

2008 FINAL REPORT



Adventure Travel
World Summit

EUROPE

EXECUTIVE SUMMARY

The inaugural ATWS-Europe faced some significant challenges, including skyrocketing airline fuel surcharges, a shaken world economy, and even some stormy days at sea. But even with these challenges, nearly 200 hearty adventure travel executives traveled the stunning Norwegian coast aboard Hurtigruten's expedition vessel the MS Midnatsol for personal development, expanding their professional network, and promoting their products to industry influencers. In the end, Summit Delegates raved about the intimate setting, the accessible networking opportunities, the sessions, and the fantastic hospitality of our Norwegian hosts.



Attendees

The inaugural Adventure Travel World Summit – Europe (ATWS-E), held on a Norwegian coastal voyage on Oct. 21-24, brought together the leadership of the adventure travel industry. From the Americas, Europe, and around the globe, **nearly 200** adventure travel executives attended. Each Delegate was an industry influencer and/or decision-maker.



Just a quick but loving and heartfelt thank you for a stupendous summit - I loved every single second of it. I made wonderful new friends, had more 'aha' moments than I care to remember, experienced a new country, laughed, ate and drank myself into a state of sublime happiness and I am counting the sleeps till the next Summit! You are an extraordinary team and boy, do you make things happen! I am so proud to be play a small role in this incredible association.

- Nicky Fitzgerald; Marketing Director, &Beyond (formerly CC Africa)



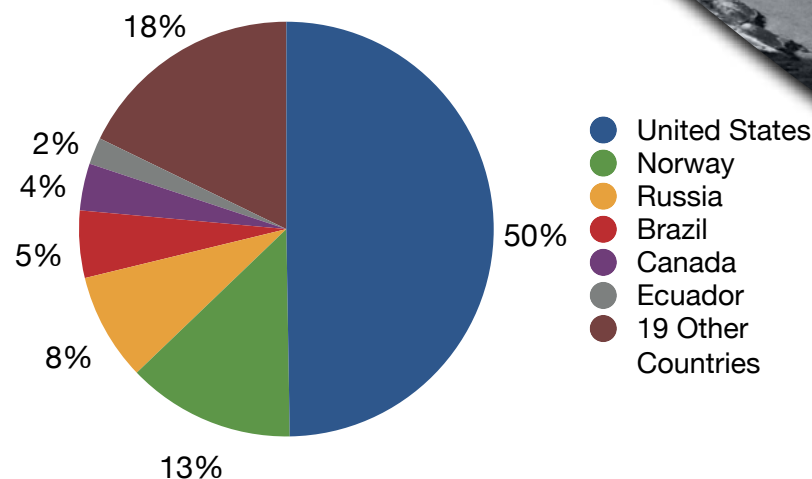
Images © Michelle Bartholomew





Nations Represented

ATWS-E delegates represented nearly 25 nations from around the globe, including Australia, Brazil, Canada, Chile, Costa Rica, Croatia, Ecuador, Egypt, Ethiopia, Georgia, India, Madagascar, Mongolia, Peru, The Russian Federation, South Africa, The United States, Vietnam, and more.



Argentina
Brazil
Canada
Chile
Costa Rica
Croatia
Ecuador
Egypt
Ethiopia

Georgia
Greece
Greenland
Guatemala
India
Madagascar
Mexico
Mongolia
Norway

Peru
Portugal
Russia
South Africa
United Kingdom
United States
Viet Nam



Sponsor R.O.I.

Over the course of their entire sponsorship, Key Sponsors of the event received more than 622,000 impressions via a variety of channels (including web, email, print, and more) to this key audience of industry leaders. Major Sponsors received roughly double that amount, while lesser levels of sponsorship received ROI equivalent to their level.

(Please note that these impressions are with qualified adventure travel professionals and industry influencers. Further, all impression figures are based on actual data and/or conservative estimates.) In addition, sponsors reaped a broad array of multi-channel brand-building and promotional opportunities.

Branding | Programs & Promotions | Intangibles





Branding

Sponsors were thanked and recognized via:

- 300 printed programs
- Logos listed on two 56 s.f. banners
- Logo projections for all sponsors on 8'x10' presentation screens before keynote presentations and during breaks
- Logos posted in several pre-summit emails totaling more than 203,000 unique receipts by adventure travel professionals

Pre-Summit marketing email
with rotating sponsor logos





Programs & Promotions

Sponsors such as ExOfficio and *Men's Journal* utilized the ATWS-E for product sampling, extensive networking, and giveaways, while other sponsors also dedicated support to specific speakers, initiatives, or events. These dedicated sponsorships included:

- **Visit Tromsø:** Opening Reception
- **Alesund-Sunnmore, Svolvær-Lofoten, & VisitTrondheim:** Shore Excursions
- **Brazil, Chile, & Ecuador:** Lunch Events & Cocktail Receptions
- **ExOfficio, Men's Journal:** Cocktail Reception
- **Quebec:** Closing Presentation
- **Bergen:** Closing Reception





Intangibles

In addition to the tangible ROI already noted, Summit sponsors also:

- Proved to this industry's leaders their commitment to creating community within the once-fragmented adventure travel industry,
- Received additional credibility by reaching Delegates on an emotional level,
- Positioned themselves as industry champions who are supporting key industry events,
- Helped both strengthen the voice of the adventure travel community, and
- Added to our industry's fast-paced and growing momentum.

