

ADVENTURE TRAVEL WORLD SUMMIT

ALASKA

ANCHORAGE • SEPTEMBER 19–22 • 2016



ADVENTURE TRAVEL
TRADE ASSOCIATION

www.adventuretravel.biz

“There is no better event for gaining inspiration, developing valuable contacts, and convening with the tribe than the Summit. I always walk away with many new friends and ideas, which enhance my work for years to come. Thank you for your excellent work in bringing this community together.”

- Avery Stonich, Outdoor, Adventure, and Travel Writer

Summit Opportunities

- Explore Alaska
- Connect with industry leaders from over 65 countries
- Discover best practices for operations and leadership
- Create business partnerships with peers and media
- Promote your product, brand and destination to industry decision makers





Go Big, Be Bold

88%

of delegates will strongly recommend Alaska as an adventure travel destination to their friends, family and clients after this year's Summit

90%

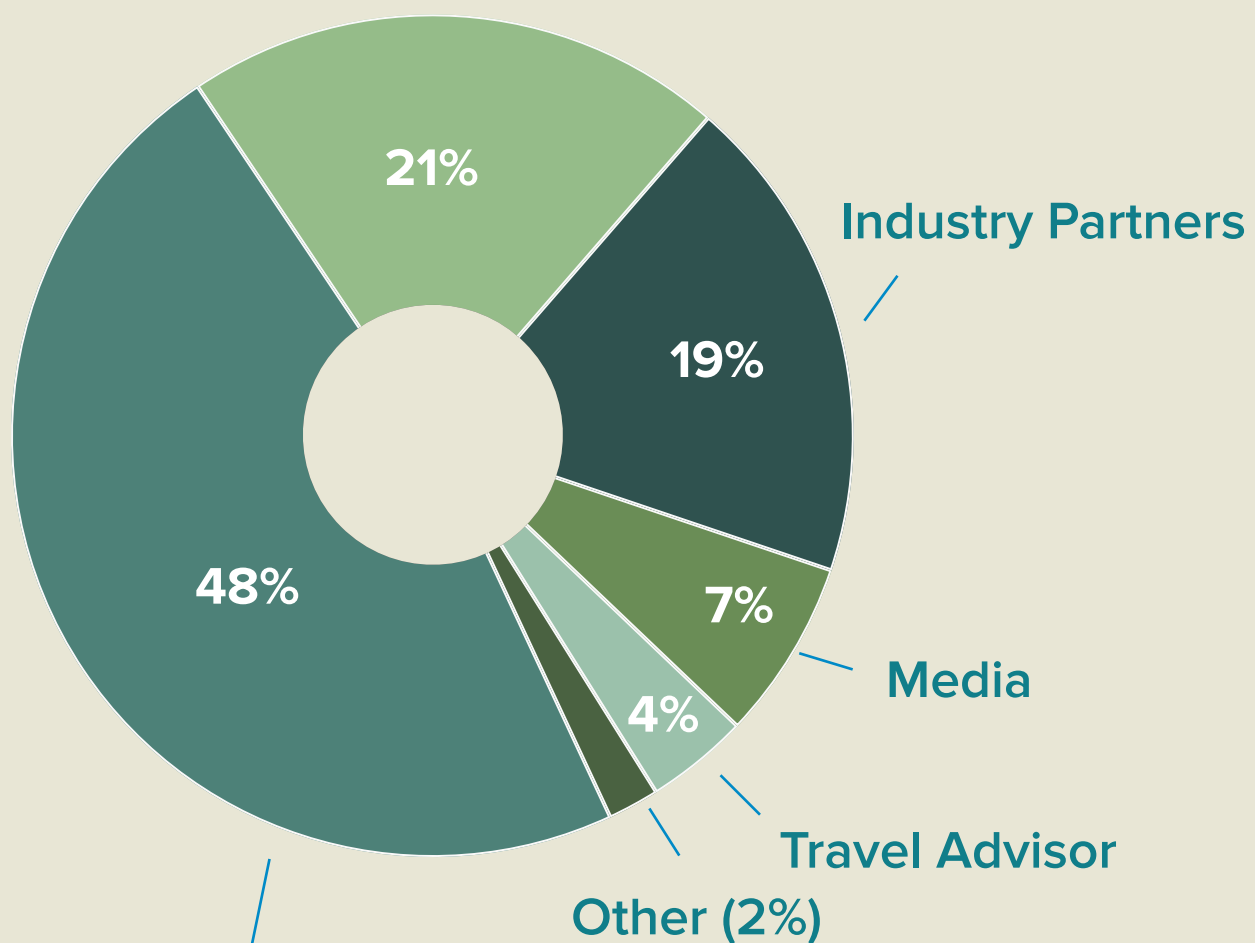
of delegates agree that ATWS helped them learn more about Alaska's adventure opportunities



