

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 60 countries.

Delegates get to:

- Explore Tuscany, Italy
- 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





FUTURE TOGETHER

From 15-18 October 2018, **785** adventure travel industry professionals from **67** countries gathered for the Adventure Travel World Summit in Tuscany, Italy, to reconnect with the essence of adventure.

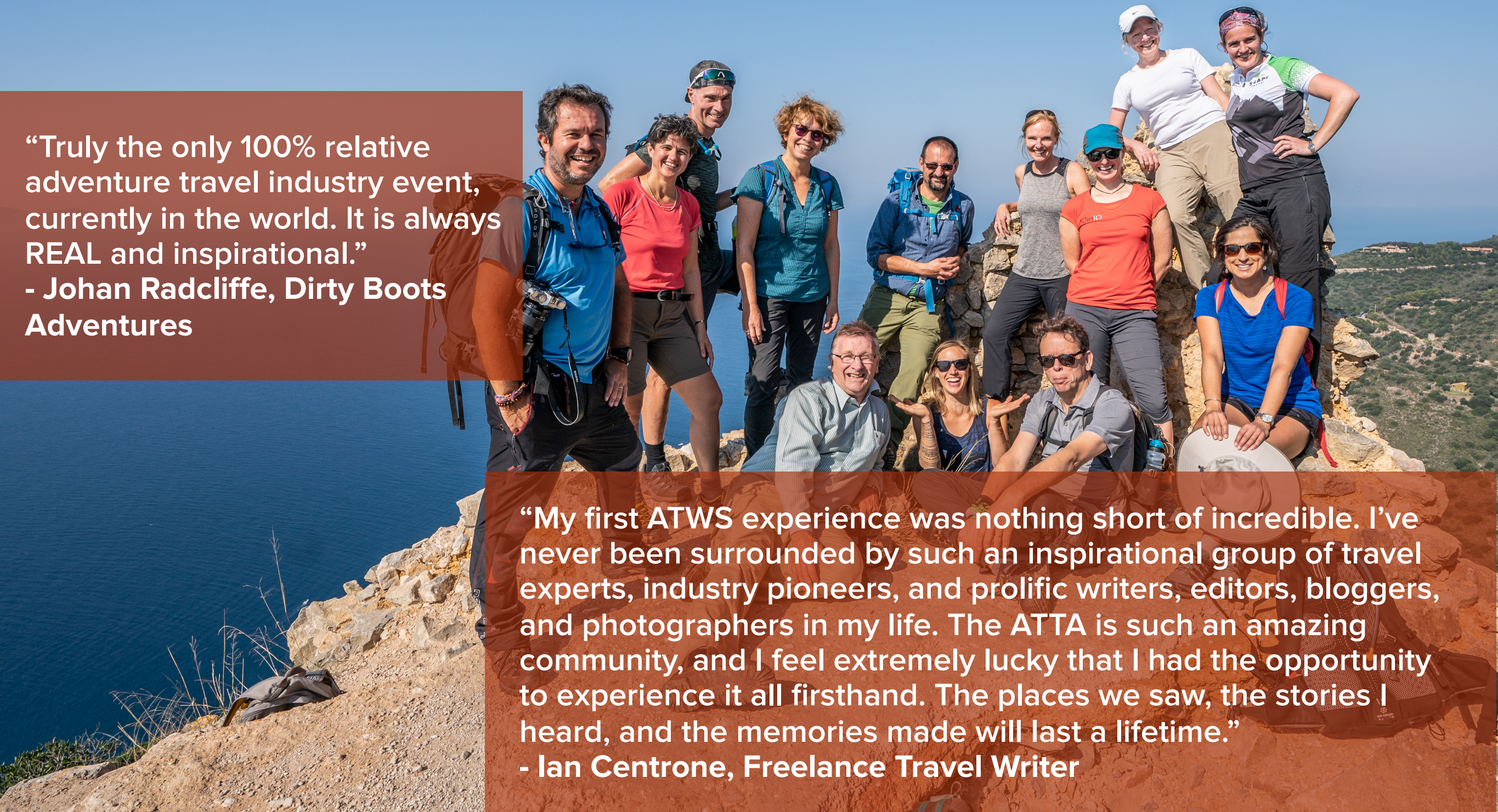
The Summit's theme, ***Wellspring***, called upon delegates to return to their source, revisit their roots, and reconsider the important role the adventure travel community holds within the tourism industry throughout the four-day event.

