

# ADVENTURE TRAVEL WORLD SUMMIT ARGENTINA

SALTA • OCTOBER 16-19, 2017



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION

***"I have been to many travel events around the world, but none can match ATWS for its positivity and energy. It is a place where strangers feel like friends without even a word needing to be exchanged. It is a gathering where all stakeholders feel united by a common purpose. And that is about exploring this planet, appreciating what it has to offer, sharing stories and being sensitive to what needs to be done to ensure we keep it pure for generations to come. We are all here to do business, but that is a by-product of what we love to do."***

-- Ajay Jain, Travel Writer & Curator



## Summit Opportunities

- Explore Salta
- 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





## Unite, Protect, Lead

95%

of delegates came away with a more (or a similar) perception of Salta as an adventure travel destination after this year's Summit

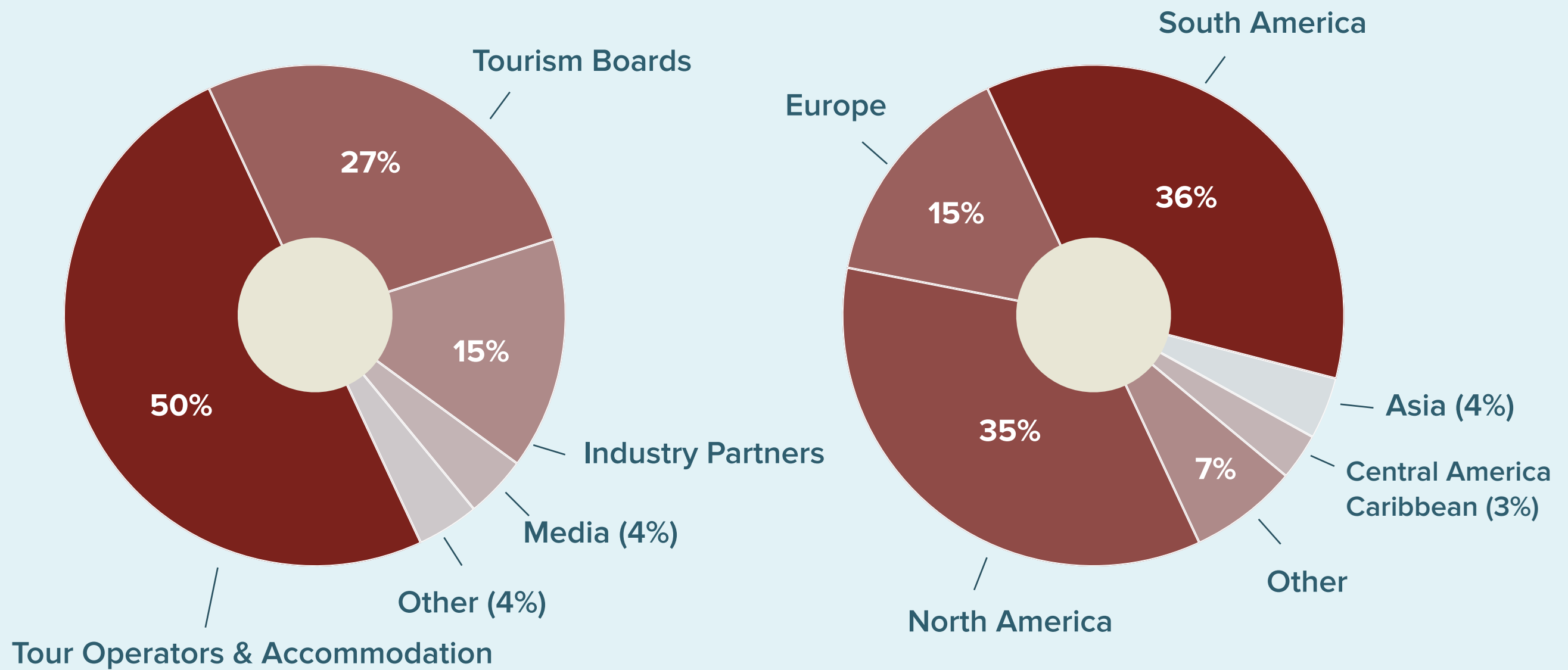
81%

of delegates said ATWS helped them learn more about Argentina's adventure opportunities





800 delegates from around the globe attended the 2017 Adventure Travel World Summit in Salta, Argentina from 16 - 19 October 2017.







