

ADVENTURE TRAVEL WORLD SUMMIT

SWEDEN // 2019

GOTHENBURG, WEST SWEDEN | 16 - 19 SEPTEMBER

OVERVIEW REPORT

On the success and results of the
2019 Adventure Travel World Summit in Gothenburg, Sweden



ADVENTURE TRAVEL
TRADE ASSOCIATION



ADVENTURE
360

Adventure Travel World Summit Opportunities

During the annual Summit event, hundreds of adventure travel professionals converge to discuss emerging industry trends, develop professional relationships, and seek inspiration among like-minded colleagues. The global gathering attracts a diverse community of tour operators, destination representatives, and travel writers and photographers from more than 70 countries.

Delegates get to:

- Explore Gothenburg, Sweden
- Establish partnerships with an international group of 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





The Way Forward

From 16-19 September 2019, **773** adventure travel industry professionals from **72** countries gathered for the Adventure Travel World Summit in Gothenburg, Sweden, to reconnect with the essence of adventure.

The Summit's theme, **omtanke**, the Swedish word which connotes “caring” and “consideration,” challenged delegates to think critically about the way forward and reconsider the important role the adventure travel community holds within the tourism industry throughout the four-day event.

Delegates participated in collaborative and interactive professional development workshops as well as innovative learning opportunities throughout Gothenburg. The productive and inspirational annual ATTA event was preceded by action-packed Pre-Summit Adventures and Day of Adventures during which delegates participated in hiking, fishing, cycling, and experienced nature the Swedish way.

New to the Summit, the Gear Trail connected top gear brands with adventure travel suppliers, bridging the gap between the adventure travel and outdoor gear industries. A post-Summit Climate Action Leadership Studio provided practical strategies, tools and actions for industry professionals to implement within their adventure travel businesses.

"Participating in ATWS was a great opportunity to showcase Chile as an adventure destination among some of the most relevant adventure travel operators and media in the world, helping us to grow our positioning and brand awareness. It was also a very good opportunity to strengthen and expand our contacts, including also other destinations and relevant suppliers. Finally, it allowed us to learn more on the trends of this important market, and keep updated on current challenges and opportunities. It was a great experience!"

- Philippe Etchegaray Michaux, Servicio Nacional de Turismo, Ministerio de Economía, Fomento y Turismo | Gobierno de Chile



“The ATWS Sweden conference was by far the best conference I have ever attended. ATTA did an incredible job in providing attendees with the perfect balance of education, engagement, and immersive experiences. For me, I got tremendous value from the conference. The sessions were well organized and relevant to the current industry environment.”
- Jeff Bonaldi, The Explorer's Passage

“We met with a number of quality businesses which will have positive and lasting impact on our business as it grows. The conference was well balanced between work and play and four days gave enough down time for us to return without feeling totally frazzled.”
- Will Cairns, Active England Tours

“The great people, stories and connections, plus keynote speeches, made it a fantastic experience so thank you for the passion, inspiration and hard work that ATTA puts into the adventure travel world, it is very much appreciated by all of us who benefit from ATTA's expertise.”
- Yvonne Gordon, Freelance Travel Writer



ATWS BY THE NUMBERS

DELEGATES



773

TOTAL DELEGATES



72

COUNTRIES REPRESENTED

TOP 10 REPRESENTED COUNTRIES (BY # OF DELEGATES)



