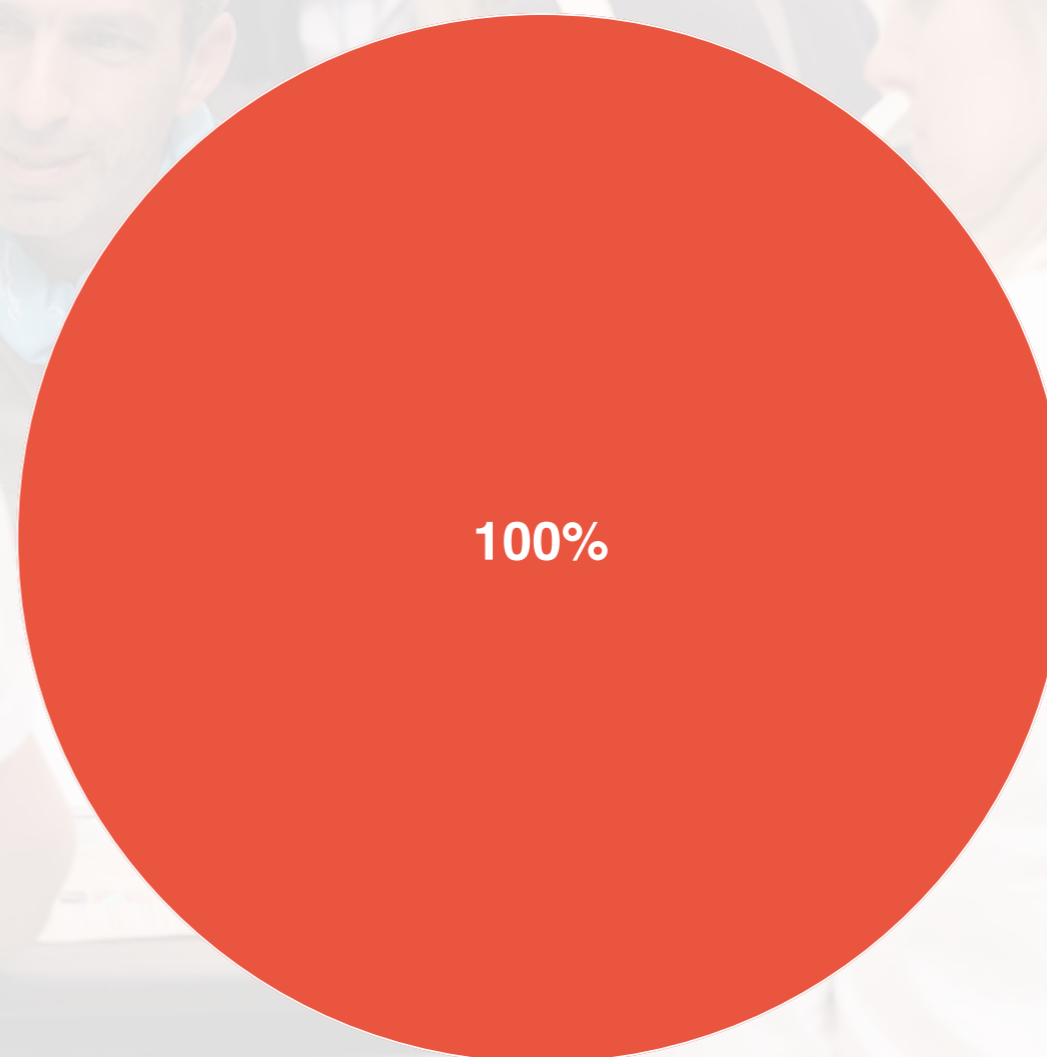
# Thank you to our trusted 2019 AdventureNEXT Near East Partners



# Value of Attending AdventureNEXT Near East

All responding suppliers (n=28) state that the time and resources spent on attending AdventureNEXT Near East is of value to them and their organization.