**2 poles** of the earth  
reached by polar explorer  
and keynote speaker Sir Robert Swan

**13 countries**

represented by media delegates

**24 football**

players from 9 countries



**41** new suppliers  
at the Marketplace



**42**

speakers

**21,163 social**

shares on #ATWS2017

**1,668** Marketplace meetings



**63 women**

helped shape the future at the  
Adventure Women's Leadership Studio



**21,075 photos** and videos  
taken by the Summit Storytelling Team

**4,000 native trees**

being planted in Salta



**236 delegates**

who participated in the Treehugger  
and/or In the Eyes of the Animal experiences

**54 countries**

represented by Summit delegates

**1,200+ one-on-one**

connections made with official  
media delegates at MediaConnect





## Featured Speakers

Speakers from around the world came together to share their insights, stories, and experience.



**Robert Swan**

Founder, 2041 Foundation



**Sally McCoy**

Aboriginal Tourism  
Association of Canada



**Sofia Heinonen**

Director of The  
Conservation Land Trust,  
Tompkins Conservation



**James Thornton**

Chief Executive,  
Intrepid Group



**Daniel Fox**

Solo Wilderness Explorer &  
Fujifilm X-Photographer



**Moe Carrick**

Moementum



**Edmund Morris**

Component Lead,  
USAID Local Enterprise  
Support (LENS) Project



**Tiger Litime**

Director, Diverse China &  
Diverse World Adventures



## Content

***“Excellent inspiration sessions!”***

***“The Robert Swan talk was absolutely inspirational and a perfect way to start the conference - WOW”***

***“Bella Gaia was awe inspiring - a perfect way to end the conference!”***

***“The breakout sessions were very helpful but the standout Ket Note Robert Swan was one of the most motivational speeches I have heard. The message was on point and the delivery was exceptional.”***

***- Feedback from 2017 ATWS Survey***





## Salta, Argentina

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 Argentina's specialized adventure product and to hear their business story. Argentina offered **24** amazing multi-day adventures before the Summit opening to showcase the vastness of the country. Delegates then attended the Day of Adventure to explore Salta and the surrounding areas on over **37** adventures. Delegates were asked these two questions post Summit:

Please rate your Pre-Summit Adventure: **4.05**



Overall, was the excursion a good experience?: **95% agree**

The excursion increased my knowledge of the region: **98% agree**

I would recommend this excursion to other people: **89% agree**





## Adventure Testimonials



*“The PSA was amazing. We visited such amazing places, and Autentica Salta did an incredible job.”*

*“This was a better experience than I envisioned. Being able to see the diverse landscapes, smell all the smells of the region and feel the wind in my hair in the back of an antique car was something I will never forget. Such a unique experience!”*

*“My PSA exceeded my wildest expectations. Ana and her guide team are superstars in the adventure travel trade. I will do all I can to help promote them!”*

*“PSAs are always one of my highlights of the Summit, it's such a great way to build deeper connections with people.” -*

- Feedback from 2017 ATWS survey



## 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: **7.6 out of 10**

Percentage of attendants who would recommend the Summit to a colleague: **84%**

Percentage of delegates who feel the time and resources spent on attending the Summit is of value to their company: **87%** say yes, **13%** say to be determined with time

Average number of new, valuable contacts made by delegates at the Summit: **15**

***"This was my first ATTA event and it blew me away. I was so inspired by all of the connections, marketplace meetings, speakers and mostly the general vibe of the crowd. It is clear that everyone absolutely loves what they do, has a strong conviction for sustainability and conservation and the passion was tangible."***

- Lindsey Woodcock - Jet Set World Travel



## All Delegates

Delegates ranked their reasons for attending the Summit as:



***“The Summit is where I go each year to recharge, to regain my sense of community and purpose, and be reminded how my company's work makes a difference. My further goal is come away with one new idea that I can take action on. This year, I left with some powerful content and digital marketing strategies as well as great ideas about how to work with influencers (as well as making or rekindling relationships with several). We're already hard at work putting some of these strategies and ideas into action.” - Jim Johnson, [BikeTours.com](http://BikeTours.com)***