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#ATWS2019

MARKETPLACE



151

COMPANIES ATTENDED
MARKETPLACE & DESTINATION
SHOWCASES



2,506

NUMBER OF
MEETINGS

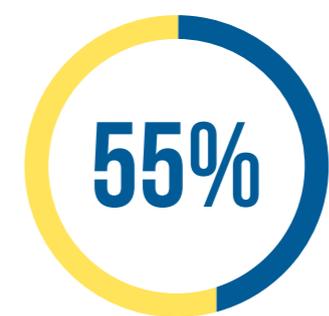
36

NUMBER OF
COUNTRIES
REPRESENTED



32 OF 115

COMPANIES PARTICIPATING
FOR THE FIRST TIME



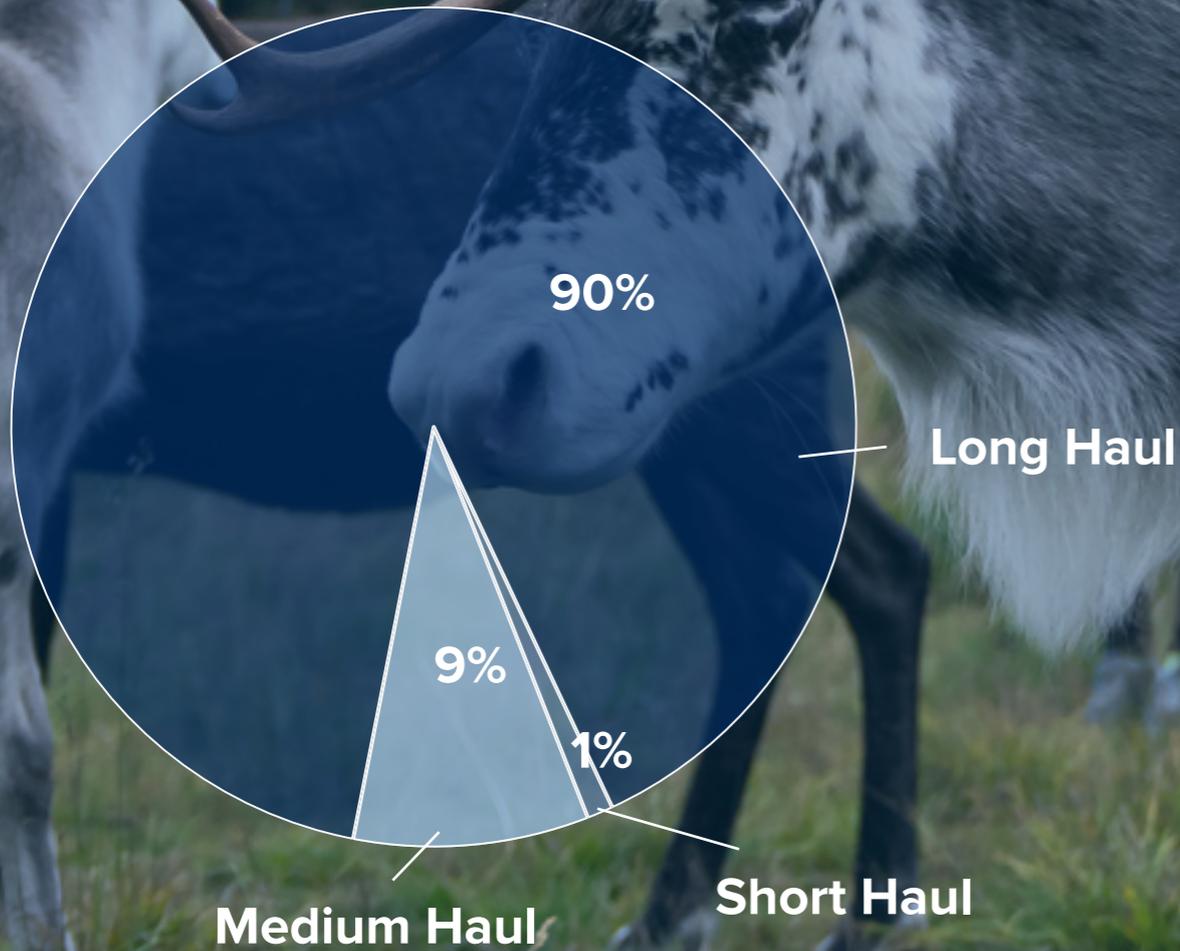
422 OF 773

PERCENTAGE OF FIRST TIMERS
AT ATWS

Flight Emissions Offset

As part of its commitment to Climate Acton, ATTA offsets its own staff travel and event emissions through its partnership with South Pole.