Delegates participated in collaborative and interactive professional development workshops as well as innovative learning opportunities throughout Montecatini Terme, home of the 2018 Summit. The productive and inspirational annual ATTA event was preceded by action-packed Pre-Summit Adventures and Day of Adventures during which delegates participated in cycling, hiking, wine tasting, coasteering, and more in sunny and colorful Tuscany.

“The ATWS attracts decision-makers, the CEO's, ED', GM's of the companies you want to meet and work with. There's no other industry event that has such high caliber participation.”
- Keith Sproule, Abercrombie & Kent Philanthropy

“Truly the only 100% relative adventure travel industry event, currently in the world. It is always REAL and inspirational.”
- Johan Radcliffe, Dirty Boots Adventures

“My first ATWS experience was nothing short of incredible. I’ve never been surrounded by such an inspirational group of travel experts, industry pioneers, and prolific writers, editors, bloggers, and photographers in my life. The ATTA is such an amazing community, and I feel extremely lucky that I had the opportunity to experience it all firsthand. The places we saw, the stories I heard, and the memories made will last a lifetime.”
- Ian Centrone, Freelance Travel Writer



ATWS BY THE NUMBERS

DELEGATES



785

TOTAL DELEGATES



67

COUNTRIES REPRESENTED

TOP 10 REPRESENTED COUNTRIES (BY # OF DELEGATES)