## Key Initiatives

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

- **Women leadership skills and women guide training**
- **Start working in new destinations by forming new partnerships with people we met, expanding our network of suppliers, forging new business alliances, strengthening current relationships**
- **Try new approaches to marketing (especially social media), work with influencers and bloggers, and refine overall marketing message**
- **Sustainability & Conservation:**
  - **Be more conscious about our impact on the environment**
  - **Take company carbon neutral**
  - **Get clients more involved in conservation efforts**
  - **Create more conservation focus in programs**
  - **Partner with others that have sustainability ethos**
  - **Reduce or eliminate plastics on tour**
  - **Improve environment management initiatives**
  - **Evaluate how sustainability we are and set goals for the future**



## Key Initiatives Continued

- **Maintain connections with new media relationships, focus on specialized media**
- **Develop new niches, be alert to trends and new markets, adapt, be innovative, invest in technology at ever level**
- **Work to influence the industry around important trends like transformational travel, sustainability, and raising quality**
- **Include more indigenous providers**
- **Increased focus on education**
- **Tap into the outbound China market**
- **Don't just say it, do it!**
- **Be braver when making key decisions**
- **Find ways to improve customer service, dedicate more human resources to incoming business, improve staff retention**
- **Increase professionalism**
- **Support small companies that seek to offer local experiences**
- **Improving credibility**

## Media Attendees

- **Robert Annis** - Bicycling, Outside, Indianapolis Monthly, Men's Journal
- **Gary Arndt** - Everything Everywhere, American Forces Radio Network
- **Marco Barneveld** - Wideoyster, Nautique, CODE, Lonely Planet Traveller, National Geographic Traveller, Salt, CODE Magazine
- **Tom Bartel** - TravelPast50.com, StarTribune, FWT Magazine, Green Global Travel Mag
- **Juliana Dever** - CleverDever Wherever
- **Katie Dillon** - La Jolla Living, LLC, Luxe Getaways Magazine, Four Seasons Magazine, USA TODAY/10Best
- **Tamara Elliott** - Globe Guide, Global News
- **Andrew Findlay** - Canadian Geographic, Enroute, West Jet Magazine, BC Business Kootenay/Coast Mountain Culture, Vancouver Magazine, Explore, British Columbia Magazine, Bike, Skiing, Ski Canada
- **Maggie Fuller** - AFAR Media
- **Francisco Javier González** - Oxígeno Magazine, Cadena SER Radio
- **Kristin Henning** - Travel Past 50
- **Annika Hipple** - AAA Journey, ActiveJunky.com, BBC Travel, ShermansTravel.com, Luxury Travel Magazine, and TravelAge West
- **Michael Hodgson** - HTravelTales.com
- **Lyn Hughes** - Wanderlust Travel Media
- **Therese Iknoian** - HTravelTales.com
- **Ajay Jain** - Kunzum.com
- **Mark Johanson** - Men's Journal, Chicago Tribune, The Guardian, Lonely Planet, BBC and Get Lost
- **Amy Jurries** - The GearCaster, Outside, Backpacker, Expedition Portal

*“The media event was very beneficial for us. Connecting with and meeting media was a prime goal of attending the summit.”*



## Media Attendees Continued

- **Timothy Scott Leffel** - Al Centro Media, Luxury Latin America, Perceptive Travel, Global Traveler Magazine, Hotel Scoop
- **Kicki Lind** - Nanoq, Vagabond, Utemagasinet, Dagens Nyheter, gp.se, svd.se, Hufvudstadsbladet
- **Don Mankin** - Active Over 50 (print magazine and internet), Huffington Post (internet), We Said Go Travel (internet)
- **MaSovaida Morgan** - Lonely Planet
- **Jen Murphy** - Conde Nast Traveler, Travel & Leisure, Departures, the Wall Street Journal, Men's Health, Outside
- **Anja Mutic** - EverTheNomad, Lonely Planet, Preferred Travel, The Washington Post, National Geographic Traveler, Mic, AFAR, Travel+Leisure
- **Daniel Neilson** - Sidetracked, The Great Outdoors, Wanderlust, Original Gravity
- **Jackie Nourse** - Traveling Jackie | The Budget-Minded Traveler
- **Sherry Ott** - Ottsworld / Freelance Writer, Afar.com, Glamping.com
- **Sissi Pärsch** - Bergwelten, BIKE, EMTB, RIDE, redbull.de, Geschichte
- **Marissa Pedersen** - Postcards to Seattle, Matador Network, Mapquest, Outdoor Project
- **Mindy Poder** - TravelAge West, Explorer, Family Getaways
- **Norie Quintos** - Nat Geo Travel Media and NQ Media, Frommer's, Mountain Life, Washingtonian, Adventure Travel News, Local Palate
- **Gigi Ragland** - AARP Travel Online, Adventure Cyclist, American Way inflight magazine, Boomer, Cheese Connoisseur, Denver Life, Saturday Evening Post, TravelAge West
- **Willde Ng** - 40urs' Travel Media Host and Author, Hong Kong: Weekly Milk magazine, MCCMcreations, D100 Radio China: Aiyiqi/ Youku video platform, Weibo, wechat