Attendees

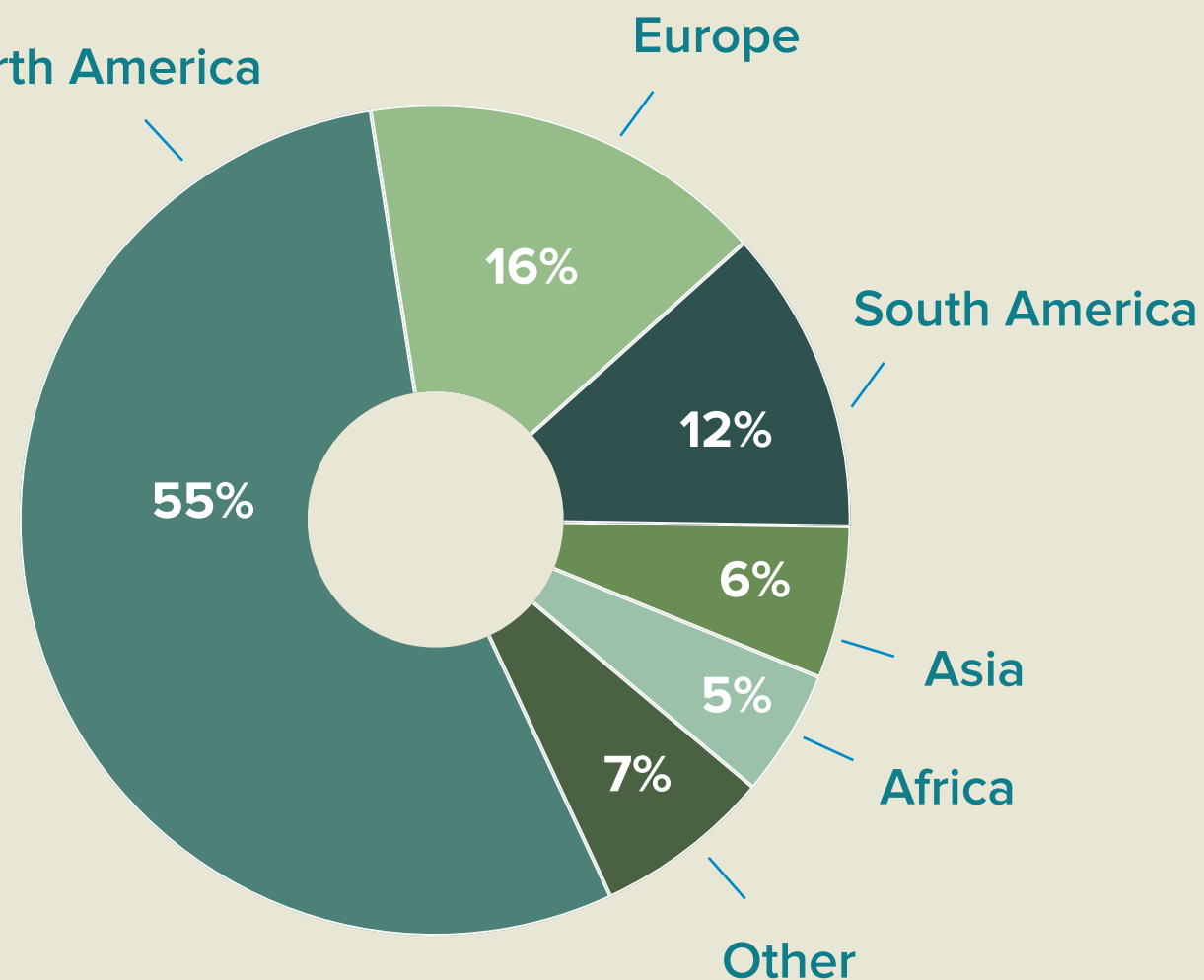
800 delegates from around the globe attended the 2016 Adventure Travel World Summit in Anchorage, Alaska from September 19th to the 22nd.

Tourism Boards



Tour Operators & Accommodation

North America



Featured Speakers

Speakers from around the world came together to share their insights, stories, and experience. Here is a sampling:



David Horsager
Trust Edge Leadership
Institute



Keith Henry
Aboriginal Tourism
Association of Canada



Princess Lucaj
Resisting Environmental
Destruction on
Indigenous Lands



Jamie Sweeting
Planeterra Foundation
and G Adventures



**Shannon Huffman
Polson**
Author



Jim Sano
World Wildlife Fund



Moe Carrick
Moementum



Caroline Pemberton
Television Presenter
& Producer



Robert Ghukasyan
Time Land" Scientific
Study Foundation



Blair Glencorse
Accountability Lab



Delegates left Alaska with these key takeaways from this year's content:

- Build a company culture of trust
- Be a better storyteller and find new ways to create an emotional connection with our product
- Ask 'how' until we get to the change that can happen tomorrow
- Empowering other female leaders
- Give back to my own community
- Make the right decisions, not the comfortable ones
- Refine and improve our CRM
- Think 10 steps ahead
- Focus on more job creation for villages in my area



"All of the plenary sessions were very inspiring. The quality of speakers blew my mind. Fantastic job!"
- anonymous survey respondent

Anchorage, Alaska

The Pre-Summit (PSA) and Day of Adventures (DOA) are exclusive opportunities for the host destination to have industry experts and top-notch media experience Alaska's specialized adventure product and to hear their business story. Alaska offered **23** amazing multi-day adventures before the Summit opening to showcase the vastness of Alaska. Delegates then attended the Day of Adventure to explore Anchorage and the surrounding areas on over **37** adventures.

Please rate your Pre-Summit Adventure: **4.2 out of 5**



Overall, was the excursion a good experience?: **94% agree**

The excursion increased my knowledge of Alaska: **97% agree**

I would recommend this excursion to other people: **87% agree**



Adventure Testimonials



“This pre-trip was far and away one of the best experiences I've ever had.”

- anonymous survey respondent

“Tutka Bay Wilderness Lodge was an AMAZING experience and the staff at the lodge were very knowledgeable about Alaska and their surrounding area. The PSA was the highlight of my trip and I'll never forget it!” - anonymous survey respondent

“Alaska Alpine Adventures delivered a truly excellent experience of the region. It's been said before but all PSA should leave participants 'saying wow, that trip was incredible'. Well, this trip was incredible. Amazing landscapes, outstanding food and fantastic company.” - anonymous survey respondent

Summit Value

We value the time, commitment and resources used by every delegate who attends the Summit and for that reason ATTA creates an environment for sharing, learning, and inspiring one another where our delegates and partners leave the Summit with actionable and tangible results.

