



OVERVIEW REPORT

On the success and results of the
AdventureNEXT Latin America 2018



ADVENTURE TRAVEL
TRADE ASSOCIATION



ADVENTURE
360

AdventureNEXT Opportunities

Hundreds of adventure travel professionals converged in Mato Grosso do Sul, Brazil in November, 2018, to discuss emerging industry trends, develop professional relationships, and seek inspiration among like-minded colleagues. The global gathering attracted a diverse community of tour operators, destination representatives, and travel writers and photographers from more than 20 countries.

Delegates had the opportunity to:

- Explore Mato Grosso do Sul and other parts of Brazil
- Establish partnerships with Latin American 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





ONE FORCE

From the well-crafted educational content delivered in local languages to traditional music that filled the air during breaks between sessions, **AdventureNEXT Latin America** delegates united under the event theme of **ONE FORCE**.

Held 7-9 November in Campo Grande, Mato Grosso do Sul, Brazil, AdventureNEXT Latin America drew **230 delegates from 24 countries** who shared a desire to support the region's growth and development as well as the adventure travel industry in general.

Following the successful AdventureNEXT model, the event combined its popular Pre-Adventures, on-site education, and networking opportunities while placing a special emphasis on the region. Delegates participated in Pre-Adventures in **Pantanal, the Amazon, Iguassú, and beyond**, and enjoyed traditional cuisine throughout the duration of the event. This was the first time sessions were led in the host country's language, Portuguese, and also the first time delegates were invited to participate in an AdventureEDU training.

“Outstanding event. Very high level. Very professional from the first contact on.”

- **Amadeu Castanho, Viagem de Incentivo**



“Had a great time in Brazil and got to know a new area of the country, Mato Grosso do Sul. The Pantanal really exceeded my expectations! An amazing diversity of birds and mammals and I love that you stay on real working farms. Can't wait to send customers to this part of Brazil.”