Emissions by flight haul group



Distance
(pmiles)

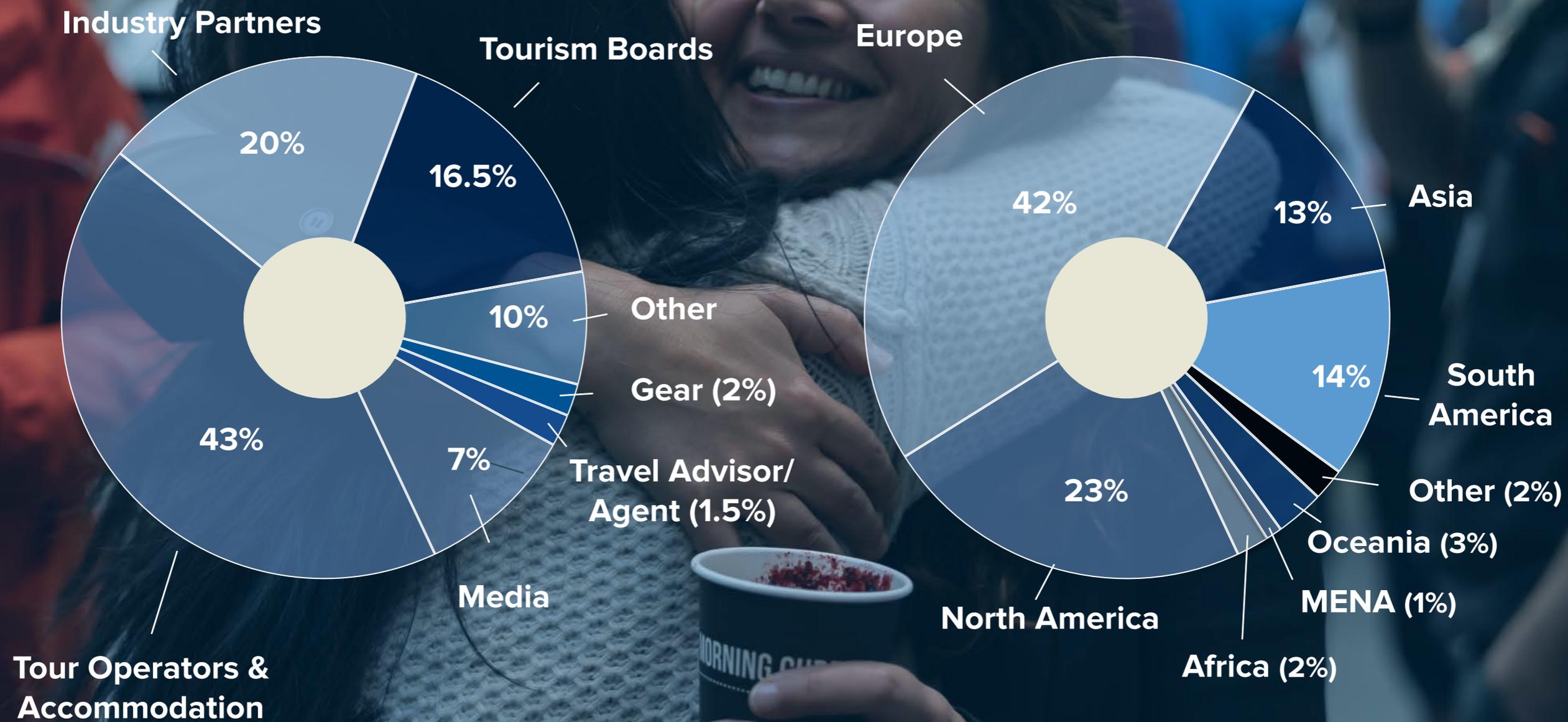
4,646,030

Emissions
(tCO₂e)