***“I made some great new connections, strengthened some existing connections, and wrapped up feeling super inspired, with loads of great story ideas and some interesting prospects for travel content collaborations.”***

- Sarah Reid, Freelance Travel Writer

## Media Attendees Continued

- **Sarah Staples** - Dreamscapes, Ensemble Vacations, Sharp, Walmart's Live Better, JustLuxe.com, Postmedia newspapers
- **Lina Stock** - Divergent Travelers - Adventure Travel
- **David Stock** - Divergent Travelers - Adventure Travel
- **Eric Stoen** - Travel Babbo, Travelocity
- **Avery Stonich** - National Geographic Travel, National Geographic Adventure, Elevation Outdoors, RootsRated, Active Junky
- **Theresa Storm** - WestJet Magazine, AAA Traveler, AAA Living, Postmedia Network & Canada.com (largest Canadian newspaper chain), Cruise & Travel Lifestyles, Dreamscapes, Travelweek
- **Michaela Trimble** - Vogue, The New York Times Style Magazine, Outside, T+L, Tasting Table, GQ, Men's Journal, Nat Geo, CNT, AFAR, Hemispheres, American Way
- **Caio Vilela** - Outside, Viagem & Turismo
- **Sarah Reid** - Lonely Planet, Rough Guides, The Independent, Get Lost, Wanderlust, Qantas Travel Insider, Business Traveller, ecotravelist.com, and more.
- **Grégory Rohart** - I-Trekkings.net, I-Voyages.net, and My-Wildlife.com
- **Mark Sissons** - The Globe and Mail, Canada's national newspaper The San Francisco Chronicle Robb Report
- **René Koster** - Rene Koster Photography / Wideoyster Wideoyster, Lonely Planet Traveler (NL), Nautique, National Geographic Traveller (NL), Classic Boat

***“It is so inspiring to to be among a group of people who are committed to travel and to the natural wonders and local communities we all enjoy visiting. The opening and closing keynotes were both powerful and will shape much of our future work. We're impressed with the way ATTA members share best business practices: the Summit truly does combine commerce, community, and conservation. Plus, it's fun!”***