● Yes



BASE: SUPPLIER RESPONDENTS

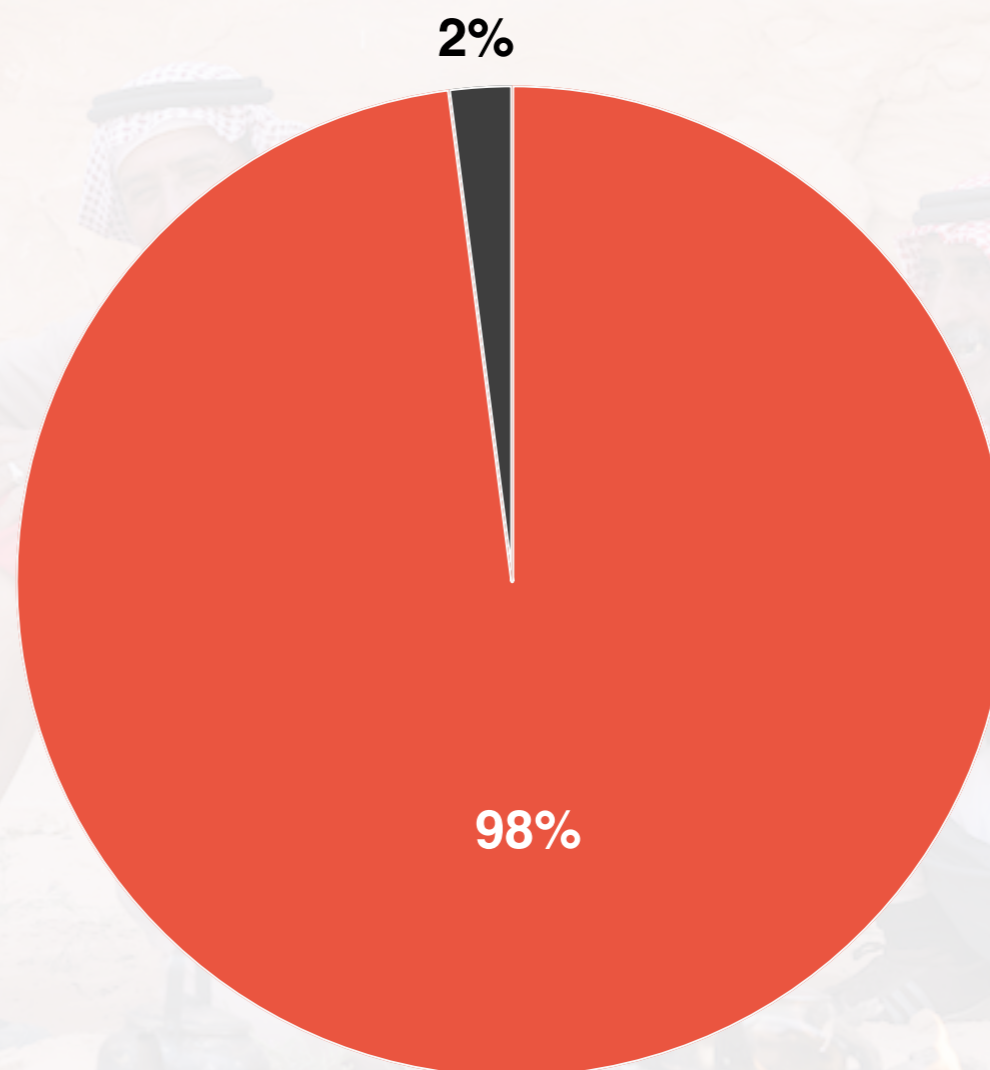
**Q7:** Do you feel the time and resources spent on attending AdventureNEXT Near East is of value to you/your organization?

**Base:** All supplier respondents (n=28)

# Buyers' Interest in Adding New Product to Their Portfolio

Almost all buyers (98%) expressed a firm interest in adding new or expanding their product as a result of their event attendance. The reasoning by the sole firm stating a 'no' is shared on slide 22.

- Yes
- No



**Q13:** Based on your experience at AdventureNEXT Near East, are you planning on creating any new itineraries?

**Base:** All buyer respondents (n=49)

# STORYTELLING



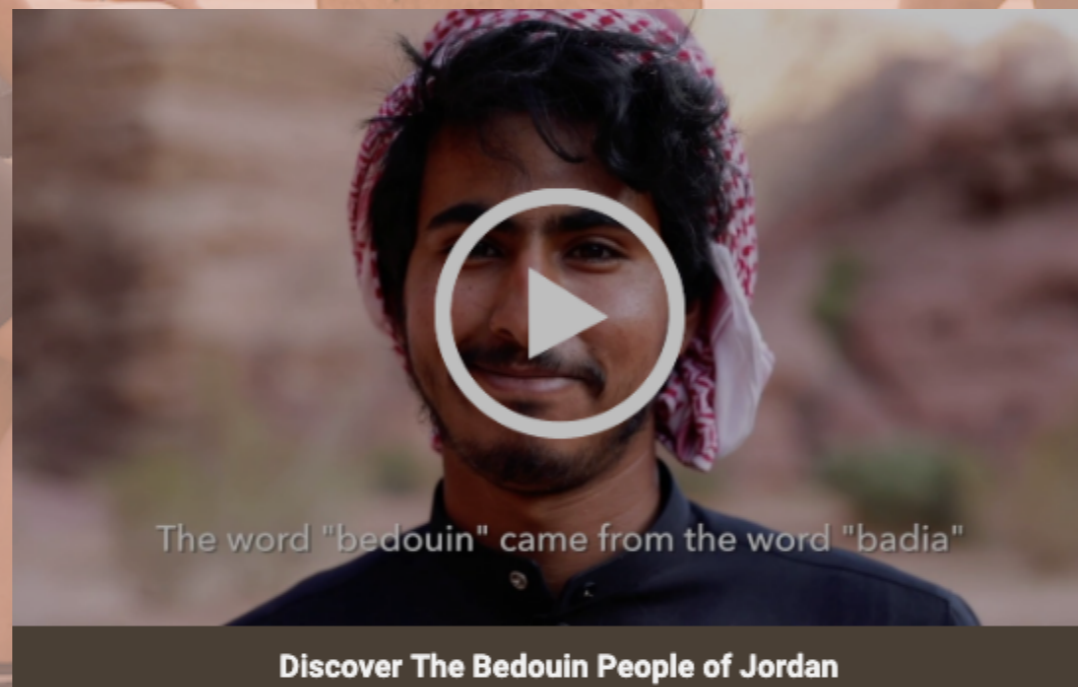
Advancing Success | AdventureNEXT Near East 2019