1,592

ATTENDEES

773 delegates attended the 2019 Adventure Travel World Summit in Gothenburg, Sweden



#ATWS2019

“When we came to ATWS for the first time we were far behind in this (sustainability/reducing single use) so the Summit made a huge impact on us. Now with ATTA’s help we’ve removed 80,000 bottles a year from use and have influenced hotels and operators to do the same.”
- Pablo Araya, Reserva Cerro Paine

“Instead of sales conversation after sales conversation, you connect with people on a deeper, more personal level about who they really are and what motivates them in their business.”
- David Bain, NRS

“I fear ATTA has set a new, high bar for me when considering future non-ATTA gatherings. The Summit was inspiring and productive. I loved the mix of “thinking” sessions and “doing” sessions. On the “thinking” side, it was a pleasure to be amongst adventure travel professionals wanting to address the challenges of our time including over tourism, the climate crisis and gaps in our understanding and actions related to sustainability. On the “doing” side, Wednesday’s paddle and talk session, the Gothenburg photo tour and my DOA gave me yet more stories to tell.”
- Ann Britton Campbell, Freelance Travel Writer

Gothenburg, Sweden

The Pre-Summit Adventures (PSA) and Day of Adventures (DOA) are exclusive opportunities for the host destination to have industry experts and top-notch media experience their specialized adventure product.

This year, **543 DELEGATES** went on 37 one-day DOAs offered by West Sweden before ATWS and **140 DELEGATES** went on 20 multi-day PSAs to showcase the region.

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4 out of 5

delegates have a more favorable perception of Sweden as an adventure travel destination and would strongly recommend West Sweden to their clients/ friends/partners

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ATWS Value

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

8 out of 10

Overall level of satisfaction with this year's ATWS

11

Average number of new, valuable contacts made by delegates at ATWS

89%

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

ATWS Value

"Have you ever walked into a sea of hundreds of people and thought WOW these are MY people. I'm referring to the earth shakers and change makers at the Adventure Travel World Summit with West Sweden. Excited to have been amongst admiring companies who share the same values in sustainable tourism". - Kara Cederquis, Escape to Pensacola and Beyond

"I immersed in a wonderful sea of people bringing our world forward with deep enthusiasm, joy and energy for what they are doing. For the first time in my meandering life between contrasting worlds I felt something I have never felt before: True belonging.

I am so grateful to have experienced this and to be a part of this movement. I am very much looking forward to put my hands deep in the dough for what we value and believe". - Malte Clavin, Photographer, Writer, Speaker



ATWS Value

Delegate reasons for attending the 2019 Summit (1st to 5th):

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



ATWS Value

"Hosting ATWS 2019 in Sweden provided Visit Sweden, together with Swedish Agency of regional and economic growth and the collective Swedish adventure tourism industry, with a global platform and a unique opportunity to promote Sweden as a sustainable adventure tourism destination. Thru ATTA's extensive network of media and international adventure travel trade, Sweden welcomed and hosted top quality journalists, influencers, buyers and decision makers to experience the Swedish close to nature lifestyle. We are proud to have offered them some of the best adventures and experiences so far at an ATWS and have already seen some amazing results and beautiful stories and articles. We had a great collaboration with the ATTA team and learned a lot during the process." - Jenny Jonevret, Visit Sweden



Marketplace

5,771 Meeting Requests Received

2,506 Meetings Scheduled

36 Destinations

115 Total Suppliers

151 In Total Companies (suppliers and destinations)

79 Buyers

51 Countries Represented

32 First Timers



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Attending Buyers

This year, **129 buyers** representing 59 companies from 18 different countries attended the Summit. 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.



