

# ADVENTURE ELEVATE

Banff, Alberta

March 13-15, 2018



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION



**ADVENTURE**  
360



# AdventureELEVATE Opportunities

AdventureELEVATE is a conference that attracts adventure professionals from all over North America and beyond who are serious about making adventure their life's business. Tour operators, destination representatives and travel writers and photographers converge to share ideas, create powerful new partnerships and enjoy learning about the business of adventure.

## Delegates get to:

- Explore Banff, Alberta and surrounding region
- Connect with industry professionals from predominantly US and Canada as well as over 25 other countries
- Discover best practices and new tools geared toward adventure businesses
- Create business partnerships with peers and media
- Promote their product, brand or destination







# FUTURE TOGETHER

**285** adventure travel industry professionals from **25** countries gathered from March 13-15 for the fourth AdventureELEVATE in the beautiful region of Banff & Lake Louise, Alberta.

Collaborative learning and interactive workshops allowed delegates to engage with keynote speakers and panel participants. The **two days** of productive, in-depth conference material were preceded by Day of Adventures in a crisp and sunny Alberta. Delegates took part in a variety of outdoor activities the region has to offer, including fat biking, ice climbing, meditative snowshoeing and skiing at Lake Louise.

The event's theme, **Empower Your Edge**, called upon delegates to consider their own boundaries — their own challenges or goals — and how to go beyond them, approaching situations differently and making use of this collaborative community to grow both professionally and personally.





# 100%

of delegates stated that Banff &  
Lake Louise matched or exceeded  
their expectations of the region  
as an adventure travel  
destination



"Banff exceeded my expectations, because I wasn't very knowledgeable about the region in general. I was familiar with the Banff Mountain Film Festival brand but I did not know about the Banff Centre, the township, or the national park. The region's constituents work together is impressive, as well as the incredible protected landscape that surrounds the township."



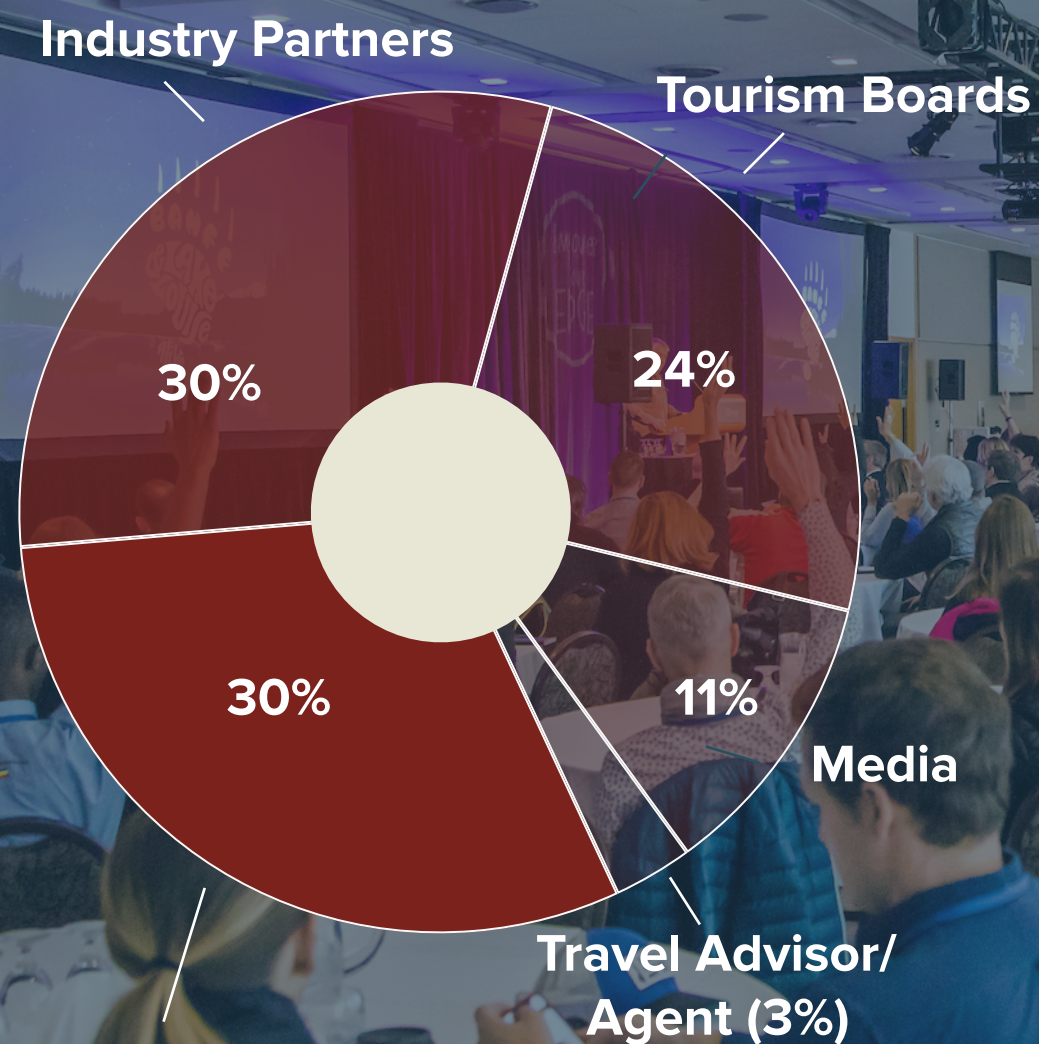
"The level of services and quality of guides was truly impressive. It is very well set up for adventure travel."