- **Christina Christiansen, Lamatours**



ADVENTURENEXT BY THE NUMBERS

DELEGATES



230

TOTAL DELEGATES



24

COUNTRIES REPRESENTED

MARKETPLACE



744

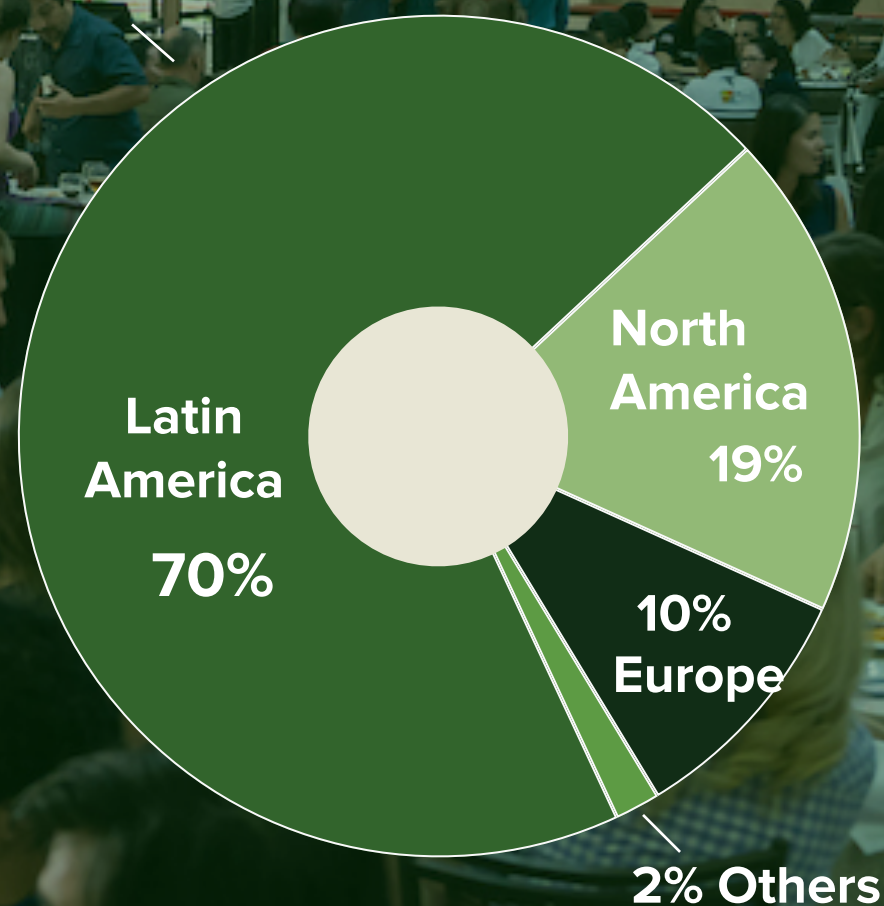
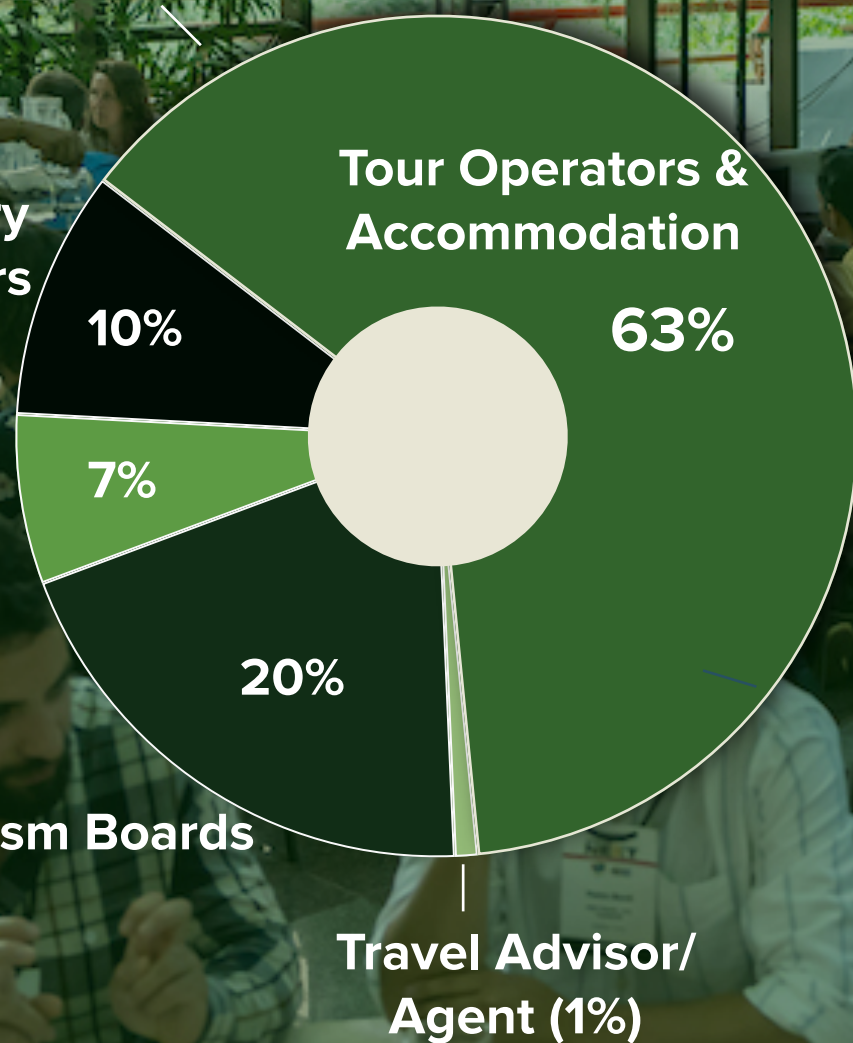
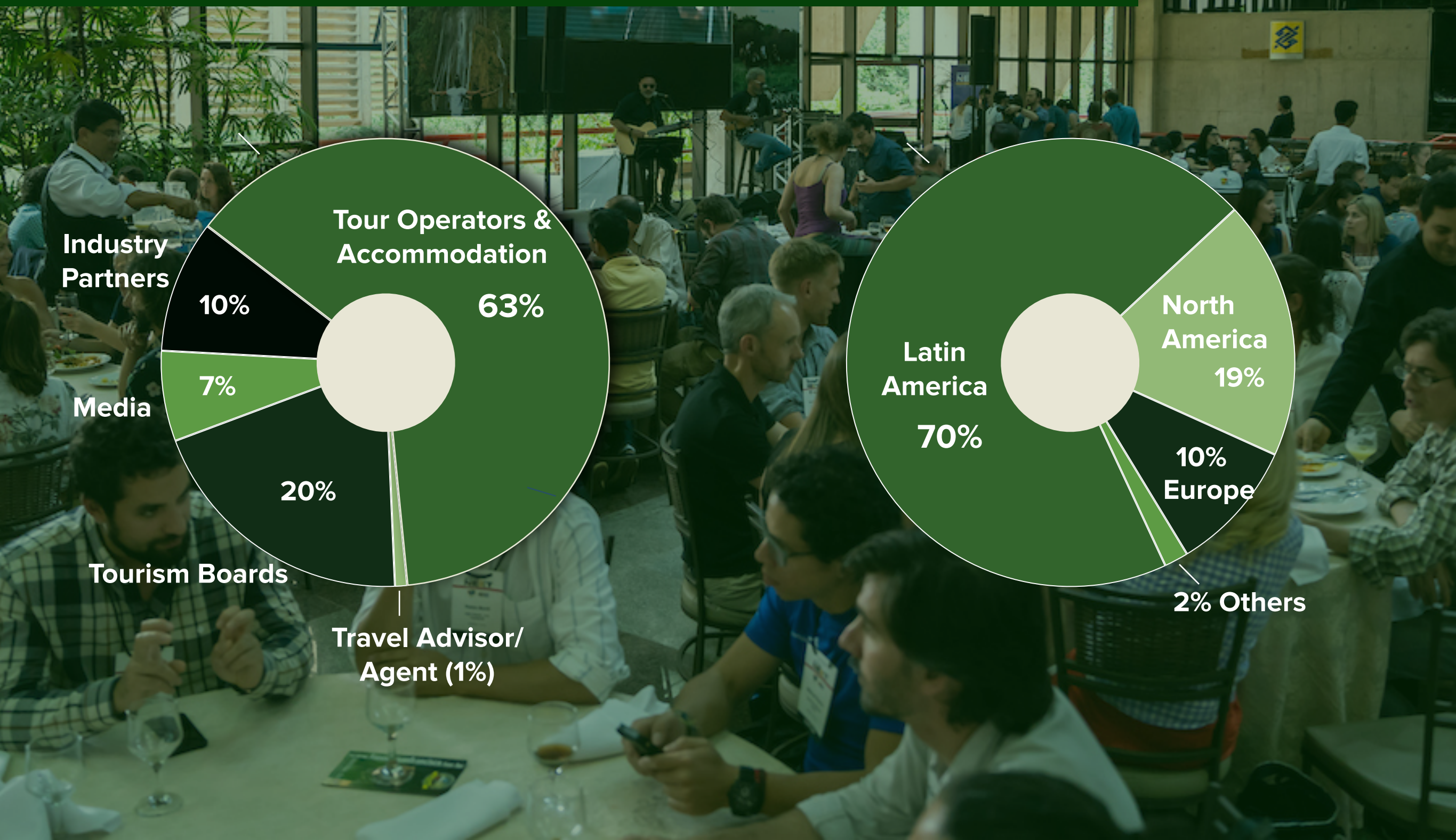
NUMBER OF
MEETINGS