ATWS BY THE NUMBERS

MARKETPLACE



165

COMPANIES ATTENDED
MARKETPLACE & DESTINATION
SHOWCASES

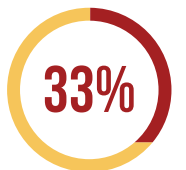


2,506

NUMBER OF
MEETINGS

47

NUMBER OF
COUNTRIES
REPRESENTED



55 OF **167**

COMPANIES PARTICIPATING
FOR THE FIRST TIME

COVERAGE



81 MILLION

DIGITAL IMPRESSIONS



22 MILLION

PRINT IMPRESSIONS



1,140

TONS OF GREENHOUSE
GAS EMISSIONS
OFFSET

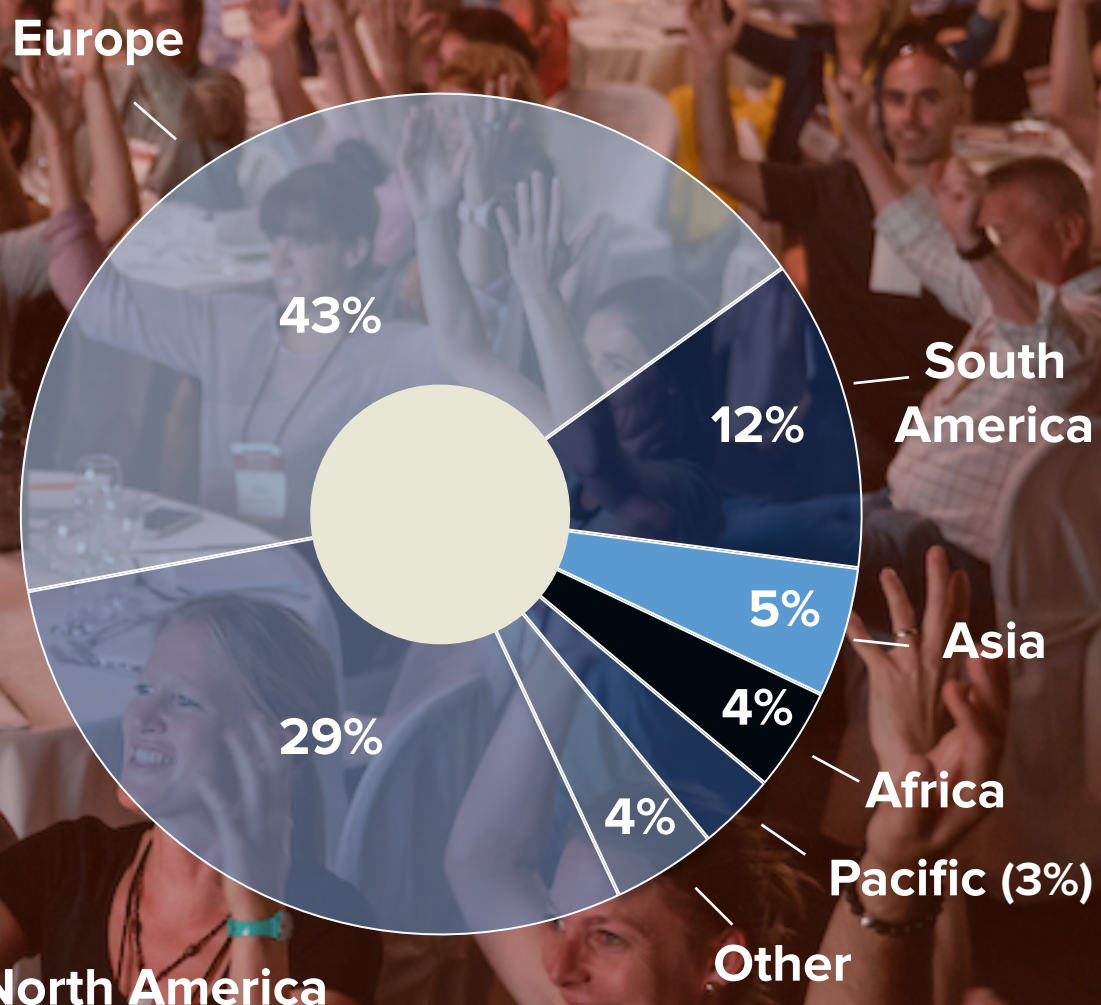
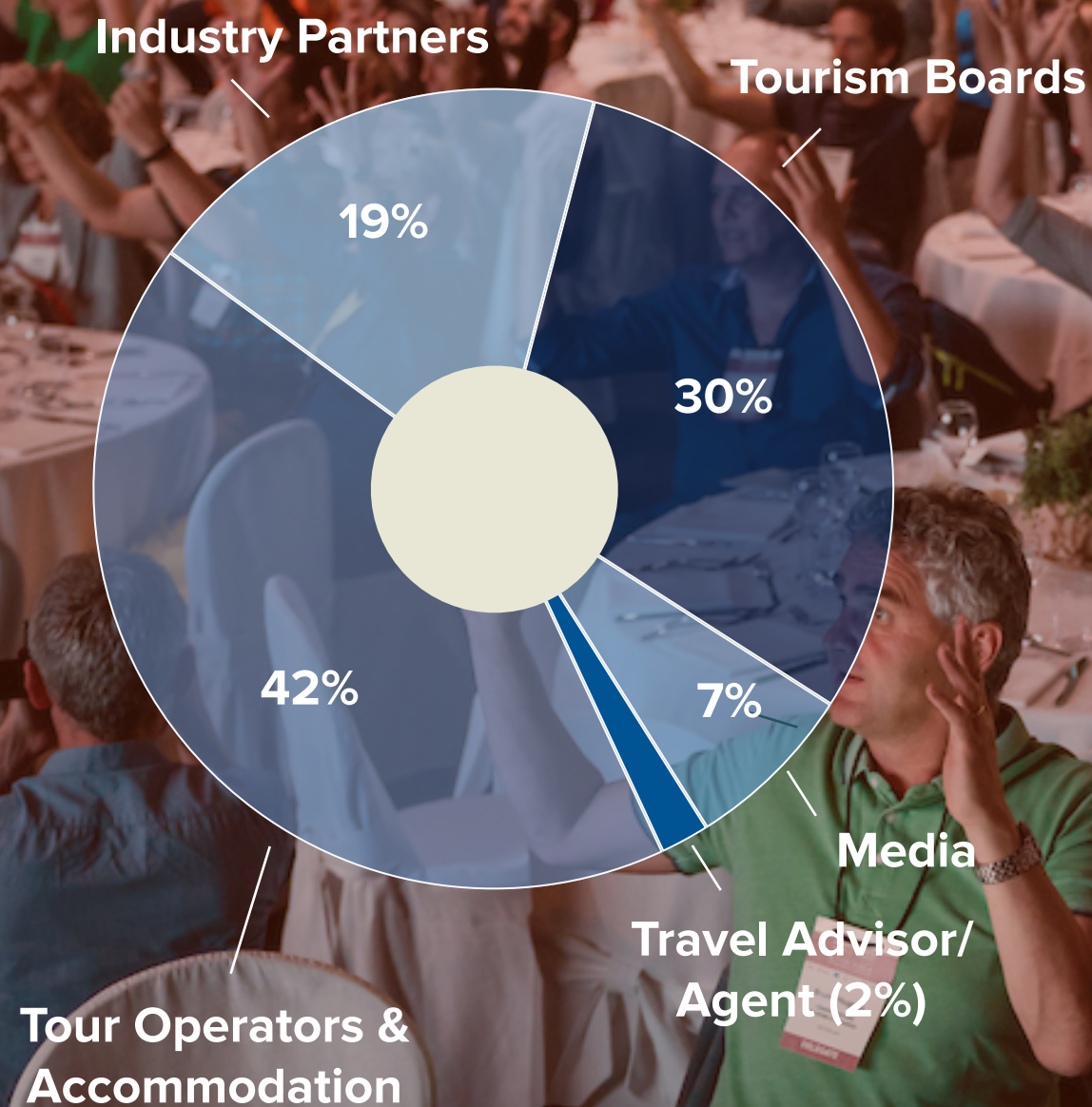