"Banff was astounding. The scenery was magnificent, and the town was super walk-able. I was impressed with all the transportation options from YYC and once in town up to the ski areas."

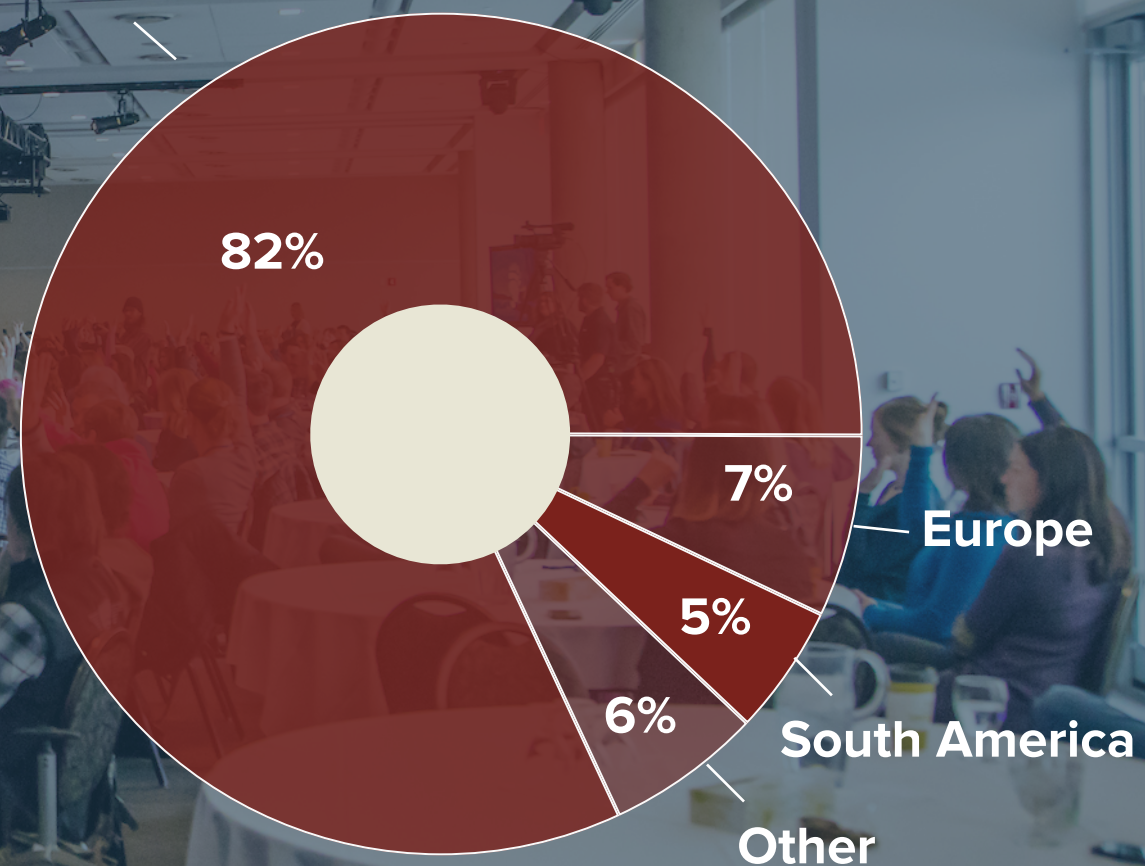


# ATTENDEES

285 delegates attended the 2018 AdventureNEXT in Banff & Lake Louise, Alberta



## North America





# AdventureELEVATE by the Numbers

**285** delegates from around the globe

**25 countries** represented by ELEVATE delegates

**76%** of delegates participated in AdventureELEVATE for the first time

**01** performance by native, three-time world champion dancer Dallas Arcand

**27** media attending

**400** one-on-one connections made with official media delegates at MediaConnect

**1,600** meetings discussing new products and common challenges at AdventureExchange

**1,5 million** million people directly reached by the #attaELEVATE hashtag

"AdventureELEVATE was an amazing experience. The connections I made with other journalists and delegates were invaluable and will likely lead to many more adventures and so many more stories to tell."

**-Kristy Alpert, Freelance Journalist (2018)**



# Banff & Lake Louise, Alberta

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

This year, **194 DELEGATES** went on several one day DOAs offered by Banff & Lake Louise before AdventureELEVATE opening to showcase the region.





# Banff & Lake Louise, Alberta



“Amazing wilderness, great infrastructure.”

“Accessible adventure. It didn't feel overly touristy and it wasn't overpriced.”