- Kristin Henning: Editor, Writer, Photographer

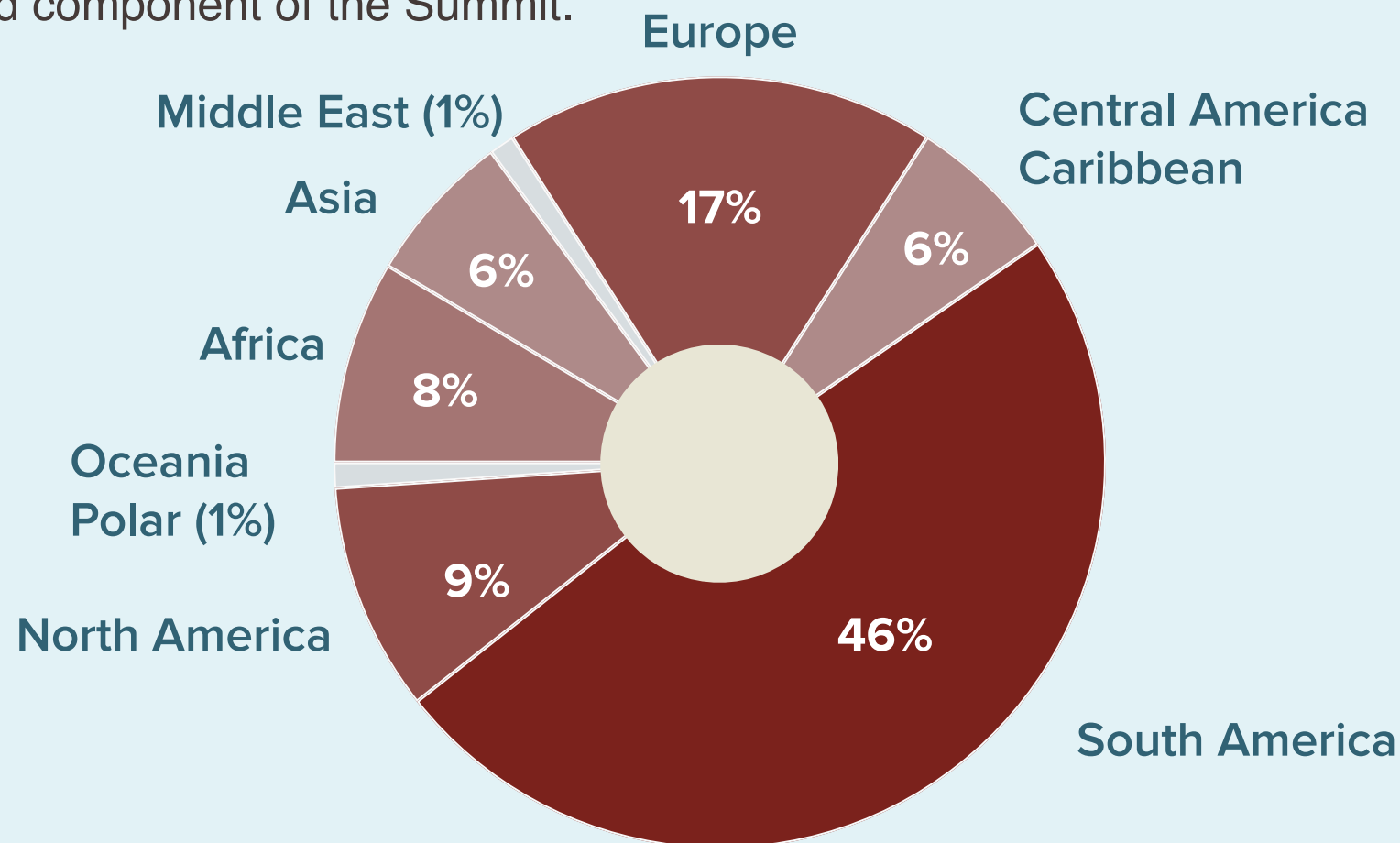


## Marketplace

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.

Total Suppliers: **138**

Total Buyers registered for event: **92**



*“As always, it’s been very, very productive. I come back to the office with so many contacts, stories, pictures, interviews... and friends!”* - Francisco Javier González, Editor in Chief Oxigeno Magazine

## 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 partners:

PromPeru	Catalunya	Puerto Madryn
National Geographic Travel	Poland	Chaiten/Valle de los Volcanes
Best of the Alps	Garmin	Mato Grosso do Sul
Hokkaido, Japan	ITB Berlin	Eagle Creek
Innovation Norway	kimkim	Adventure Travel Conservation Fund (ATCF)
South African Tourism	Global Rescue	Adventure Angels
	Infuetur/Tierra del Fuego	TourRadar

### List of 2017 Partners:

- **Summit Host:** Salta and Argentina
- **Summit Lunch:** Sweden, Chile, Visit Anchorage
- **Adventure Reception:** Panama
- **Keynote:** Colombia, Alpe Adria/Slovenia, Magallanes, Chile
- **Cocktail:** Aysen, Brazil
- **Lounge:** Azores, Australia
- **Adventure In Motion:** AFAR & ExOfficio
- **Experiential Elements:** China Culture Foundation
- **MediaConnect:** Tuscany
- **Marketplace:** Redpoint/Ripcord
- **Sustainability Partner:** Visit Wales
- **Breakout Rooms:** Guatemala
- **VIP Media Reception:** Visit Jordan
- **Press Room:** Aysen, Chile
- **Summit Connections:** World Nomads
- **Tour Operator Scholarship:** Aboriginal Tourism Association of Canada (ATAC)



## Summit Partners

- Built 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



*“Really liked the set up with the partner cocktails in the evenings instead of sitting down dinners. It gave good opportunities for connecting with people and even taking some meetings.”*

*“These are great ways to learn about a destination and meet new people.”*





***“It was amazing to realize at this year's Summit that we had the chance to connect with 17 of our suppliers from around the world, 10 of whom we first met at Summits in years past. I wonder if anyone I met this year will become a new supplier to add to that list!” - Robin Pollak, Journeys International***