12,000+

ESTIMATED NUMBER
OF SINGLE-USE WATER
BOTTLES NOT USED

ATTENDEES

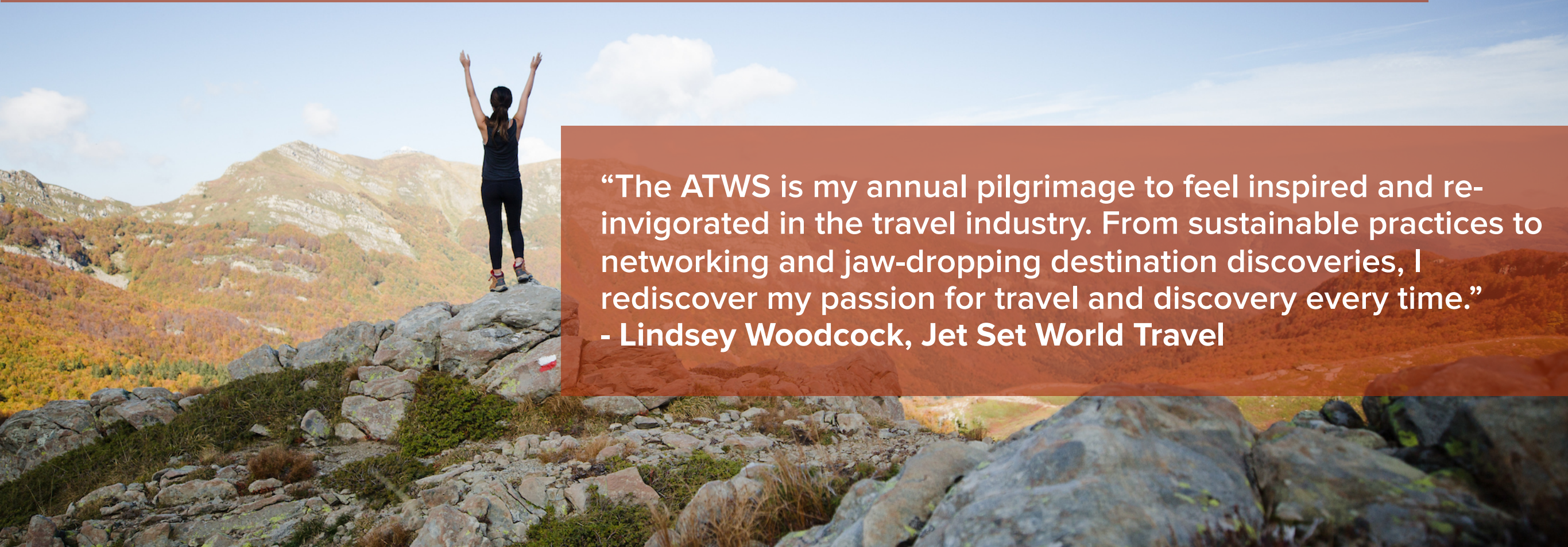
785 delegates attended the 2018 Adventure Travel World Summit in Tuscany, Italy



#ATWS2018

“This was my first time attending ATWS, and I must say it was completely different to any other event I've attended and totally surpassed my expectations. Provided the opportunity to connect not only with great potential partners, but mostly with awesome operators from all over the world... to learn from one and other, to discuss and plan together how and where to steer the future of our industry... in a few words: a great inspirational and empowering event!”

- Sole Naranjo, Unique Adventures Costa Rica



“The ATWS is my annual pilgrimage to feel inspired and re-invigorated in the travel industry. From sustainable practices to networking and jaw-dropping destination discoveries, I rediscover my passion for travel and discovery every time.”

- Lindsey Woodcock, Jet Set World Travel

“Words alone cannot express my gratitude for being included in ATWS. I've been to only two ATTA events, but I've found higher concentrations of those people — my tribe — while traveling in Italy for ATWS and Panama for AdventureWeek than I've found in all my travel the years before. So thank you for introducing me to my lifelong friends, the brothers and sisters I didn't know I had across the world. It was an incredible experience.”