“There is so much excellent winter recreation so close at hand and the weather is sunnier and the snow drier than I realized.”



# AdventureELEVATE Value

We value the time, commitment and resources used by every delegate who attends AdventureELEVATE 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.

**8.5 out of 10**

Overall level of satisfaction with this year's ELEVATE

**6**

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

**97%**

of delegates stated that the available networking time was Good, Very Good or Excellent



# AdventureELEVATE Value

A large crowd of people is gathered in a rustic hall with exposed wooden beams and pipes. The audience is diverse in age and appearance, many wearing lanyards. In the foreground, there is a stage area with a microphone on a stand, a large black floor monitor, and various audio equipment. A blue jacket is draped over a table in the lower left corner.

It is always a mystery to me how you manage to so gracefully pull off one inspiring event after another. I enjoy every ATTA conference, but this one felt particularly inspiring thanks to the location, the keynote speaker Kevin Roberts, and the feeling that the ATTA is making serious ground in their efforts to steer the industry. Thanks again for everything you guys do. It cannot be easy. I'm so grateful to be a part of the tribe. I hope you enjoy a well-deserved break this week!

- Stephanie Pearson



# AdventureExchange



**2,219** Meeting Requests Received

**1,598** Meetings Scheduled

**06** Valuable Connections Created  
per Participant



# 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

"This conference was useful in the sense that leaders in the adventure travel industry were exposed to media professionals with access to vast new audiences. We got to do this in one of the most ruggedly beautiful places that there is which gave us a sense of what this industry is all about, such as building relationships out on a snow walk instead of over yet another conference dinner. It was so refreshing to be a part of such a cohesive and progressive community.

The Day of Adventure allowed for friendships to be made beyond that of any other conference I've been to. A beautiful location, an engaged community, and plentiful opportunities to learn and connect - it was a great experience!"

- Checkfront team, 2018 AdventureELEVATE Partner





# Host Destination Exposure

## Partner Branding Prior to and During AdventureELEVATE Included:

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



# Social Media Buzz

Between January 14th 2018 at 11am and April 13th 2018 at 11am there were **1,312** mentions. **867** of these were original mentions reaching a potential audience of

**1,467,998**

In addition, **482** unique profiles made a total of **445** reshares spreading mentions to an additional

**5,375,101**



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

- The quality of the delegates and media invited.
- The pre-event adventure was outstanding and I thought the level of speakers as well as the setting were extraordinary.
- The film festival was inspiring.
- The connections at MediaConnect.
- The community! I'm sure for most of us in this industry it's hard to connect with our friends back home about what we do for a living and what our 'jobs' mean to us. Getting together with each other in the ATTA community, with our sets of shared values, is very refreshing and disarming.
- The closing event! Best and most Canadian event I have ever attended (and I live in Canada)!
- The best experience is hard to determine because there were so many excellent experiences! I really loved Adventure Exchange, D.N.A., the workshop for marketing to African Americans, and the presentation by Anne Farrar!





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\*Did not attend ELEVATE 2018

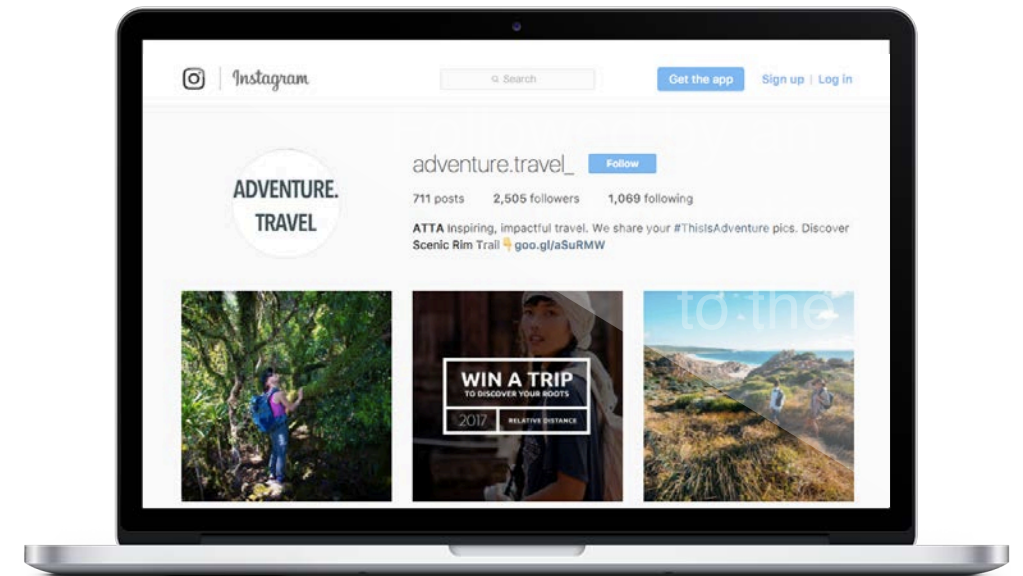


# ABOUT ATTA

Established in 1990, the Adventure Travel Trade Association (ATTA) serves over 1,000 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>





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