11

NUMBER OF
COUNTRIES
REPRESENTED

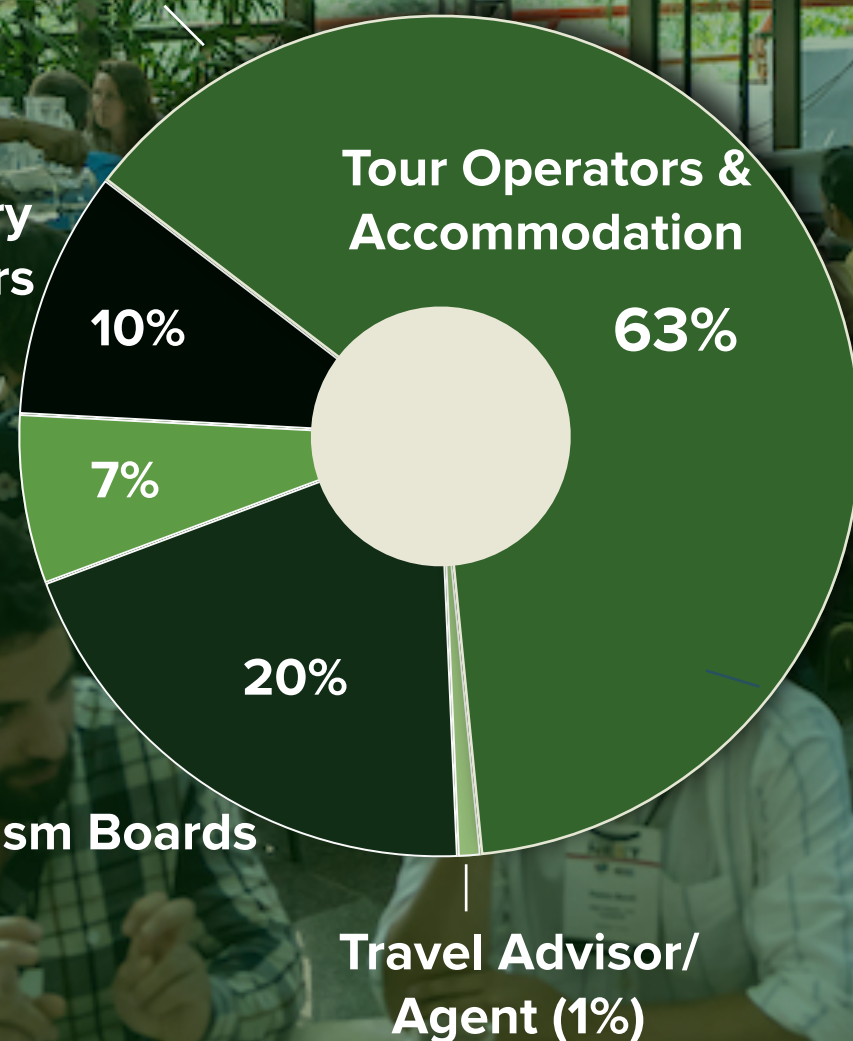
ATTENDEES

230 delegates attended the 2018 AdventureNEXT in Campo Grande, Brazil



ATTENDEES

230 delegates attended the 2018 AdventureNEXT in Campo Grande, Brazil



TOP 5 COUNTRIES REPRESENTED

Brazil: 102

United States: 34

Chile: 27

Peru: 09

United Kingdom: 08

A photograph of a safari vehicle, likely a jeep or truck, driving through a savanna landscape. The vehicle is seen from the side and rear, with several passengers visible. The landscape is a mix of green grass and scattered trees under a sky with soft, white clouds. The overall tone is adventurous and scenic.

“Brazil exceeded my expectations by leaps and bounds! I feel much more prepared to send travelers to this beautiful and interesting country.”

- **Hannah Lunstrum, Wildland Adventures**

“AdventureNEXT Latin America was a wonderful event because I was able to connect and build relationships with an abundance of suppliers from all over Central & South America. Much of my business is within Latin America, so it's essential for me to have well-trusted partners there. Plus, my pre-adventure let me experience Brazil's adventurous side as I trekked, climbed, and camped in one of the most beautiful parts of the world I've ever seen This inaugural event was a huge success and I'm so excited for AdventureNEXT Latin America to become a continuing event. “

- **Charlotte Filla, Frosch Travel**



Mato Grosso do Sul, Brazil

The Pre-Adventures are exclusive opportunities for the host destination to have industry experts and top-notch media experience Brazil's specialized adventure product and to hear their business story.

66 DELEGATES went on several pre and post-adventures offered by Mato Grosso do Sul and other states of Brazil before and after the event to showcase the region.



96%

of the participants feel the time
and resources spent on attending
AdventureNEXT Latin America
is of value to them/their company

AdventureNEXT Value

We value the time, commitment and resources used by every delegate who attended AdventureNEXT Latin America 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.

89%

Overall satisfaction
with the event

93%

would recommend
attending
AdventureNEXT Latin
America to a
colleague

11

Average number of
new, valuable
contacts made by
delegates



“AdventureNEXT in Brazil exceeded my expectations. The pre adventure in the Amazon was unlike any adventure I have been on. I bonded with other industry professionals, shared ideas, and we became friends for life. The conference was very well planned and I got to meet all of the suppliers I needed to create itineraries in Brazil. Once again the ATTA outdid themselves.”

- Kate Wannan, Wild Women Expeditions

Marketplace



744 Meetings Scheduled

11 Countries Represented

49 Buyers Attended

65 Suppliers Participated

Attending Buyers

49 buyers from 11 different countries attended the AdventureNEXT Latin America. 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.