Overall level of satisfaction with this year's Summit: **7.75 out of 10**

Percentage of attendees who would recommend the Summit to a colleague: **81%**

Average number of new, valuable contacts made by delegates at the Summit: **10-20**

Available Networking Time: **84%** stated it was good to excellent

"ATWS is a unique venue, specific for my line of business, which I attend every year mainly for the chance to network and learn, but above all is an invaluable source of inspiration and motivation" - anonymous survey respondent

"The summits have always resulted in good growth for our company." - anonymous survey respondent

All Delegates

Delegates ranked their reasons for attending the Summit as:



Delegates were asked in an anonymous survey: “Do you feel the time and resources spent on attending the Summit is of value to you/your company?”

“Without a doubt. Resources and contacts available within ATTA are phenomenal.”

“Yes! We got more than 250 sales leads!”

“The financial ROI makes sense, but also the inspiration that is sparked helps us to focus our work and stick with what truly drives us.”

“A significant portion of our business comes through the summit.”

Key Initiatives

Key initiatives that delegates will take action on as a result of attending this year's Summit:

- Focus on direct-to-consumer sales
- Make more films to showcase our trips and our story
- Develop more partnerships
- Build closer relationships with journalists
- Investigate using travel agents for the US market
- Focus in on our company's core values and principles
- Create absolutely unique itineraries in Alaska, Croatia, Mongolia, Costa Rica, Canada and Africa
- Reducing my company's carbon footprint
- Develop new products in my country based on what I saw at the Summit
- Analyze adventure trends
- Improve communication to clients



Attending Media

- **Ann Abel**, ForbesLife, Forbes.com, Yahoo Travel, Outside.com, Robb Report
- **Kirsten Alana**, Holocene, KirstenAlana.com
- **Gary Arndt**, Everything Everywhere
- **Marco Barneveld**, Nautique Wideoyster
- **Catherine Bodry**, Lonely Planet, TravelAlaska.com, BBC Travel, AAA Travel, Trail Runner Magazine
- **Madhuri Chowdhury**, The Outdoor Journal
- **Chris Cohen**, Outside Magazine
- **Candace Dempsey**, Alaska Airlines Magazine, BBC Travel, Luxury Latin America
- **Melissa DeV Vaughn**, Alaska Adventure Media, Coast Alaska magazine, Alaska Airlines, Alaska magazine, Backpacker
- **Yvonne Gordon**, The Irish Independent, The Sunday Times (Ireland), The Guardian, The Boston Globe, AFAR.com, Greentraveller.co.uk, FoodRepublic.com, The San Francisco Chronicle
- **Kristen Gill**, Kristen Gill Media, BBC's The World, Public Radio International, PRI, NPR, The Seattle Times, MSN Travel, Travel Weekly, CBS's PeterGreenberg.com, The Seattle Globalist, The Monarch Review, Silkinds Magazine, National Geographic, Preserving Cultures
- **Cristina Goyanes**, Men's Fitness, Travel & Leisure, Refinery29, Men's Journal, Shape, Women's Health, Sonima.com
- **Heather Greenwood Davis**, GlobetrottingMama.com, National Geographic Traveler, The Toronto Star, Lexpert, etc.
- **Lance Harrell**, Premier Travel Media, Leisure Group Travel Magazine, SnowBound Magazine

"As a freelance writer, I have to judge the fiscal value of every trip I take, whether on assignment, for relationship building, or finding ideas to pitch to my editors. Conferences that narrow the wide definition of "travel" to something that fits in my wheelhouse have become increasingly more valuable than those that don't. In my case, meeting outfitters, tour operators and PR representatives that are within the adventure travel business is far more helpful than meeting those who may pitch me a destination's value based on its wealth of outlet shopping (which I don't cover). ATTA conferences have hit that high-value mark every time for me." - **Jill Robinson, Freelance Writer**

Attending Media Continued

- **Mark Edward Harris**, Vanity Fair, Money Magazine, Outdoor Photographer, DigitalPhoto Pro, Skyward (Japan Airlines in-flight magazine), London Sunday Times Magazine, Travel Weekly, TravelAge West
- **Annika Hipple**, Fodor's, Luxury Travel Magazine (Australia), Sherman's Travel, AAA Journey, TravelAge West, and others
- **Erin Kirkland**, Alaska Dispatch News, Outdoor Families Magazine, freelance
- **Tim Leffel**, Al Centro Media, PerceptiveTravel.com
- **René Koster** René Koster Photography / WideOyster, Online Magazines and Magazines like WeatherChannel US, Nautique Magazine Netherlands, SidetrackMagazine, maptia.com, DeMorgen Belgium, Get Lost Magazine Australia, Ignant.com, National Geographic Traveler Netherlands.
- **Jackie Nourse**, Traveling Jackie, The Budget-Minded Traveler



"Many of us in the adventure travel industry live in a bubble. The ATTA provides an incredible forum for likeminded people from around the world to form a true community and map out a clearer path for the future."

- Mark Edward Harris, Mark Edward Harris Photography

Attending Media Continued

- **Stephanie Pearson**, Outside, Backpacker, Sunset, National Geographic Traveler
- **Mary Pemberton**, Travel Weekly
- **Mindy Poder**, Explorer, TravelAge West, Family Getaways, TravelAgeWest.com
- **Michael Poliza**, Michael Poliza Photography & Travel, Stern magazine, Traveller's World and many others
- **Everett Potter**, USA Today, ForbesLife, Everett Potter's Travel Report, Travel + Leisure
- **Mary Anne Potts**, National Geographic Adventure, Travel, News
- **Norie Quintos**, National Geographic Traveler magazine, website, other outlets
- **John Rasmus**, Men's Fitness
- **Sarah Reid**, Lonely Planet and others
- **Kate Siber**, Outside, National Geographic Traveler, National Parks
- **Jill K. Robinson**, San Francisco Chronicle, Houston Chronicle, Seattle Post-Intelligencer, AFAR, National Geographic Traveler, Every Day With Rachael Ray, and more
- **Florian Sanktjohanser**, Geo Special, Süddeutsche Zeitung, Die Zeit, Die Welt, Outdoor Magazin, Bergsteiger, Tauchen, Spiegel Online
- **Jeremy Saum**, AFAR Media
- **Jenna Schnuer**, National Geographic Traveler, Every Day with Rachael Ray, New York Times, BonAppetit.com
- **Dave Seminara**, NY Times, BBC Travel, many others
- **Himraj Soin**, The Outdoor Journal