- Hannah Lott-Schwartz, Freelance Travel Writer

Tuscany, Italy

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

This year, **576 DELEGATES** went on several one day DOAs offered by Tuscany before ATWS opening to showcase the region.

A group of about ten people are gathered on a rocky mountain peak, many with their arms raised in celebration. A flag is visible on a pole in the background. The scene is set against a backdrop of a vast, forested valley and distant mountains under a clear sky. A large, semi-transparent orange circle is overlaid on the image, containing the text.

89%

of delegates stated that after
the Summit, they have a more
favorable perception of Tuscany
as an adventure travel
destination



#ATWS2018

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

13

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

93%

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

ATWS Value

A woman with long brown hair, wearing a white V-neck top and blue jeans, is smiling and looking down at a smartphone. She is standing next to a row of white bicycles parked in a rack. In the background, another woman wearing a hat and a lanyard is visible, and a building with arched windows is in the distance. The scene is outdoors with trees and foliage.

“I never thought I'd be cycling through the hills of Tuscany having a conversation with a colleague about what his company is doing to address climate change. It goes to show that adventure travel is more than beautiful landscapes and delicious wines . . . it also gives rise to exchange, inspiration, community and action. We've managed to get complicated issues on the table front and center and as such ATTA is a leader and an example.”

- Stephen Taranto, La Paz on Foot

Marketplace

4,900 Meeting Requests Received

2,506 Meetings Scheduled

47 Countries Represented

65 Buyers Attended

82 Suppliers Participated

44 Destinations Participated



Attending Buyers

This year, **111 buyers** representing 93 companies from 16 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



World Expeditions
Australia



Eldertreks
Canada



Wild Women Expeditions
Canada



Terres d'Aventure - EAD Group
France



Away From It All
Germany



SNP Natuurreizen
Netherlands



Baumeler Travel
Switzerland



KE Adventure Travel
United Kingdom



Exodus Travels
United Kingdom



WILD FRONTIERS

Wild Frontiers
United Kingdom



Wilderness Travel

Wilderness Travel
United States



GeoEx
United States



REI Adventures
United States



Alpine Tour Service Co
Japan

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 14 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 1000 one-on-one meetings were held between delegates and official media.

AFAR **thejapanimes** **TRAVEL WEEKLY** **Forbes**

**TRAVEL+
LEISURE**  **NATIONAL
GEOGRAPHIC** *Wanderlust*
travel magazine **CONDÉ NAST
Traveler**

**The
Guardian** **lonely planet** **BBC
RADIO**  **Outside**

Oxígeno **VAGABOND** **THE GLOBE AND MAIL** **GQ**
magazine

A woman with long dark hair, wearing a light blue long-sleeved top and a conference badge, is smiling and speaking into a microphone at a podium. The podium features a sign for the 'ADVENTURE TRAVEL WORLD SUMMIT' and 'TOSCANA' with the dates 'OCTOBER 15-18, 2018'. In the background, a large screen displays the 'MediaConnect' logo and the 'ADVENTURE TRAVEL WORLD SUMMIT' branding, including the 'CALIFORNIA SUR' logo and the hashtag '#ATWS2018'.

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

A scenic landscape of a river flowing through a valley with steep, rocky hillsides. The text 'ADVENTURE WEEK PERU' is prominently displayed in large, white, bold letters. Below it, 'APRIL 2019' is written in a smaller, white font. The graphic is decorated with yellow and white swirls and diamond shapes. A person in a blue shirt and cap is visible on the left side of the image.

ADVENTURE WEEK PERU

APRIL 2019

A woman with dark hair and glasses, wearing a red top, is speaking at a podium. The podium has a sign that reads 'ADVENTURE TRAVEL WORLD SUMMIT' and 'TOSCANA'.

Partner Attendees

“PromPeru has attended ATWS for the last seven years. We wouldn’t miss it! The amount of business opportunities and new insights we learn each year is immeasurable. It’s also the time to see old friends and enjoy adventure-time with them. Through the ATTA we continue to grow our partner base and build connections that will help us to diversify our offer. Thanks in part to the ATTA, Peru is on the world stage in adventure travel! We look forward to the next conference and continued year-long resources available that fuel our tourism economy!”