ASI Reisen
Austria



SNP Naturreizen
Netherlands



Terres Nordiques
France



kontiki

Kontiki Reisen
Switzerland



PUREWILD Adventure
Germany



Butterfield & Robinson
Canada



HF Holidays
United Kingdom



Glur Reisen
Switzerland



Wilderness Travel

Wilderness Travel
United States



MUSTARD SEED

Mustardseed
China

Attending Media

Summit delegates had the opportunity to personally connect with individuals from a diverse group of nearly **50** curated international travel journalists, editors, influencers, bloggers, photojournalists, and broadcast journalists from **13** different countries, specializing in adventure and sustainable travel.

One-on-one connections with media were made on Pre-Summit Adventure and Day of Adventure tours, appointments at Marketplace, networking throughout the event, and most notably at MediaConnect, where over 1,000 one-on-one meetings were held between delegates and official media.

AFAR

Outside

VOGUE

Forbes

**TRAVELAGE
WEST**

**TRAVEL+
LEISURE**

 **NATIONAL
GEOGRAPHIC**

Wanderlust
travel magazine

Sunset

**The
Guardian**

lonely planet

BACKPACKER

MEN'S JOURNAL

**CONDÉ NAST
Traveler**

Oxígeno

NORR
DAS SKANDINAVIEN-MAGAZIN

Fodor'sTravel

Esquire

**BBC
RADIO**





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



Partner Attendees

"For us the Summit was extremely productive. I am also glad we helped Georgian tour operators to join the ATTA and to meet the adventure tourism family. They all acknowledge that it takes a while to become a well-established member of the family, so given the productivity of this event, they plan to join the community at future Summits as well."

- Natia Chopliani, Tourism Development Specialist/USAID Zrda Activity in Georgia



Partner Attendees

"ATWS was a wonderful experience for all of Toscana Promozione Turistica. Our participation in ATWS has allowed us to help Tuscan operators to develop the adventure cluster, and to give them more opportunities to create connection with other operators. We had the opportunity to meet operators from all over the world, participate in very interesting sessions, in addition to the business to business relationship building, this event helps us to understand what is currently important in the world, such as the importance of recycling/re-using as much as possible. I would recommend everyone to participate in ATWS! From our heart the only word we can tell you is ... thank you!"

-Simona Arditi, Toscana Promozione Turistica



Partner Attendees

"We had a great first experience at the ATWS, it was a unique opportunity to engage with the adventure travel community and learn from our colleagues in the space. It was amazing to align with other ATTA members on our shared commitment that travel be a force for good in communities and for the environment. We especially loved exploring Sweden and participating in local activities, so much so we've introduced having a daily fika on our team and have had office plogging events!"

- Annie Galvin, Flywire



Host Destination Exposure

Partner Branding Prior to and During ATWS Included:

- Press releases and articles in AdventureTravelNews
- ATWS landing page exposure
- Promotional and dedicated emails sent to up to 25,000+ industry professionals
- ATWS online agenda and in ATWS event app
- Ongoing social media exposure
- Event exposure via hosted meals, banners, visuals on screens, logo exposure
- ATWS included in mentions from ATTA staff at ATTA and industry events around the globe
- Giveaways
- Mentions from the stage

Social Media Buzz

Between August 1st, 2019 and October 31, 2019 there were **1,455** mentions. 857 of these were original mentions reaching a potential audience of

607,431. In addition, 504 unique profiles made a total of 598 reshares spreading the mentions to an

additional **4,732,793** people.

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Due to Facebook and Instagram restricting the amount of data released to third party data collection websites, the above social analytics only include data collected from Twitter at this time



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

- All the connections I made with companies (in addition to buyers) that we might be able to collaborate with in the future.
- The Kayak and Talk on the river. A great way to network. Way to think outside the box!
- The great mix of inspiration, seminars and business plus getting to know Sweden better.
- The talks and connections made were fantastic! The Day of Adventure continues to be a vital part of generating a community and having fun in incredible locations.
- The teamwork and the emphasis on the responsibility that we have as an industry with the sustainable growth and conservation/restoration efforts
- I particularly enjoyed Dr Taleb Rifal's closing talk, and the inspirational presentation given by Leo Holding. Such inspiration!
- To learn from and create networks with colleagues in the industry. Mainly during PSA, DOA, lunches and "fika"!