“At the event itself, the best part for me was MediaConnect. The goal in attending for me was to make connections with the media and this was successful and the forum provided was perfect to facilitate. Makes it less intimidating and the media themselves were all very welcoming, accessible, and seemed genuinely interested in collaboration.” - **anonymous survey respondent**

Attending Media Continued

- **Phoebe Smith**, Wanderlust travel magazine
- **Avery Stonich**, National Geographic Travel, National Geographic Adventure, Elevation Outdoors, RootsRated, Outdoor Industry Association, and more.
- **Kat Tancock**, The Globe and Mail, Westjet Magazine, Ensemble Vacations
- **Michaela Trimble**, Vogue, AFAR, Vice, Mashable, Refinery29, Jetsetter, Gear Patrol, Huckberry, About.com Travel
- **Sancha D'Oriol Trindade**, Travel with a Sense, The Lisboner, A Cidade na ponta dos dedos, RTP3, Económico TV
- **Brigitte von Imhof**, Edelweiss Enterprises, SRT, Travel One (Germany)
- **David Webb**, Explore Magazine, British Columbia Magazine, Canadian Traveller
- **Karen Loftus**, Travel Weekly, Globe & Mail, Shermans Travels, Jetsetter, About.com (Luxury Travel), Business Insider, The Huffington Post, Societe Perrier, Curve Magazine
- **Don Mankin**, Adventure Transformations, Huffington Post, Active Over 50, The Adventure Geezer
- **Rob McFarland**, Sydney Morning Herald, Sun-Herald, Sunday Telegraph, NZ Herald, GQ, National Geographic Traveller
- **Will McGough**, Wake and Wander, AFAR, Gear Patrol, Travel Pulse, Sherman's Travel, CraftBeer, Elevation Outdoors, etc
- **Jen Murphy**, Wall Street Journal, Outside, Departures, Men's Journal, Conde Nast Traveler
- **Tim Neville**, Correspondent Outside magazine, New York Times, Men's Journal, Financial Times, Ski, Skiing, Departures
- **Sherry Ott**, Ottsworld.com, Yahoo Travel, Huffington Post, Adventure.com, Glamping.com, Viator Travel Blog, InsureMyTrip.com

"The media were top of the line. Excellent way to meet the press, better than ever!" - **anonymous survey respondent**

"Happy that you are attracting such high quality media!" - **anonymous survey respondent**