- Elisabeth Hakim, PromPeru

A woman with long brown hair, wearing a black top and a red and white patterned scarf, is speaking at a wooden podium. Behind her is a large screen displaying a desert landscape with mountains and a person in a blue shirt and red harness. The podium has a sign that reads "ADVENTURE TRAVEL WORLD SUMMIT".

Partner Attendees

“The Adventure Travel World Summit is an inspirational annual conference where you network with old friends, meet new ones, do great business and build up connections with media, trade and adventure outfitters in a one-stop-shop.”

- **Malia Asfour, Jordan Tourism Board North America**



Partner Attendees

“I would like to thank you for the amazing organization of the Summit. It was an honor to be for the very first time a contributing partner of ATWS 2018. The ATTA team is doing a great job for sustainable economic development through adventure travel and our meetings are always a motivation and a help for us as an emerging tourist destination in the Balkans. We look forward to participating again in 2019!”

- Blerina Ago, Albanian Ministry of Tourism



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 23,000+ 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 July 29th and October 27th 2018 there were **3,982** mentions. 3,226 of these were original mentions reaching a potential audience

of **1,181,299**. In addition,

1,312 unique profiles made a total of 756 reshares spreading the mentions to an

additional **2,391,003** people.

A cyclist wearing a black jacket, a black helmet with a red, white, and green stripe, and sunglasses is standing on a dirt path. He is pointing his right arm towards a landscape in the distance. The background shows a clear blue sky and some greenery.

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

- The “Accelerating smart sustainability for destinations” sessions, the “Adventure without barriers” session and the “Back to nature” talks. Really eye-opening sessions that I’m more than glad I could participate in
- The location - both for its beauty and the new buyers from European countries
- The DOA that took me out hiking in an ancient landscape in Monte Pisano. And the overall wonderful atmosphere, the energy and the strong wish to work for sustainability
- Running the Street Wisdom sessions and seeing the participants' enthusiasm was great
- Reconnecting with people I've already met in past years and having productive conversations with them about working together
- Realizing how our actions in the travel adventure industry can have a positive impact on the environment. Attended the film screening "A Plastic Ocean" - I think about it every day and how I can make a difference in my personal and professional life. Extending Adventure's Impact was the best and most useful session in my opinion

Thank you to our trusted 2018 ATWS Partners



Regione Toscana



Thank you to our trusted 2018 ATWS Partners





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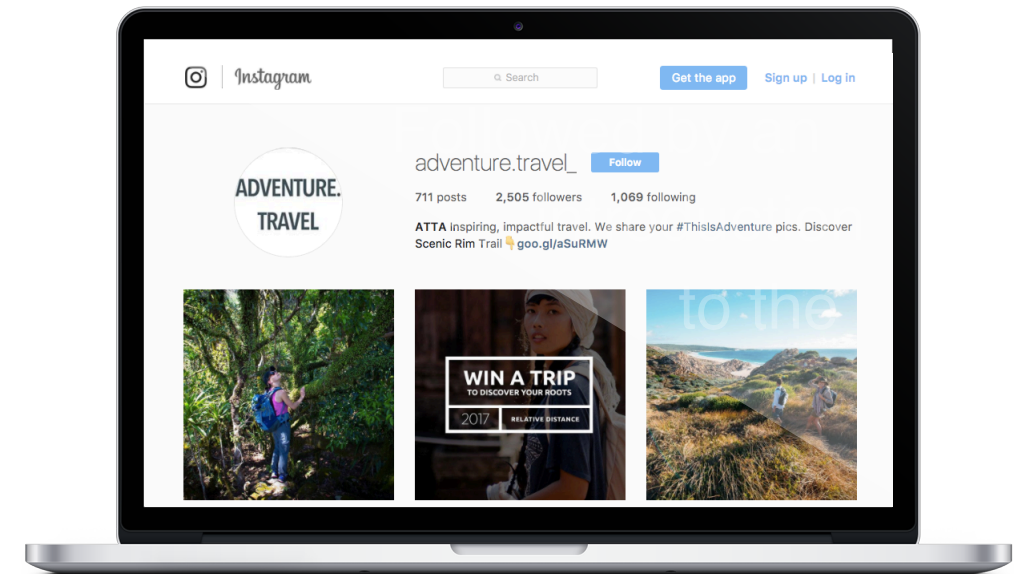
*Did not attend ATWS 2018

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



ADVENTURE
Travel News

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



ADVENTURE
.TRAVEL

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



ADVENTURE
HUB

The HUB is ATTA's Online Members Community at <http://members.adventuretravel.biz>



ADVENTURE TRAVEL
TRADE ASSOCIATION



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