Gear Trail

New to the Summit, the Gear Trail connected 10 top gear brands with adventure travel suppliers, bridging the gap between the adventure travel and outdoor gear industries.

“Before this, we couldn’t figure out how to bridge the gap between our brand and the adventure travel community, but joining the Gear Trail and the Summit was a perfect fit. We’re not here to make sales, but to be part of the community. We’ve built so many relationships here that we’ll be able to turn into long-term partnerships so it’s definitely been a great meeting point and we will certainly return next year.”

- Terry Feigenbutz, Northwest River Supplies (NRS)

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Climate Action Leadership Studio

New this year, a post-Summit Climate Action Leadership Studio provided practical strategies, tools and actions for nearly 150 industry professionals to implement within their adventure travel businesses. During the day-long studio, delegates put climate change in context and envisioned practical strategies and operational steps they can take immediately to reduce their climate impact. Information-rich presentations on visionary carbon removal technology and practical carbon offsetting demystified the science and practice behind both.

Climate Action was a top experience for delegates in a ATWS survey, highlights included:

- "Climate action discussions, including the carbon bulk buy, was one of the best experiences at the Summit."
- "I enjoyed that the event's main focus was on climate change and our part on the problem and solution."
- "The speakers on climate action were very inspiring!"

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JNTO

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CONTRIBUTING PARTNERS



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GEAR TRAIL



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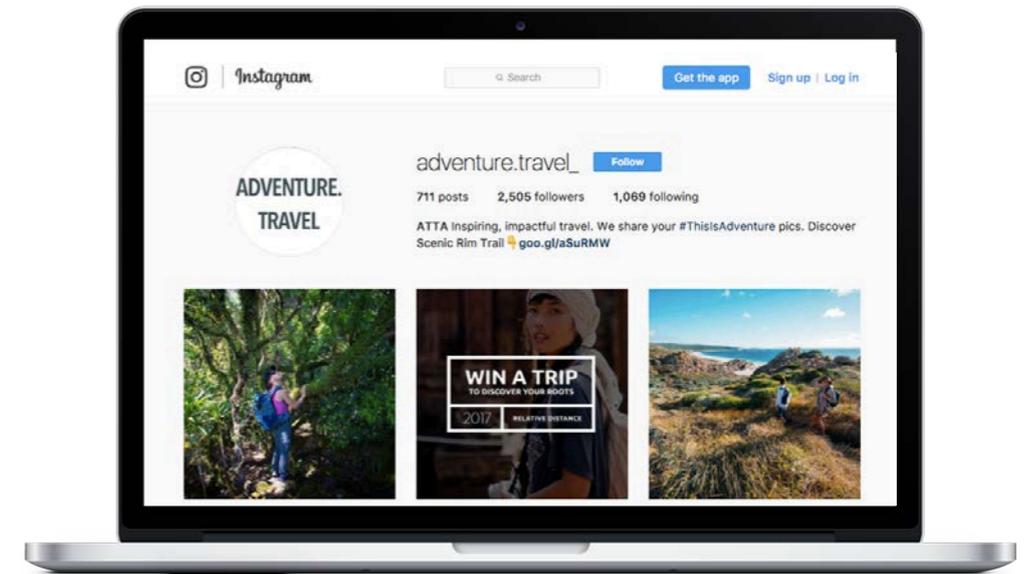
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The ATTA's homepage online at www.adventuretravel.biz

The adventure travel industry's source of trade news online at www.adventuretravelnews.com

The traveler's guide to finding adventure at www.adventure.travel



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