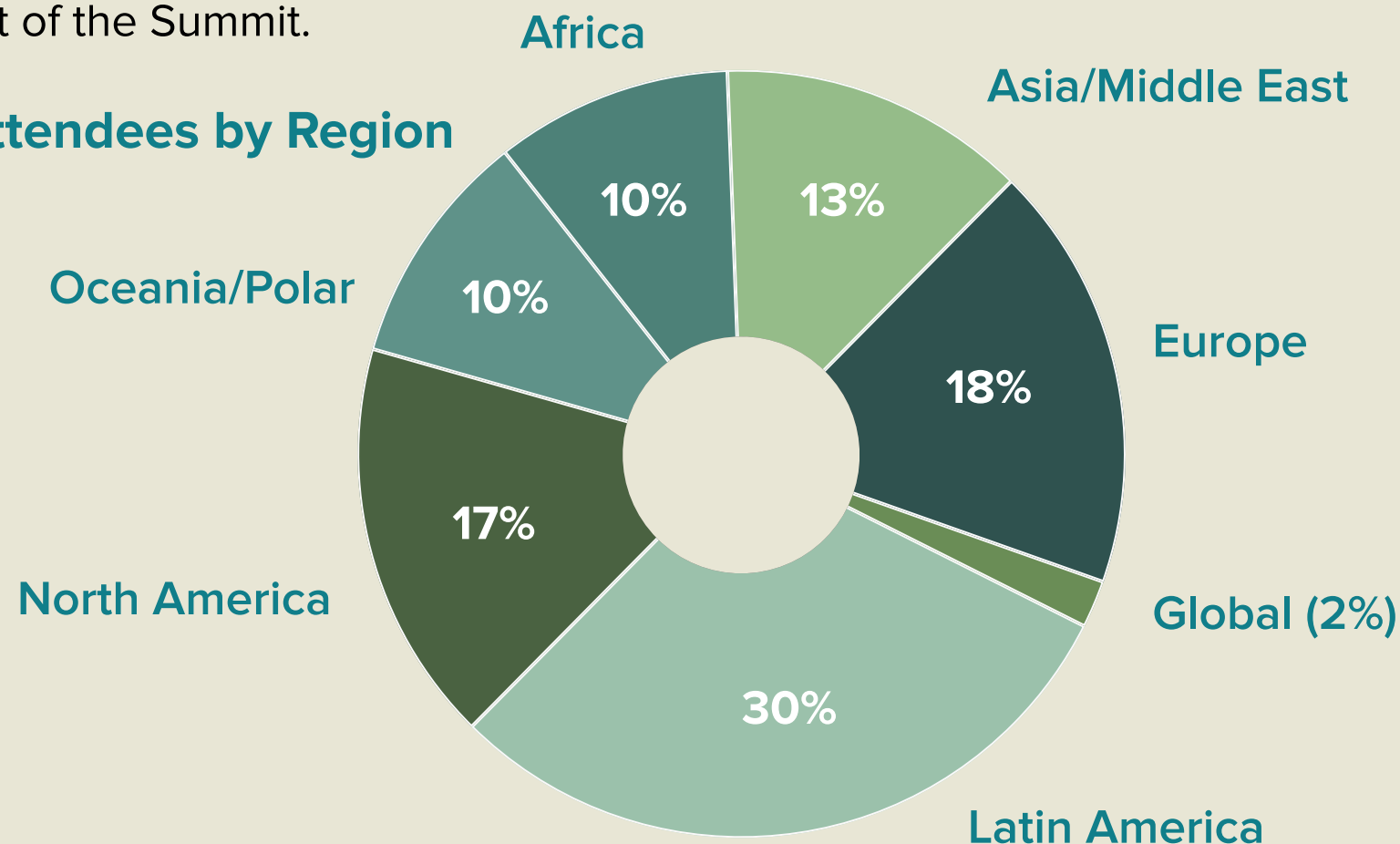
Marketplace

The Marketplace brings adventure travel product suppliers, buyers, and media together and provides a dynamic atmosphere for introductions, learning about new opportunities and engaging in product development discussions. It is an important business-focused component of the Summit.

Marketplace Attendees by Region

Total Suppliers: **141**

Total Buyers registered for event: **122**



"After 31 years as a CTC, I feel like I have finally made the connection I have been looking for! An organization that combines their passion for travel, the environment and cultures...a perfect fit for me! I have made numerous contacts and sold new products immediately upon my return. This group has inspired me in both personal and professional ways and I look forward to attending future functions!" - Kim Steiger, Travel Leaders

Partner Attendees

- Gained awareness of their destination/product to key industry influencers and media
- Increased credibility within the adventure travel industry
- Valued as adventure travel industry champion
- Achieved intimate networking support, facilitated by ATTA



I really liked how Norway used the sponsored meals to teach us something, rather than just sell us on their destination. I respect Fjord Norway way more to learn about their journey to become a high level Adventure Destination.” - anonymous survey respondent

“The food/activity and energy the last night with Chile totally blew me away.” - anonymous survey respondent

“[Best experience] tied between the Partner Networking Table I had (got more than 250 leads!) and my Day of Adventure” - anonymous survey respondent

Summit Partners

Our sponsor partners' involvement is key to the success of our Summit. 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 the ATWS for product sampling, extensive networking and lead generation, brand building and promotions, while other sponsors dedicated support to specific speakers, initiatives or events.

Other Key Partners

| | | |
|-----------------|------------------------------|-------------|
| Hokkaido | Adventure Angels | Exito |
| Columbia | Australis | Los Lagos |
| Eagle Creek | Delorme/Garmin | Travelstoke |
| Global Rescue | Imago Structures | TourRadar |
| Visit Wales | ITB Berlin | |
| Western Balkans | Travel Oregon | |
| Alaska Airlines | National Geographic Traveler | |

List of 2016 Major Partners:

- **Summit Host:** Visit Anchorage
- **Summit Dinners:** Visit Anchorage and Turismo Chile
- **Summit Lunch:** Norway + Fjord Norway, Argentina + Adventure Travel Conservation Fund
- **Breakout Rooms:** Tierra Del Fuego, TravelAge West, Magallanes
- **Cocktail:** Brasil
- **Adventure In Motion:** AFAR & ExOfficio
- **MediaConnect:** Destination Canada
- **Marketplace:** Redpoint/Ripcord
- **Sustainability Partner:** Costa Rica
- **Closing Party:** Jordan
- **Keynote:** Switzerland + Lucerne + Engelberg, Tourism Australia
- **VIP Media Reception:** Best of the Alps
- **Press Room:** Peru
- **Summit Connections:** World Nomads
- **Tour Operator Scholarship:** Visit Greenland
- **Women in Leadership:** Tartan Group



“Being a small destination with limited resources, we need to focus and to use the most important event of the year, is the Adventure Travel World Summit. This is the place to meet like minded people in the Adventure tourism industry to learn and to make creative new relationships with outbound tour operators as well as media. By being a sponsor we have increased our visibility amongst the most influential people within the adventure travel industry.” - Lykke Yakaboylu, Visit Greenland

Summit Partners

“Over the course of the lead in to, during and post Summit, a host destination partner can expect to receive at least **1.5 million** impressions (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.”

Partner Branding During the Summit Included:

- Summit Website
- Summit Connections event app
- Large banners on event locations
- Rotating visuals on screen prior to presentations
- Social media posts about events or partnerships
- Partnership specific opportunity well-branded for destination/brand
- Welcome gift bags, if applicable to partnership
- Mentions from the stage

This year, there were **1.6 million** impressions from social media alone

“Every year there is something new that is so profound and impactful that makes me want to change and better myself and my business.” - Tullia Caballero, S-Cape Travel (ATWS 2016)

Attending Buyers

Abercrombie & Kent USA

Absolute Travel

Access Trips

Adventure Life

AdventureSmith Explorations

African Conservation Experience

Alaska to Africa Travel, LLC

Albatros Travel

Alpine Tour Service Co., Ltd.

Amy Thole - Travel Leaders

Round House Adventures

Aquaterra Adventures

Austin Adventures

Äventyrsresor

Beth Monge - Mangata Travel

Bicycle Adventures

BikeHike Adventures

Boundless Journeys

Brian Sanchez - Travel Leaders

Butterfield & Robinson

C Melissa West - Travel Leaders

Viva la Vida Travel

Carrie Brumond - Travel Leaders

Ciclismo Classico

Country Walkers

Cyclomundo

Open Leaf Excursions LLC

Eldertreks

Elevate Destinations

Elizabeth Henry - Compass & Globe
Travel

Elizabeth Overpeck - Travelink
American Express

EuroAmerican Travel & Sustainable
Tourism

Evergreen Escapes International

Exito Travel

ExperiencePlus! Bicycle Tours

FVS Travel Group

Firefly Journeys

GeoEx (Geographic Expeditions)

Go Custom Travel

GoOverseas.com

Great Global Adventures

HF Holidays

Hope Smith - Born To Travel

Intrepid Travel

Attending Buyers Continued

Jamie Thomas - Travel Leaders

Journeys International

Jubilee Travel & Small Planet
Consulting

Blue Window World Travel

Kim Steiger - Travel Leaders

Honu Travel, LLC

Lost World Adventures

Macs Adventure

Maple Leaf Adventures

Atlas Adventure Trips

Mountain Travel Sobek

Muddy Shoe Adventures

National Geographic Adventures /
National Geographic Expeditions

National Parks Revealed

Natural Habitat Adventures

O.A.R.S.