## Return on Investment

“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 a potential reach of

**9,997,735**

on social media alone

## Attending Buyers

World Wildlife Fund (WWF-US)

The Explorer's Passage

Holidays for Humanity

Khiri Travel

National Geographic Expeditions

Allibert Trekking

Natural Habitat Adventures

Summer Feet Cycling

Zegrahm Expeditions

Journey Mexico

Wild Frontiers Adventure Travel  
Ltd

Bamba Experience

SA Luxury Expeditions LLC

Wilderness Travel

Frontiers International Travel

The Natural Travel Collection Ltd

Nomad Hill

Mountain Kingdoms

SNP Natuurreizen

Wildland Adventures

Elevate Destinations

Great Global Adventures

TCS World Travel

GeoEx (Geographic Expeditions)

Pure Adventures

The Clymb

Butterfield & Robinson

Mountain Travel Sobek

Zegrahm Expeditions

Swoop Travel

National Geographic Expeditions

Natural Habitat Adventures

ASI Reisen

Lost World Adventures

Thomson Family Adventures

Borton Overseas

Evergreen Escapes International

TCS World Travel

Dulabab Travel

BikeTours.com

Tirawa

Kobler & Partner

AdventureSmith Explorations

Greenloons

Vaya Adventures

Pioneer Expeditions

Borton Overseas

World Expeditions





## Attending Buyers Continued

Finisterra Travel

ElderTreks

Macs Adventure

GeoEx (Geographic Expeditions)

Allibert Trekking

Dulabab Travel

Reefs to Rockies, LLC

Tour 2000

BikeHike Adventures

Gray & Co.

Alpine Tour Service Co., Ltd.

Pure Adventures

Äventyrsresor

Orvis Adventures

Adventures Within Reach

Vaya Adventures

Wild Women Expeditions

Journeys International

Wildland Adventures

Finisterra Travel

SA Luxury Expeditions LLC

Hurtigruten ASA

Nastassia Cruz - Compass &  
Globe

Mary Lorna Greenway - Atlas  
Adventure Trips

Theresa Jackson - Enlightened  
Journeys Travel, and affiliate of  
Travel Experts

Judy Karwacki - Jubilee Travel &  
Small Planet Consulting

Ginny Patton - Smartflyer Agency/  
GP Travels

Susan Kelly - Luxury Adventure  
Trips

Kimberly Krusell - Honu Travel,  
LLC





## Attending Buyers Continued

**Darian Martyniuk - Centam Travel**

**Tricia Pirner- Travel Leaders/  
Market Square Travel**

**Carmen Schaffer-Viva la Vida  
Travel**

**Dennis Sherwood - Blue Sky  
World Travel**

**Ann Souter - Round House  
Adventures**

**Emily Strauss - Emily j. with  
International Accents Travel**

**Gaby de Vega - Wavehunters Surf  
Travel/Akwaterra**

**Federico von Sanden - FVS Travel  
Group**

**Lindsey Woodcock - Jet Set World  
Travel**

**Travel Leaders Network**

**Patricia Zacharias Monahan - Our  
Whole Village**





## Attending Suppliers

Easia Travel

Polar Latitudes

Ursus Adventures

Wildthentic

Adventureshop Stellenbosch

Bikes 'n Wines

Elgin Africa & Adventures

Gravity Adventures

Hotspots 2 C // Chipiriro Trust

MAG Tours and Safari's

Marine Big 5 Dyer Island Cruises

Nare Travel & Tours

PG TOPS - Luxury Safaris  
Southern Africa

Witsieshoek Mountain Lodge

Slotrips, DMC Slovenia

Futurismo Azores Adventures

Portugal Nature Trails

Amazonas Explorer

Condor Travel

Mountain Lodges of Peru

Sumaq Machu Picchu Hotel

Terra Explorer Perú

Hurtigruten Svalbard

Whalesafari Andenes

Wild Norway

Vapues Tours Nicaragua

Everest Summit Lodge Pvt. Ltd

Yeti Holidays Pvt. Ltd.

Todos Santos Eco Adventures

Hokkaido Treasure Island Travel  
Inc.

