

ADVENTURE TRAVEL WORLD SUMMIT

QUÉBEC PROVINCE | OCT. 19-22, 2009

FINAL REPORT 2009

The Adventure Travel Trade Association's annual, trade-only Adventure Travel World Summit is the preeminent place to:

- Network with adventure-based tour operators, destinations, media, and other adventure-focused companies from around the world
- Further your personal development and knowledge of the trends in adventure travel
- Promote your product and brand to the adventure travel industry's influencers and decision-makers

HOST DESTINATION



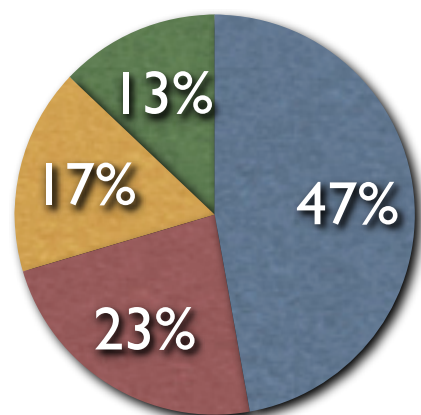
MAJOR SPONSORS





Attendees

Held October 19-21 in Charlevoix in Quebec, Canada, the 2009 Adventure Travel World Summit was the largest North American Summit to date, bringing together 534 Delegates for professional development, in-depth networking, inspiration – and a bit of fun. Each Delegate was an industry influencer and/or decision-maker.



- Tour Operator, Accommodations, Travel Agency (252)
- Industry Partner (124)
- Destination Marketing Organization (89)
- Media (69)



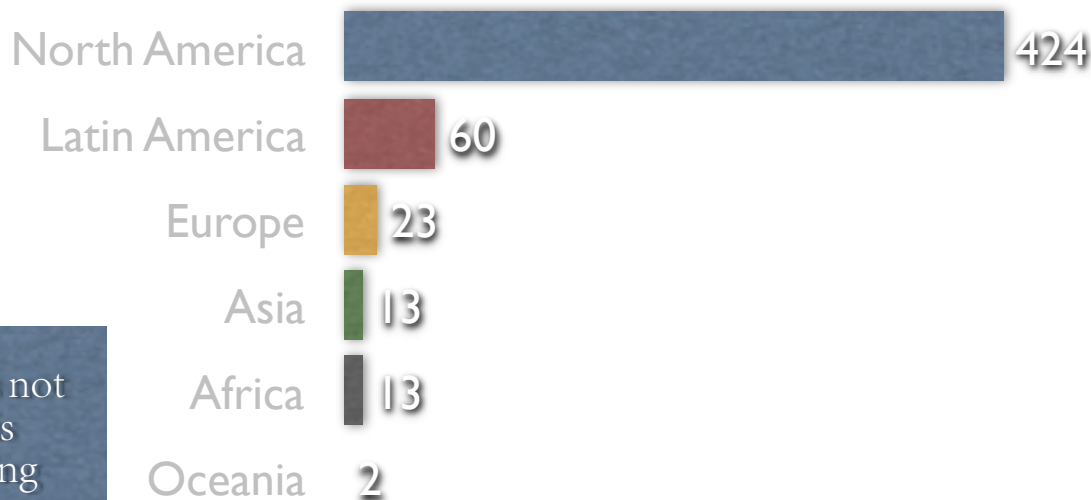
The enthusiasm, interaction and exchange of ideas at the Summit is incredible; I have never experienced this level of collaboration at a conference before. There are true decision makers here: thoroughly knowledgeable business owners and leaders of the industry.

*Regina Fraser
Grannies on Safari*



Nations Represented

With contingents from the European Union, Latin America, and North America, 42 countries were represented, including; China, Croatia, Egypt, Ethiopia, Ghana, Iceland, Iran, Montenegro, New Caledonia, Uganda, Vietnam, and many others.