OneSeed Expeditions

Orvis Adventures

Quivertree Family Expeditions

Rahhalah Explorers

Reefs to Rockies, LLC

REI Adventures

Rosalind Bigg - Travel Leaders, Suite
Integrity Travel

ROW Adventures

A World of Travel

Pacific Northwest Journeys

Ski.com

Southern Exposure Tours

Steppes Travel

Summer Feet Cycling

Susan Balogh - Breakaway Travel

Susan Kelly - Luxury Adventure
Trips / Affiliate of Travel Experts, Inc.

Swoop Patagonia

Tafari Travel

The Clymb

The Wilderness Collective - UK &
Ireland

Donovan Travel

Thomson Family Adventures

Thomson Safaris

Tierra del Volcan / World Bike
Adventures

Toogle outdoor sports co., ltd

Attending Buyers Continued

Travel Leaders

Travel Leaders Apple Valley

Trek Travel

Tricia Pirner- Travel Leaders/Market
Square Travel

Tripsite.com

Uncover the World Travel

Untrodden

Waterman Expeditions

Wavehunters Surf Travel/Akwaterra

Whole Journeys

Wild Women Expeditions

Wilderness Travel

Wildland Adventures

World Expeditions

Xtravel

Zegrahm Expeditions

“Becoming part of the ATTA community has been one of the best decisions I could have made for my business. I have learnt so much about the adventure travel space and feel that I can differentiate myself in the travel advisor industry as an adventure travel consultant, through the knowledge I get from ATTA's events and from the relationships I can forge with this amazing group of inspiring and dedicated people. I am constantly inspired and motivated to do better and be better by being part of this community and attending their events.” - Ann Souter, Round House Adventures

“This was my first ATWS event and it was a great experience. Both on a professional and personal level, I was able to make connections with a wonderful community of like-minded professionals. The event helped us reconnect with old clients and partners from all over the globe, and meet new potential partners that share a similar vision for sharing the inspirational stories of their brands. Thank you to the ATTA for facilitating these valuable connections. For a global business like ours, it is crucial to have a community of high quality professionals and now friends. We look forward to next year!” - Laura Knudson, GLP Films



Attending Suppliers

49th State Motor Tours

Active Escapes

Active India Holidays Pvt Ltd

Adsmundo

Adventure Travel West, Inc.

African Bikers Tours

Akorn Destination Management

Alaska Adventure Unlimited

Alaska Alpine Adventures

Alaska Latin Tours LLC

Alaska Railroad

Alaska Wildland Adventures

All Alaska Tours

Alta Expedition

Alyeska Resort

Amazonas Explorer

Amity Tours

Aniyami DMC Brazil

Apumayo Expediciones SAC

Arctic Incoming

Australian Walking Holidays

Australis

Auténtica Salta

AVENTURAS BAJA

Aventure Colombia

BALAJANI DMC

Banjara Camp, India

Bear Trap

Best of the Alps

BirdsChile - Nature Tours

Blue Wolf Travel

Canopy Tours South Africa

Canyons

Cascada Expediciones / EcoCamp
Patagonia

Catun

Cayuga Collection of Sustainable
Luxury Hotels and Lodges

Chaska Tours S.A.S

Chile Nativo Travel

Chiloétnico

Chugach Adventure Guides

CIRI Alaska Tourism Corporation

Colibri Transformational Travel -
Spanish School

Colombian Project

Attending Suppliers Continued

Contrast Adventure

Costa Rica Sun Tours

Cuba Aventuras

DA Tours Company / Armenia

De Una Colombia Tours Ltda

Delfin Amazon Cruises

Denali Park Adventures

Desert and Sea Expeditions

Dirty Boots Adventure Guide

Diverse China Travel

Easia Travel

Eco Team - Sri Lanka

EcoAndes Travel

Ecodestinos

Encounters Asia / Jungle Lodges

Equinox Aventure

Escapade Sweden

European Walking Tours

Everest Pioneer Trek Nepal (p) Ltd

Everest Summit Lodge Pvt. Ltd

Experience Jordan

Explorandes

Explore Tours

Fantastico Sur

Fitz Roy Expediciones

Frontiers North Adventures

Futurismo Azores Adventures

Gravity Adventures

Great Alaska Adventures

Great Canadian Trails

Great Walks of Australia

Green Visions

HeliUshuaia

Hokkaido Treasure Island Travel Inc.

Horseback Adventure

India Insight Tours

Innovation Norway

INTU

Inuit Adventure Nunavik

Iran Doostan Tours

Ireland Walk, Hike, Bike

John Hall's Alaska Cruises & Tours

Jordan Tourism Board North America

Journey Beyond Travel

Kallpa Tour Operator

“It is so worthwhile to go to a place and not only experience its adventure travel, but make so many connections from other countries/destinations, and hear what they have to offer and what is new, and also get inspired and motivated by great talks. Hanging out with 'the tribe' of like-minded people is an injection of inspiration, connection and positivity, each time, that keeps one focussed and motivated for the rest of the year.” - anonymous survey respondent



Attending Suppliers Continued

Kenai Backcountry Adventures

Kennicott Glacier Lodge

Kennicott Wilderness Guides

Kodiak Brown Bear Center

Kodiak Combos

KUONI Destination Management

Kurdistan Iraq Tours LLC

La Paz on Foot

Las Torres Patagonia Hotel

Last Frontiers Trekking

Lazy Otter Charters Inc.