[AdventureNEXT Near East 2019 Wrap Up Video](#)



AQABA, JORDAN: Adventure Travel Inspiration Reel

[AQABA, JORDAN: Adventure Travel Inspiration Reel](#)



Discover The Bedouin People of Jordan

[Discover The Bedouin People of Jordan](#)

# PHOTOS

## Tip #6 View Photos

[View memories from the storytelling team](#) and engage with other delegates on the [#ANEXTNearEast](#) Instagram feed.



[Click to view AdventureNEXT Near East 2019 Photo Album](#)

"It's not about being the best in the world, but being the best for the world."

SAMI AL  
ACHRAFI

ADVENTURE  
**NE****XT**  
NEAR EAST

JORDAN  
1-3 APRIL  
2019

#ANEXTNearEast

Photo © ATTA / Border Free Travels



**Chris Doyle\***

Executive Director, Europe & Central Asia  
[cdoyle@adventuretravel.biz](mailto:cdoyle@adventuretravel.biz)

**Manal Kelig**

Executive Director, Middle East & Africa  
[manal@adventuretravel.biz](mailto:manal@adventuretravel.biz)

**Jake Finifrock\***

Regional Director, Asia  
[jake@adventuretravel.biz](mailto:jake@adventuretravel.biz)

**Gabi Stowell\***

Regional Director, Latin America  
[gabi@adventuretravel.biz](mailto:gabi@adventuretravel.biz)

**Russell Walters**

Regional Director, North America  
[russell@adventuretravel.biz](mailto:russell@adventuretravel.biz)

**Amy Brown\***

Gear Brand Partnerships  
[amy@adventuretravel.biz](mailto:amy@adventuretravel.biz)

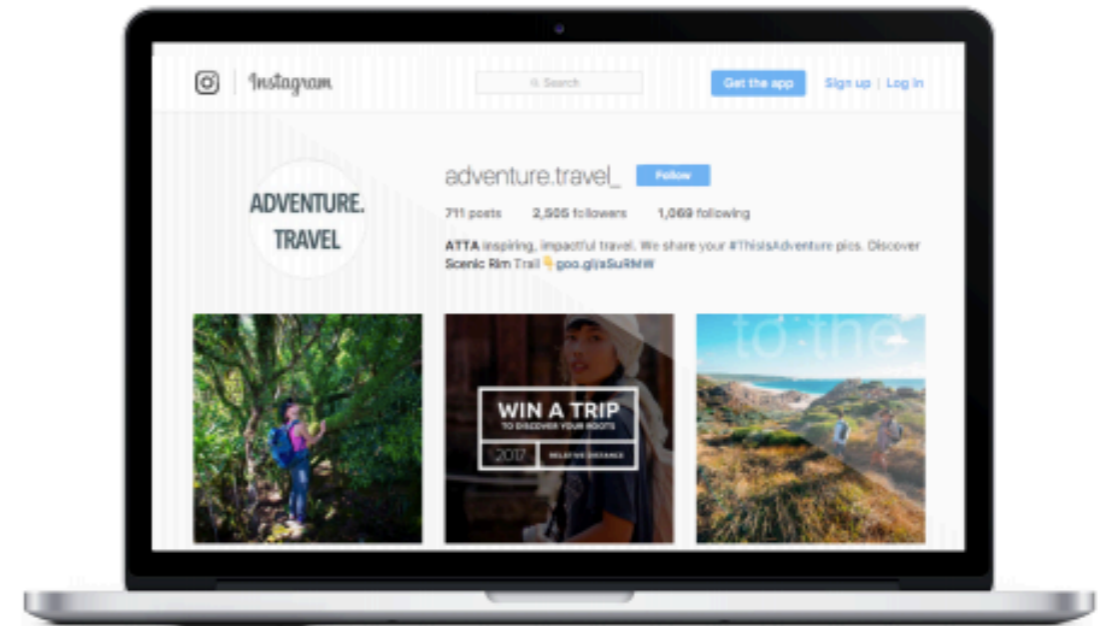
\*Did not attend AdventureNEXT Near East 2019

# 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.



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>