Argentina	Iraq
Brazil	Italy
Canada	Mexico
Chile	Montenegro
China	Netherlands
Costa Rica	New Caledonia
Croatia	New Zealand
Denmark	Norway
Ecuador	Panama
Egypt	Peru
Ethiopia	Portugal
Finland	South Africa
France	Switzerland
Germany	Tanzania
Ghana	Trinidad & Tobago
Greece	Turkey
Guatemala	Uganda
Guyana	United Kingdom
Iceland	United States
India	Venezuela
Iran	Vietnam

The ATWS represents not only where the world is going, but how it's going to go, and what needs to be done there.

Paul Ross
globaladventure.us

Sponsors

RETURN ON INVESTMENT

Over the course of their entire sponsorship, Major Sponsors of the event received more than 1.2 million impressions via a variety of channels (including web, email, print, and more) to this key audience of industry leaders, while other levels of sponsorship received ROI appropriate to their level of commitment.

(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 (online, via PR efforts, logo placements in collateral, etc.) brand-building and promotional opportunities.



The Summit was an extremely valuable experience for Global Rescue. It allowed us direct access to adventure travel decision-makers and power players, who we can now work with in partnership to support authentic, sustainable travel - while ensuring the safety of their clients. This event didn't just 'unlock' the adventure travel industry for us - it kicked down the door."

G. Seivard, Global Rescue

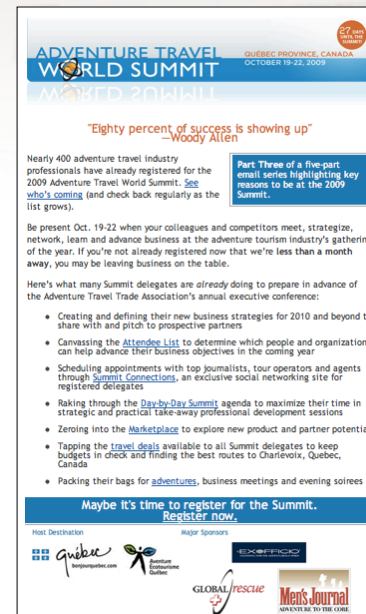
Sponsors

BRANDING



Sponsors were thanked and recognized via:

- 600 printed programs
- Logos listed on two 35 s.f. banners
- Logos posted in more than 15 pre-summit emails, each totaling 20,000 unique receipts by adventure travel executives



ATWS EMAIL
WITH SPONSOR LOGOS



BACK COVER,
SUMMIT PROGRAM



The ATWS is the best place on earth to learn about Adventure Tourism, meet the right people in the business and develop yourself to become one of the best players in the most important part of the growing travel industry.

*Kristian B. Jorgensen;
Fjord Norway Tourist Board of the Fjords*

Sponsors

PROGRAMS & PROMOTIONS

Sponsors such as ExOfficio, Global Rescue, Men's Journal and Tourisme Québec utilized the ATWS for product sampling, extensive networking and lead generation, and giveaways, while other sponsors also dedicated support to specific speakers, initiatives, or events.

These dedicated sponsorships included:

- Tourisme Quebec and Aventure Ecotourisme Quebec: Opening Reception and Pre-Tours
- Visit Mexico and Yukon Tourism & YukonWILD: Evening events
- The Alpine Tourist Commission & Best of the Alps, Innovation Norway & Fjord Norway, and Jordan Tourism: Lunch events
- Brazil, Chile, and Ecuador: Cocktail receptions
- First Ascent: Day of Adventures day trips
- AdventureLink: Cybercafe
- VAST & Virtuoso: 'Greening of the Summit'



Sponsors

INTANGIBLES



In addition to the tangible ROI noted already, 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 strengthen the voice of the adventure travel community
- Added to our industry's resurgent momentum
- Received intimate networking support, facilitated by the ATTA

Congrats to the ATTA! Once again the bar has been raised and the ATTA is defining what successful travel trade events should look like. The networking, panels, receptions, workshops and venues were outstanding. The business that is sure to come out of the relationships and learnings of the ATWS will not disappoint.

- Bryan Kinkade; Brand Manager & Director, Travel & Tourism - National Geographic Adventure

The logo for the Adventure Travel World Summit Scotland 2010. It features the text "ADVENTURE TRAVEL" in blue, "WORLD SUMMIT" in white on a blue background, and "SCOTLAND 2010" in white on a yellow background. A stylized globe icon is integrated into the "W" of "WORLD".