“

The Summit allows us to connect with the industry's leaders and visionaries, and learn from thought-provoking speakers on subjects important to us and the adventure traveler. As a result, we think the Summit is the premiere event in the adventure travel space and not to be missed.

- Dick Schulte; CEO, Adventure Central

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Summit 2009

The 2009 Adventure Travel World Summit will be hosted by Quebec, Canada in mid-October (date and venue to be announced shortly). Continue to tap into the potential of this fast-growing industry – and its even faster-growing trade association – by being a part of next year's Summit.

Each Summit has been a significant improvement over the last, and we expect no less next year. We hope to see you there!

“

This was my third Summit and I have already marked the fourth on my calendar. The Summit is now an essential part of my year, a place where I get can network with and learn from top executives of adventure travel companies and also be rejuvenated about working in such a dynamic industry.

- Daniela Papi; Founder, PEPY

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Addendum A

Sponsors & Exhibitors

HOST COUNTRY

NORWAY
POWERED BY NATURE

 | www.visitnorway.com

MAJOR SPONSORS

 **EX OFFICIO**



KEY SPONSORS

Adventure Central
Alpine Tourist Commission
Best of the Alps
Brazil
Chile
Green Team
Hurtigruten
National Geographic Adventure
Peru

SUPPORTING SPONSORS

Away.com
Eagle Creek
Ecuador

CONTRIBUTING SPONSORS

Archaeology Magazine
Tourism Quebec

SPONSORS

Adventures in Travel Expo
Fjord Norway
GORPtravel
Green Living Project
Insect Shield
Medjet Assist
Orbitz.com
Overseas Printing Corporation
Fishbowl
Sanofi Pasteur/VaxServe
The Travel Magazine
TNT Magazine
VAST
Virtuoso



Addendum B

Attending Tour Operators

&BEYOND (Formerly CC Africa)

40 Graus no Cerrado

Amazon Ecopark Lodge

Austin-Lehman Adventures

Boogie Pilgrim

Borton Overseas

Brazil Discovery Active Travel

Briksdal Adventure

Buffalo Tours

Capital Tour

Clever Travel

Contrast Adventure

Costa Rica Dream

Daketta Tours from Ethiopia

DETOUR LLC

DID Adventure

Earthwatch Institute

Ecuador Adventure

EIS - European Incoming Services

Ekstrem Utvikling AS

ENF Canada/Excursions Nouvelle
France, Inc.

Equinox Wilderness Expeditions

EverGreen Escapes & Explorers 3
Adventures

Exin

*“My personal objectives for the Summit were exceeded,
to say the least! I could not have asked more from the
overall quality of the presentations, as well as the high
quality networking opportunities.”*

- Antonio del Rosal, Executive Director Rio Y Montana

Finse1222

Fit Ventures

Fjord Adventures

Flåm Guideservic

Flat Earth Adventures

Gamaun, St. Petersburg

Gateway to Egypt

Gauchos Trails

Geo, St. Petersburg

Go South Adventures

Heritage Adventures

Hurtigruten

Ice Troll

Inkaterra

Intrepid Travel

Kalypso Adventures

Korubo

Lets Go Travel Agency

Lysefjorden Utvikling / Stiftelsen
Prekestolen

Mongolian Travel

Moreld Adventure

Ni'tun Private Reserve and Retreat

Njord - Norwegian Kayak
Adventures

Northern Outdoors

Northwest Passage

Nortoco, Chukotka

Norway Active

Nuevo Mundo Expeditions

O.A.R.S.

Papa-Léguas, Lda

PEPY

PH Cruises and Tours

Quality Hotel & Resort R'ros

Quark Expeditions

Rio y Montana Expediciones

Rostravel

Shikhar
Travels
India Ltd.

Travellers Unusual
Journeys

Trekking Hellas

Wildland Adventures

Yourway as





Addendum C

Attending Media & Destinations

Attending Media

NOTE: List includes sales staff as well as editorial.

Archaeology Magazine
Away.com
EcoTraveller.com
Freelance Journalists
Men's Journal
National Geographic Adventure
Russkaya Sluzhba Novostei
Suite 101.com/Outdoors & Adventure
Tourbusiness
Travel Weekly
Vokrug Sveta

Attending

Destinations:

Aventure Ecotourisme Quebec
Brazil
Croatian Chamber of Economy
Destination Hardanger Fjord
Destination Sognefjord - Sogndal & Luster
Ecuador Tourism Promotion Fund
Finnish Tourist Board
Fjord Norway
Greenland Tourism & Business Council
Innovation Norway
Mongolia Ministry of Road, Transport & Tourism
Mongolia National Tourism Organisation
Paddling Ontario Alliance
SERNATUR
Tourism Promotion Corporation of Chile
Tourism Quebec
Visit Scotland

“

The Adventure Travel World Summits are inspiring - they consistently attract the best people and encourage progressive thinking. They always result in new work and new relationships with people we'd have a difficult time meeting any other way. There's no better opportunity to learn about what's coming next in the adventure travel industry than the Summits. They are not to be missed!

- Christina Heyniger; President, Xola Consulting, Inc.

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