G Adventures

G Adventures
United States



SNP Nature Tours
Netherlands



TCS World Travel
United States



Austin Adventures
United States



Viva Expeditions
New Zealand



Under30Experiences
United States



Au Sommet Du Voyage
Canada

**SECRET
COMPASS**

Secret Compass
United Kingdom



Reefs to Rockies
United States



Explorer Chick Adventure
United States



OneSeed Expeditions
United States



King Holidays
Italy



Boundless Journeys
United States



Atrapamundo
Spain



BAMBA EXPERIENCE
Independent Travel Made Easy!
Bamba Experience
United States

Attending Media

AdventureNEXT Latin America delegates had the opportunity to personally connect with individuals from a diverse group of **15** curated international travel journalists, editors, influencers, bloggers, photojournalists, and broadcast journalists from **7** different countries, specializing in adventure and sustainable travel.

One-on-one connections with media were made on Pre and Post-Adventures ,appointments at Marketplace and networking throughout the entire event.



AFAR



THE DENVER POST

The National

Condé Nast Traveller

The Sydney Morning Herald

y Planet

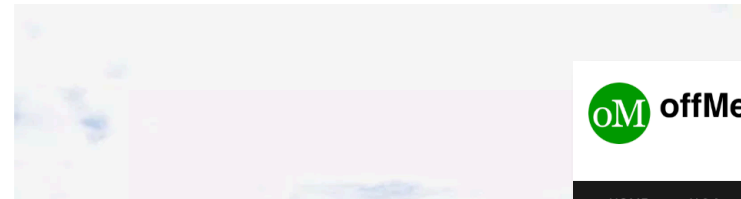


Video Destinations Bookings



Beyond the beach: Adventure in Rio

JODY ROBBINS Updated: December 20, 2018



Por Rafael Masgrau

TRAVELLER

Destinations Experiences Planning Reviews Deals Cruises TravellerTours



Home > Travel Experiences > Adventure

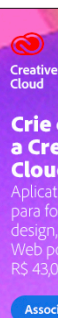
Rio de Janeiro things to do: Six of the best adventures

Rob McFarland



Hiking in Tijuca Forest National Park. Photo: SHUTTERSTOCK

SHARE HIKING IN TIJUCA FOREST



Assoc...

Dive into Bonito's aquatic adventures

TRAVELLER

Bailey Freeman Lonely Planet Writer

SHARE



The small town of Bonito is tucked away in the Brazilian state of Mato Grosso do Sul, a beautiful location. Surprisingly, however, some of the most exciting underwater activities are a stone's throw from the community.

Bonito makes for an ideal stop either before or after an excursion to the Pantanal, so spend a couple days finding aquatic adventures.

Destinations Experiences Planning Reviews Deals Cruises TravellerTours



AdventureELEVATE 2019

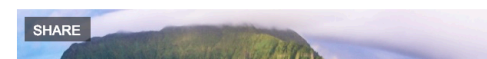
Fresh Ideas for Travel Pros

5th Annual AdventureELEVATE. This June in Lake George, New York.



Home > North America

Travel tips and best destinations to visit: Ten places everyone should return to in North and South America



SHARE



HOME U.S.A. DESTINATIONS NEW YORK EDITION CALIFORNIA

The Best Things to Do in Rio de Janeiro

Abigail Wise In Destinations, Rio, South America 1456



of visiting Rio de Ja

neiro, they're thin
wrong, but they a
d the ocean, Rio

EDU JumpStart

Hosting AdventureEDU Jumpstart sessions for tourism board representatives, in tandem with AdventureNEXT Latin America made both opportunities more accessible for delegates.

In the session, **35 tourism board representatives** from across Latin America gathered in Campo Grande to hear from the Adventure Travel Trade Association's (ATTA) regional director of Latin America, Gabi Stowell, and Jorge Moller, director of Regenera ONG, to **learn about best practices and consumer trends shaping the adventure travel industry** and demographics, values, and motivations of the modern adventure traveler.

Moller delivered practical examples of ways tourism boards can address overtourism in their most popular sites and destinations.





PANEXTLATAM

“The topics of the AdventureEDU conference have been very enriching since they provided updated information, recommendations on actions for social media, image management, and communication — issues that are extremely important for the brand positioning of a country. For me, the EDU has been the best part of AdventureNEXT Latin America.”

Mariela López Piedrasanta, coordinator of tourism segments for the Guatemalan Tourism Institute.