LEGENDS OF THE WILD

Lifetime Adventures

Los Cabos Tourism Trust

Mad River Boat Trips

MAG Tours and Safari's

Magri Turismo

Major Marine Tours

Mandala Tour

Marine Dynamics Shark Tours

Matagalpa Tours Nicaragua

Midnight Son Tours

Mitico Puelo Lodge

Mongolian Travel

Mountain Lodges of Peru

Murkl

Napo Wildlife Center

Natural Croatia

NCE Tourism- Fjord Norway

Neotropic Expeditions

New Milestone Tours

Nimmo Bay Wilderness Resort

NJORD Sea Kayak & Wilderness
Adventures

North Sailing

Northern Alaska Tour Company

Northern Partner

Oku Japan

Our own expeditions

Outdoor Albania

Outdoor In

Outdoor Kosovo

Parc Aventures Cap Jaseux

Parks Canada - Western Arctic Field
Unit

Paula Christensen Ecotours

Attending Suppliers Continued

PG TOPS Travel & Tours

Phillips Cruises & Tours

Polar Latitudes

Portugal Nature Trails

PROMPERU

Pure Tibet Travel Company

PureQuest Adventures

Quasar Expeditions

RAMARTOUR Madagascar

Red Rock Adventure

Rios Tropicales

Royal Expeditions

Rust's Flying Service/K2 Aviation

Sacha Lodge

Salmon Berry Travel & Tours

Say Hueque | Argentina Adventures

Scenic Safaris | Forever Resorts

Seaba Heli-Skiing

Secret Indochina

Solentiname Tours - Discover
Nicaragua

SouthExpeditions / TravelEcuador

Spitsbergen Travel

Stan Stephens Cruises

Stillpoint Lodge Alaska

Switzerland Tourism

Talkeetna Roadhouse

Tasermiut, South Greenland
Expeditions

Terra Brasilis

Terra Explorer E.I.R.L

Terres Nordiques

The Lakefront Anchorage Hotel

The Local Bird

The Waterfall Group

Tierra Hotels

Tierra Sur

Tour Designs North

Touring Greenland

Tourism Victoria

Tourism Western Australia

Travel Oregon

Traverse Alaska

Trip360°

Tropic Ecuador DMC & Ecolodges

True Adventure

Attending Suppliers Continued

Tsuruga Resorts Co., Ltd.

Tundra North Tours

Top of the World Hotel

Turangra Viagens & Turismo Lda

Turismo Chile

Turismo Chiloe Natural

Ultimate Safaris Namibia

Untamed Path Adventures LLC

Untouched Adventures

Ursus Adventures

Vagabond Adventure Tours of
Ireland

Vapues Tours - Nicaragua

Venezuela Elite

Vértice Patagonia

Via Antiqua Travel GmbH

Visit Anchorage

Visit Greenland

Volcanoes Safaris Ltd

Western River Expeditions

Whalesafari

White Shark Projects

Wild Norway

Wild Serbia

Wilderness North

Windigo Adventure

Within the Wild Adventure Company

World of Greenland

Worldwide Adventures India

Zendmen Travel Mongolia

"I sometimes find myself stuck in the problems and obstacles that are part of any travel business, but each year our participation at the Summit serves as a revitalizing reminder of why we do what we do. We leave energized, inspired and motivated to make a difference through adventure travel, and armed with new contacts and better knowledge to leave an even greater mark." - **Fernando Diez, Quasar Expeditions Marketing Manager**



“There's no better way to sell a destination than being there in person. Alaska is now at the top of my list of places to offer my clients.” - anonymous survey respondent



Attending Tour Operators listed as Buyer and Supplier or Other

50 degrees North

Adventure Canada

Adventure High Inc.

Akanan Travel & Adventure

Albatros Travel

Alpine Ascents International

Alpine Tour Service Co., Ltd.

AmeriCan Adventures

Anthony's Key Resort

Aquaterra Adventures

Austin Adventures

awayfromitall GmbH & Co. KG

Azimut 360

Bicycle Adventures

Black Mountain Montenegro Ltd

Black Sheep Adventures, Inc.

CaminoWays.com

Ciclismo Classico

Cyclomundo

Dharma Adventures

Diplomat Travels & Tourism Agency

Enchanted Expeditions

EuroAmerican Travel & Sustainable
Tourism

Europe Active

Extreme Ireland Adventures

Galakiwi Adventures

Gondwana Brasil Ecoturismo

Greatland Adventures

HF Holidays

Hvitserk & Eventyrreiser

Ibex Expeditions, India

Icelandic Mountain Guides

KVT Holidays

Malawian Style

Maple Leaf Adventures

National Parks Revealed

O.A.R.S.

OneSeed Expeditions

OrganisAction - Quebec Off The
Beaten Path!

Pure Brasil

Pure! Travel Group

Rove

ROW Adventures

Attending Tour Operators listed as Buyer and Supplier or Other Continued

S-cape Travel

Sacred Rides Mountain Bike
Adventures

Ski.com

Southern Exposure Tours

SpiceRoads Cycle Tours

Summer Feet Cycling

Surtrek South American Travel

Swoop Patagonia

TDA Global Cycling

Terra Group

The Wilderness Collective - UK &
IrelandThe World Outdoors - Adventure
Travel

Thomson Safaris

Tierra del Volcan / World Bike
Adventures

Trek Travel

TrekTrek Slovenia ? comfortable
adventures

Uncover the World Travel

UnCruise Adventures

VMD Adventure Travel

Wicked Adventures

Wilderness Explorer

Every year we come back, not because it's a trade show you can't miss but because it's an event which informs and inspires in equal measure. I feel incredibly fortunate to work in this amazing industry and many of the people I have met at summits and through the ATTA embody the spirit and soul of a business that truly means something. While the event provides genuine business opportunities, the greatest value for me is in spending time with like-minded, passionate and committed professionals. The more you give the more you get and some of the greatest challenges in our business and in my life have been solved over the years at ATWS. Every year, without fail, it's the first event in my calendar for the next 12 months.