ADVENTURE TRAVEL WORLD SUMMIT SCOTLAND 2010

The 2010 Adventure Travel World Summit will be held in Aviemore, Scotland, October 4-7. 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.

More 2009 Testimonials...

It's been invaluable to me to be able to create connections and spend time with people that share my passion for meaningful travel. I know that all of us who attended came away inspired, re-energized and grateful to be part of a community of people who want to make the world a better place.

Peter Grubb, ROW Adventures

I really enjoyed the ATTA World Summit. Great location, great information and great people!

Gigi Ragland, Freelance Travel & Food Writer

A great place to share, learn, and network. But also fun, active and very well organized.

Juan Rodriguez, Owner, Travel Ecuador

Very inspiring! Returned to the office rejuvenated and full of energy. The lectures and the contacts I made helped transform and improve the way I run my company.

Artur Pegas, Director, Papa-Léguas Lda

The ATTA Summit provided a potent brew of visionary thought, practical advice and networking with adventure travel professionals. There's no other event like it.

Dave Parker, Managing Director, Orvis Travel

Congrats on an absolutely amazing Summit! I'm so glad I came. As a freelance travel, environment and science writer, it's really all about the people and networking that makes attending so worthwhile.

Michael Behar, Freelance Journalist

Each year I come home inspired and invigorated from this event. I learn so much, network with amazing people and have so much fun. I'm addicted.

Trish Sare, BikeHike Adventures

We were new to the ATTA and the ATWS this year and found that the caliber of the participants was excellent. We have managed to build some new and exciting alliances that will assist us in creating new business in 2010.

Rebecca Whiffin, Tucan Travel

Addendum A

HOST DESTINATION



Sponsors & Exhibitors

MAJOR SPONSORS

KEY SPONSORS

Alpine Tourist
Commission

Archaeology
Magazine

Best of the Alps

Brazil

Canadian Tourism
Commission

Chile

Eddie Bauer

Innovation Norway

Mexico

National Geographic
Adventure

SUPPORTING SPONSORS

Away.com

Eagle Creek

Ecuador

Fairmont Le Manoir
Richelieu

World Nomads

CONTRIBUTING SPONSORS

AdventureLink

.Travel

Yukon

yukonWILD

SPONSORS

Backpacker

First Ascent

GORPtravel

Peru

TNT Magazine

Visit Scotland

Expedicion

Fishbowl

Jordan

Terramar Sports

VAST

Fjord Norway

Fyreplug Inc.