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



“Congratulations for the excellent event that stands out for the organization and focus on business, with a strong call for the integration of those present.”

Flavia Marinho, SEBREA Maranhao

Host Destination Exposure

Partner Branding Prior to and During AdventureNEXT Included:

- Press releases and articles in AdventureTravelNews
- AdventureNEXT landing page exposure
- Promotional and dedicated emails sent to up to 23,000+ industry professionals
- AdventureNEXT Latin America online agenda and in AdventureNEXT Latin America event app
- Ongoing social media exposure
- Event exposure via hosted meals, banners, visuals on screens, logo exposure
- AdventureNEXT Latin America included in mentions from ATTA staff at ATTA and industry events around the globe
- Mentions from the stage



Host Destination Exposure

AdventureNEXT Latin America

Adventure Travel Trade Association info@adventuretravel.biz via mail6.us4.mc 10:04 AM (2 hours ago)

ONE FORCE



ADVENTURE Travel News

Homepage » ATTA News » Events » AdventureNEXT » AdventureNEXT Latin America Unites Professionals Over Local Culture, Regional Topics

AdventureNEXT Latin America Unites Professionals Over Local Culture, Regional Topics

December 11, 2018

Written By



AMY BROWN



KIM EDWARDS

LATEST FROM THE ATTA

ADVENTURE NEXT INDIA: A HEARTFELT JOURNEY TO FIND THE PULSE OF INDIA

USING TECHNOLOGY AND AN INNOVATIVE PLATFORM TO SHARE ADVENTURE S

ICELAND AND CZECH REPUBLIC TAKE TOP

From the well-crafted educational content delivered in local languages to traditional music that filled the air during breaks between sessions, AdventureNEXT Latin America delegates united under the event theme of ONE FORCE. Held 7-9 November in Campo Grande, Mato Grosso do Sul, Brazil, AdventureNEXT Latin America drew hundreds of delegates from more than 20 countries who shared a desire to support the region's growth and development as well as the adventure travel industry in general.



AdventureNEXT Latin America on Cruzeiro's Sugarloaf during a Pre-Adventure. © ATTA / Hassen Salum

Following the successful AdventureNEXT model, the event combined its popular Pre-Adventures, on-site education, and networking opportunities while placing a special emphasis on the region. Delegates participated in Pre-Adventures in Pantanal, the Amazon, Iguassú, and beyond, and enjoyed traditional cuisine throughout the duration of the event. This was the first time sessions were led in the host country's language, Portuguese, and also the first time delegates were invited to participate in an AdventureEDU training.

"After attending the Summit in Salta, I thought we had to bring this community to Campo Grande. We needed a small, high quality delegation that could bring

Adventure Travel Trade Association

Wow Latin America, adventure travel buyers are jumping at the opportunity to connect with you at AdventureNEXT Latin America. Here's why Garrett is attending. Head to our site to view the full list of attending buyers: <http://bit.ly/ANextLatamBuyers>



HANNAH LUNS

WILDLAND ADV UNIT



LEARN MORE

Translation



Selecione o idioma

SPONSORED POSTS

USING TECHNOLOGY AND AN INNOVATIVE PLATFORM TO SHARE ADVENTURES

BARCELONA COMBINES URBAN AND MOUNTAIN TOURISM WITH ENVIRONMENTAL AWARENESS

HOW TO CREATE AN INSTAGRAM HYPERLAPSE FILM

POPULAR POSTS



Across Countries and Into Neighborhoods, Trail Tourism Disperses Travelers and Shares Local Lore

October, 30th 2018



How to Ensure Your Clients Have Access to Safe, Clean Water

August, 21st 2018



Reconciling the Evils of Carbon

Amazing Interest in Latin America - Buyers Confirmed

AdventureNEXT Latin America info@adventuretravel.biz via mail235.ssa51.mc to me

View this email in your browser



DESCUBRA LOS BUYERS CONFIRMADOS

Los buyers participantes vendrán en noviembre a Brasil para conectarse con los profesionales de viajes de América Latina. Es el momento para que América Latina brille y muestre su mejor producto de aventura de la región. La ATTA ha recibido un increíble interés por parte de buyers de América del Norte y Europa que desean conectarse con empresas de América Latina en el Marketplace del AdventureNEXT.

¿Por qué los buyers desean participar? Les preguntamos y pueden conferir a continuación...