- Paul Easto, The Wilderness Collective



Future Developments

87% of buyer delegates are likely to develop new innovative adventure travel products in the future with Alaska



“For me the Summit is the time for rejuvenation through learning and inspiration. Meeting people who like me built their businesses, listening to their success and struggles is so fulfilling. Also finding different ways and paths to success helped me get a new perspective and help me break out of the cycle I am used to. Meeting other partners - media, insurance providers, conservationist, clothing manufacturers, etc. - without whom the adventure travel which is so dear to us will not be such a meaningful experience - has become possible as a courtesy of ATWS. And finally I am becoming a voice which is as concerned about the world I am living in as is about adventure travel which buys my bread.” - Rajesh Ojha, Banjara Camp

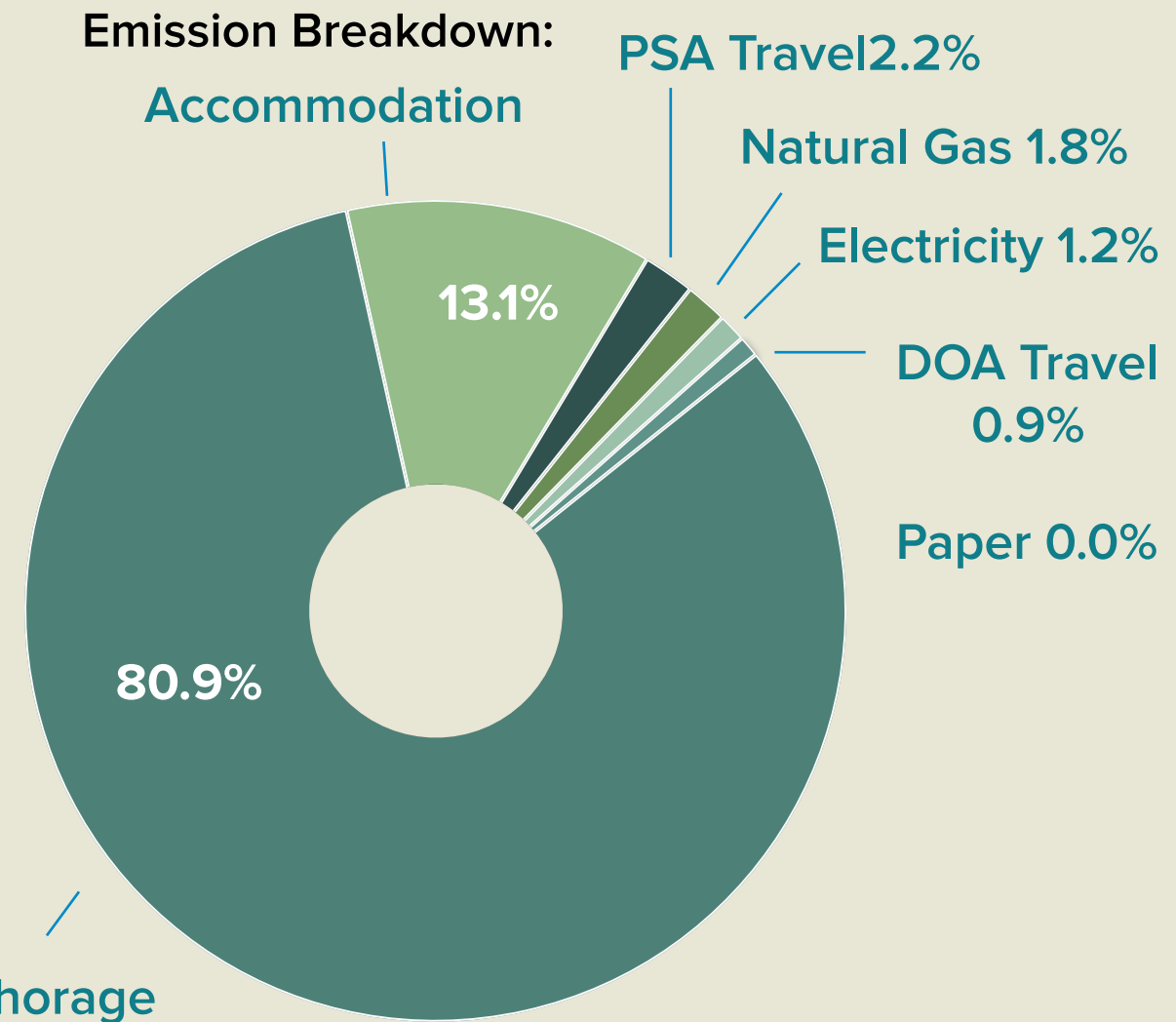
Carbon Neutrality at the 2016 Adventure Travel World Summit

The ATTA, in partnership with Synergy Enterprises, Visit Anchorage, Alaska Airlines and Essential Costa Rica, planted 5,000 trees to offset the emissions from ATWS 2016. Trees were planted by volunteers in August 2016, in a protected forest reserve in the Pacuare River watershed. The native hardwood saplings recreate a 3-tiered rainforest (canopy, understory and forest floor), and will be cared for until they are three years old and able to grow without human intervention.

Why Go Carbon Neutral?

- Mitigate the effects of climate change by limiting or reducing GHG emissions
- Accelerate the transition to a green & sustainable economy
- Be a green business leader

Total emissions for the Adventure Travel World Summit in Alaska come to 1,272.1 tCO₂e. Emissions have been measured in advance of the conference to allow for the co-ordination of a reforestation project.



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