Orbitz.com

Teva

Virtuoso



Addendum B

Attending Tour Operators

Absolu EcoAdventure	BikeHike Adventures	Discover France / Pure Adventures	Jardin des Glaciers	Parcours Aventures	Tourism and Hospitality Association of Guyana
ABV Kayak et Excursions	Boreal River	DuVine Adventures	Jenman African Safaris	Paria Springs	Tourism Promotion Corporation of Chile
Active Adventure Tours	Boundless Journeys	Earthwatch Institute	Karavaniers	Patagonia Connection	Travcoa
Active Fiji / Tui Tai Adventure Cruises	Breakaway Adventures	Easia Travel	Katabatik Sea Kayaking	Planeterra	TravelDragon.com
Adriatic Kayak Tours	Buffalo Tours	Eco Burica	Kensington Tours	Pure North Canada Inc.	Trek Travel
Adventure Iran	Bush and Beyond	EcoVentura - Galapagos Network	La Asociacion Ecuatoriana de Ecoturismo Land Tours Ghana LTD	Quark Expeditions	Trekking Hellas
Adventure Life Journeys	Butterfield & Robinson	Ecuador Adventure	Latin Trails / Galapagos Journey Fleet	Quebec Aboriginal Tourism Association	Trusted Adventures
Africa Adventure Consultants	Canadian Arctic Holidays / Arctic Watch Lodge	Encounters Asia	Lernidee Erlebnisreisen GmbH	Quebec Outfitters Federation	Tucan Travel
Alto Atacama	Canadian River Expeditions and Nahanni River Adventures	ENF Canada/Excursions Nouvelle France, Inc.	Lifetree Adventures	Rainforest Expeditions	Uncharted Outposts / Eco New Mexico
Amazon Ecopark Lodge	Canyoning Quebec	EverGreen Escapes / Explorers 3	Lindblad Expeditions	Renaissance Adventure Guides	Vallee Bras du Nord
Amazon River Expeditions	CapeRace Cultural Adventures	Expeditions Nouvelle Vague inc.	MacDonald Hotels & Resorts	Rio y Montana Expediciones	Vaya Adventures
Amazonia Expeditions	Cascada Expediciones	ExperiencePlus! Bicycle Tours	Maikan	Rivermen / Adventure West Virginia	VBT Bicycling Vacations
American Safari Cruises	Centre d'Aventure Matawin	Explorandes	Mayflower Adventures	ROW Adventures	Venezuela Elite
Asociacion Mexicana de Turismo de Aventura y Ecoturismo	Centre de Vacance Ferme 5 Etoiles	Fazendin Portfolio	Mer et Monde Ecotours	Royal Expeditions	Viaventure Central America
andBeyond (Formerly CC Africa)	Ciclismo Classico	Fjord en Kayak	Metropolitan Touring	Sacred Rides Mountain Bike Adventures	Volcanoes Safaris
Aqua Expeditions	Cimes Aventure	Futurismo, Azores Whale Watching	Midnight Sun Adventure Travel	Say Hueque / Tours in Argentina & Chile	Washow Lodge
Arctic Boat Cruises	Classic Escapes	Gateway to Egypt	Mountain Lodges of Peru	Scott Walking Adventures Limited	Western River Expeditions
Arctic Kingdom Marine Expeditions Inc.	CnAdventure	Geographic Expeditions	Myths and Mountains	SEAL Expeditions	Wild Women Expeditions
ABETA	Compathos	Global Sojourns	Natural Habitat Adventures	Seascape Kayak Tours	WildChina Travel Inc.
APTA	CnAdventure	Great Beyond	Northern Outdoors	Snow Leopard Adventures P. Ltd.	Wilderness Newfoundland Adventures
Austin-Lehman Adventures	Compathos	Great Northwest Adventure Tours	Northwest Passage	Socompa	Wilderness Scotland
Aventura Vertical	Country Walkers	Great River Journey	Nunavik Arctic Survival Training Center	South American Travel Services	Wilderness Tourism Association of the Yukon
Aventuraid	Cox & Kings	Guide Alpine Star Mountain	Nunavik Cooperative Hotels	South Expeditions - Travel Ecuador	Wilderness Travel
Aventure Ecotourisme Quebec (AEQ)	Cruceros Australis	Hike and Sail Turkey	O.A.R.S.	Splash White Water Rafting	Wildland Adventures
Aventures Ashini	Cruise North Expeditions Inc.	Horizon and Company	Ocean Quest	Stay and Tour	Windigo Aventure
AventureX / L'Ascension	Cyclomundo	Iceland Encounter	Oceanwide Expeditions	Strawberry Fields Eco Lodge	Zara Tanzania Adventures
AZIMUT 360	Daketta Tours from Ethiopia	Inkaterra	Off the Beaten Path	Summits Africa	Zegrahm & Eco Expeditions
Balamku Inn on the Beach	Deeper Africa	Inn on the Lake	Orvis Travel	Tauck World Discovery	Zorb Ltd
Banyan Tours & Travels Pvt Ltd.	Delfin Amazon Cruises	Insight Himalaya Treks	Paddling Ontario Alliance	The Muddy Boot	
Bella Coola Heli Sports / Tweedsmuir Park Lodge	Descente Malbaie	International Expeditions	Panama Breezes S.A.	The Wayfarers	
Big Sky Resort	Desert & Jungle	Intrepid Travel	Papa-Léguas, Lda	Tierra Del Volcan/Volcanoland	
		Inuit Adventures	Parc Aventures Cap Jaseux		



Addendum C

Attending Media

Adventure Architects
Photography

Adventure Transformations,
Inc.