View AdventureNEXT Buyers



ADVENTURE MEDIA

The newsletter for ATTA Adventure Media Members. April 2018



AdventureNEXT Latin America 2018

The media application for AdventureNEXT Latin America 2018 (November 7-9) is now open. As an Adventure Media Member of the ATTA, you are the first to receive access. The ATTA and our

ing travel media with substantial audiences in Australia, the United Kingdom, the France to apply for an official media spot connect with adventure travel professionals in Latin America, and experience the spirit of

application and more details about selected media, and the application

THE MEDIA APPLICATION

Summit 2018 media application and a waiting list is in place. Watch this coming event media application

Photos from AdventureNEXT!



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

- The networking events, I found these to be the best way to meet and get to know buyers. The pre-adventures were also super helpful and great.
- Great quality networking! Good suppliers. Nice organization.
- Meeting great people during pre-conference adventure and creating great business opportunities during the Marketplace.
- Of course I loved the Pre-Adventure in The Pantanal (organized by Bravo Brazil). Whilst at the conference in Campo Grande I really enjoyed the discussions on the main stage about the future of adventure travel and how we all need to take action to conserve and protect the world's natural resources. I found these discussions and panels very thought-provoking and important.
- I had key current partners there, so it accomplished more face time in a convenient way. The pre trip was great as we're doing more and more work with the operator who ran it, so I got to know the company better and became very educated on our future Brazil published programs.
- Lots of similar minded people making talking business, straight-forward and engaging conversation.
- The whole set-up with a casual atmosphere where all attendants talked to each other not only during meetings but also during lunch, dinners and after parties.



Thank you to our trusted 2018 AdventureNEXT Partners



Sensational!



Guatemala
Heart of the Mayan World

COLOMBIA 
LAND OF SABROSA





Chris Doyle*

Executive Director, Europe & Central Asia
cdoyle@adventuretravel.biz

Manal Kelig*

Executive Director, Middle East & Africa
manal@adventuretravel.biz

Jake Finifrock*

Regional Director, Asia
jake@adventuretravel.biz

Gabi Stowell

Regional Director, Latin America
gabi@adventuretravel.biz

Russell Walters*

Regional Director, North America
russell@adventuretravel.biz

Amy Brown

Gear Brand Partnerships
amy@adventuretravel.biz

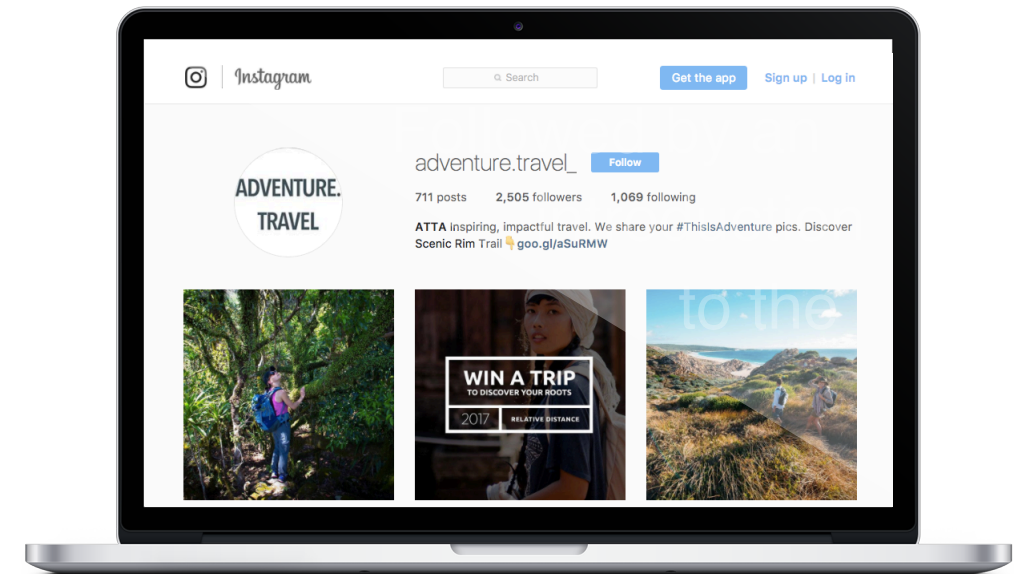
*Did not attend AdventureNext Latin America 2018

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



ADVENTURE
360