Oku Japan

CaminoWays.com

Wicked Adventures

Encounters Asia / Jungle Lodges

Ibex Expeditions, India

PureQuest Adventures

Icelandic Mountain Guides

North Sailing

Iwokrama River Lodge

Adventure Guatemala

Maya Trails

Mandala Tour - Italy and Southern  
France

Advantage Travel

Napo Wildlife Center

Neotropic Expeditions

Prestige Adventure Travel Ecuador

## Attending Suppliers Continued

Pure Brasil

Tropical Tree Climbing

Green Visions

La Paz on Foot

Magri Turismo

Island Expeditions

AREA 47

Australian Walking Holidays

Australian Wildlife Journeys

Great Walks of Australia

Adventure & Landscape

Andestrack Expediciones

Antarpply Expeditions

Argentina Family Adventures by  
Say Hueque

Argentina Trails & Aconcagua  
Vision

Autentica Salta

Camino Abierto

Cynsa Tour Operator

Estancia Peuma Hue

Eurotur SRL

Fitz Roy Expediciones

H&T

Kallpa Tour Operator

Mountaineering Patagonia

PEAK Destination Management  
Company

Say Hueque | Argentina  
Adventures

Socompa

Tangol

Tierra del Fuego Aventura

Walk Patagonia

Visit Anchorage

Visit Wales





## Attending Suppliers Continued

Quasar Expeditions

Tropic Ecuador DMC & Ecolodges

Albatros Expeditions / Albatros  
Arctic Circle / Albatros Travel

Epic Croatia

VMD Adventure Travel

Costa Rica Sun Tours

Herencia Verde Adventures

Rios Tropicales

CHASKA TOURS COLOMBIA

Colombia57 Tours, Travel &  
Logistics

Cristales Aventura Tours

De Una Colombia Tours

Ecotrek

Pure Colombia Travel

Adsmundo

Agua Hielo Expediciones

Aysén Patagonia Tour

BirdsChile

Cascada Expediciones / EcoCamp  
Patagonia

Huilo Huilo Biological Reserve

Mallin Colorado Ecolodge

Puyuhuapi Lodge and Spa

Reserva Cerro Paine

Upscape

Adventure Canada

Alta Expedition Canada / USA

Great Canadian Trails

One Ocean Expeditions

Tundra North Tours

Aniyami Brazil

Gondwana Brasil

Ideia Tours

Pure Brasil

Tropical Tree Climbing

Green Visions

La Paz on Foot

Magri Turismo

Island Expeditions

AREA 47

Australian Walking Holidays

Australian Wildlife Journeys

Great Walks of Australia

Adventure & Landscape

Andestrack Expediciones

Antarpply Expeditions

Argentina Family Adventures by  
Say Hueque

Argentina Trails & Aconcagua  
Vision

Autentica Salta



## Attending Suppliers Continued

Aysen Tourism Board

Chile Tourism Board

Region de Magallanes Tourism Board

Aboriginal Tourism Association of Canada (ATAC)

Brazil

Indigenous Tourism Champions

South Australia Tourism Commission

Tourism and Events Queensland

Tourism Australia

Tourism Northern Territory

Tourism Western Australia

Ministerio de Turismo - Salta Argentina

National Institute of Tourism Promotion - Argentina

Best of the Alps

Visit Sweden

Catalan Tourist Board

South African Tourism

Alpe Adria Trail, Slovenian Tourist Board

Visit Azores

Polish National Tourist Office

PromPeru

Visit Panama

Jordan Tourism Board

Hokkaido Development Engineering Center

Toscana 1 S-Cape Travel & Versiliana Viaggi

Toscana 2 PAM & Genio del Bosco

Instituto Guatemalteco de Turismo

ProColombia





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

- **“Women's Adventure Studio”**
- **“Reconnecting with people and meeting some of our suppliers in person for the first time!”**
- **“Being able to meet with like minded people that care about adventure travel like we do.”**
- **“I had so many positive experiences it is hard to pick just one. If I must, I'd say gathering with the tribe and sharing inspiration.”**
- **“Meeting people and learning from more experienced 'players'.”**
- **“The green and sustainable mindset of the event.”**
- **“The soccer match was such a memorable experience with people from all sectors of the industry. Was a walls-down, fun and active experience getting to know each other outside of the confines of the conference walls.”**
- **“Hard to choose one. A combination of networking, inspiring presentations and passionate energy.”**
- **“Without a doubt, the networking and connections along the whole Summit.”**
- **“The business connections we made.”**





## ATTA Regional Executive Directors & Partnership Contacts

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