Adventure Travel Media
Source

Afar

Archaeology Magazine

Audubon Magazine

Away.com

Backpacker

Bad Robot Communications

Cyndra Robbins Photography

EllenBarone.com

Endangered Destinations TV

Espaces

Everett Potter's Travel Report

Experience Life Magazine

Global Adventure

Green Living Project

Hebdo Charlevoisien

Media Sherpa

Men's Journal

National Geographic
Adventure

Outpost Magazine

Outside Magazine

Premier Tourism Marketing

Reseau de veille en tourisme

Rodale

Serac Adventure Films

Storm Communications

The Art Explorers, Inc.
(Grannies on Safari)

Travel + Leisure Magazine

TravelMole

USA Today

Virtuoso- Travel + Life

Water Light Films

WILEY Professional/Trade
Group

www.traveltowellness.com

Plus several quality,
experienced freelance writers
as well

It was one of the most rewarding
professional experiences of my
career.

Pat Johnson
Grannies on Safari

The ATWS was great - one of the
best networking events I've been to.
This year was my first Summit, but
I'll definitely be back.

Annika S. Hipple
Freelance writer/editor

NOTE: While attending media were predominantly editorial, this list
also reflect sales staff that attended as well.



Addendum D



Attending Destinations

Alpine Tourist Commission
Aviemore & the Cairngorms
Destination Management Ltd

Best of the Alps

Canadian Tourism Commission

Charlevoix Tourism

Cree Nation of Mistissini

Cree Outfitting Tourism
Association

Ecuador Tourism Promotion
Fund

EMBRATUR

Fjord Norway

Florida Keys and Key West

Greenland Tourism & Business
Council

Guyana

Innovation Norway

Jordan Tourism Board

Kativik Regional Government

Kurdistan Tourism Ministry

Le Quebec Maritime

Naples Marco Island
Everglades CVB

National Tourism Organisation
of Montenegro

Newfoundland & Labrador
Tourism

Northern Village of
Kangiqsujaq

Nunavik Tourism Association

Nunavut Tourism

Parc marin du Saguenay-
Saint-Laurent

Promotion Saguenay

PromPeru

Quebec City Tourism

Santa Catarina Tourism Board

South African Tourism

Tourism New Brunswick

Tourism Yukon

Tourisme Abitibi-
Temiscamingue

Tourisme Quebec

Tourisme Saguenay/
Lac-Saint-Jean.net

Visit Finland

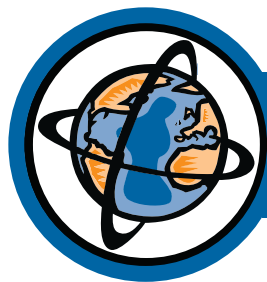
Visit Mexico - Consejo de
Promocion Turistica

VisitBritain

VisitScotland

Early on, our partnership with ATTA immediately provided us a better understanding of the adventure and ecotourism segments, which then allowed us to broaden our strategic plan for Brazil's branding as a real adventure destination with rich adventure product. Our partnership has provided us with innovation, progress and achievement in the sector, further allowing us to host our own Brazilian adventure travel summit which significantly increased awareness of Brazil as an adventure destination. We are very pleased with the results of partnering with the ATTA.

*Karem Basulto; General Coordinator of Commercialization,
EMBRATUR*



ADVENTURE TRAVEL
TRADE ASSOCIATION

www.adventuretravel.biz

Established in 1990, the Seattle-based ATTA (www.adventuretravel.biz) is a privately held, global membership organization dedicated to unifying, networking, professionalizing, promoting and responsibly growing the adventure travel market. Host of the annual Adventure Travel World Summit executive trade conferences, the ATTA also makes possible www.Adventure.Travel, the traveler's hub of physical, cultural and nature-based adventure travel and guide to trusted tour operators from around the globe.

The ATTA's Web Properties



ADVENTURE TRAVEL
TRADE ASSOCIATION
www.adventuretravel.biz



AdventureTravelNewsTM



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inside the outside



ADVENTURE TRAVEL
WORLD SUMMIT



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

The annual trade-only industry
conference. Learn more online at
www.adventuretravelworldsummit.com

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