



Adventure Travel World Summit

São Paulo
September 3-7

SOUTH AMERICA
2008

Host Country:



Sensational!



The 2008 Adventure Travel World Summit – South America is co-organized by the Adventure Travel Trade Association (ATTA) and its Association Partner, the Brazil Ecotourism and Adventure Travel Association (ABETA).

Major Sponsors:



Ministry
of Tourism



Host Associations:



**Brazil: Adventure and Safety**

By most measures, Adventure Tourism has become one of the most important segments in global tourism. In recognition of the importance of the sector, the Brazilian Ministry of Tourism has chosen Adventure Tourism as one of its priority segments. The support given to the ATTA and ABETA for the 2008 Adventure Travel World Summit - South America is just one of the actions within this program.

Apart from presentations and business networking, Summit delegates will have the opportunity to learn a great deal about Brazil. With this in mind, we're pleased to bring to you on September 3rd at the opening of the conference, "Brazilian Night" to showcase the Brazil destination as a country unique in its natural attractions and adventure opportunities and well prepared to give visitors a special experience.

One of the key measures taken by the Ministry of Tourism to develop Brazil as an adventure tourism destination is the Aventura Segura (Safe Adventure) Program, which is implemented through an agreement with ABETA in partnership with SEBRAE (Small Business Support Service). The aim of the program – addressed in the Summit's conference Tracks of Operations & Management and Innovation & Best Practices, as well as in distinct Forums – is to improve the quality, safety and competitiveness of professionals and companies in Brazil's Adventure Tourism segment through actions in qualification, certification and the spreading of expertise throughout the industry. This program is well under way with nearly 100 municipalities mobilized and thousands of people directly involved in actions such as workshops, courses, seminars and events, all with the purpose of professionalizing and improving the safety of adventure operations here in our country.

On a related matter, in addition to providing consumers with tips for selecting adventure travel operators, the concern for safety when practicing adventure tourism has led to a new course of action in the Aventura Segura Program: the Campaign for Conscientious Consumption in Adventure Tourism, which was pre-launched at the 3 Salon of Tourism – Brazil Itineraries in São Paulo in June 2008.

This is the first time that the Adventure Travel World Summit comes to South America and the Ministry of Tourism will make every effort to ensure that the event will be a big success. We hope that this will be the first of many such events in Brazil.

Luiz Barretto
Minister of Tourism



Welcome to the Adventure Travel World Summit – South America !

It's a momentous time for the Adventure Travel Trade Association (ATTA) as this is its first Adventure Travel World Summit outside of North America; it will stretch our boundaries, our limits and our ideas. The Adventure Travel World Summit - South America is made possible through the intense collaboration of the ATTA and ABETA (Associação Brasileira das Empresas de Ecoturismo e Turismo de Aventura - Brazilian Ecotourism and Adventure Travel Trade Association).

Long-term partnership efforts between the ATTA and ABETA have resulted in this hemisphere's most significant adventure and nature travel trade business event. Since 2005, ABETA has participated in each of the ATTA's Adventure Travel World Summit events and gained unparalleled insights into the workings of these hallmark events. At the 2007 Summit, held in Canada, together with our partners from Ministry of Tourism and EMBRATUR, ABETA reaffirmed to the ATTA the importance of bringing the event to South America.

So now, we deliver to you a world class event in the tradition of all the previous successful ATTA Adventure Travel World Summits: international caliber programming, insightful and influential speakers, top-shelf networking, business and relationship-building opportunities, an intense social agenda and colorful entertainment and adventures. And this year, you'll be among the first to experience "Marketplace", dedicated business-to-business periods featuring international ground operators and suppliers (South Americans) of Adventure and Nature Tourism presenting their products to national and international companies interested in buying and commercializing them (mostly Americans and Europeans).

Here in São Paulo, you'll join hundreds of influencers and decision makers representing tour operators, destination marketing and management organizations, tourism boards, travel agents, accommodations, media and service organizations who've also traveled the globe to connect more deeply with the greater adventure travel community. During our time together these five days, we'll face and seek out solutions to today's incredible challenges: economic uncertainties, fickle consumers, globalization, the hard work of running entrepreneurial organizations (whether large or small), climatic shifts, the rapid pace of technological change and more. Through our collective drive, passion and resourcefulness, we're more than capable of thriving in spite of these difficult times.

And, in pursuit of these solutions, let's continue to protect the uniqueness of our sector, a uniqueness which blends the physical, cultural and nature-based activities that gets at the core and last bastion of what's real in this world. To make it possible for travelers to access the incredible people, places, plants and animals on earth for generations to come, let us work together to ensure the harmony of the environmental, economic and social requirements of the modern world by building on this Summit's theme, "Adventure and Nature Tourism as a Key Factor of Sustainable Development". Our pursuit of sustainable business models can help to combat poverty, over-development and exploitation of the people and places visited.

Speaking of people, we've an incredible diversity of participants this year. Let's each commit to extending ourselves a bit more to each other. Let's enjoy the challenge of different languages and perspectives we'll experience and share, all while exercising patience, and we'll be sure to remember this as one of the most compelling conferences we've attended.

Enjoy the Adventure Travel World Summit - South America!
Warm regards,

Shannon Stowell
President ATTA

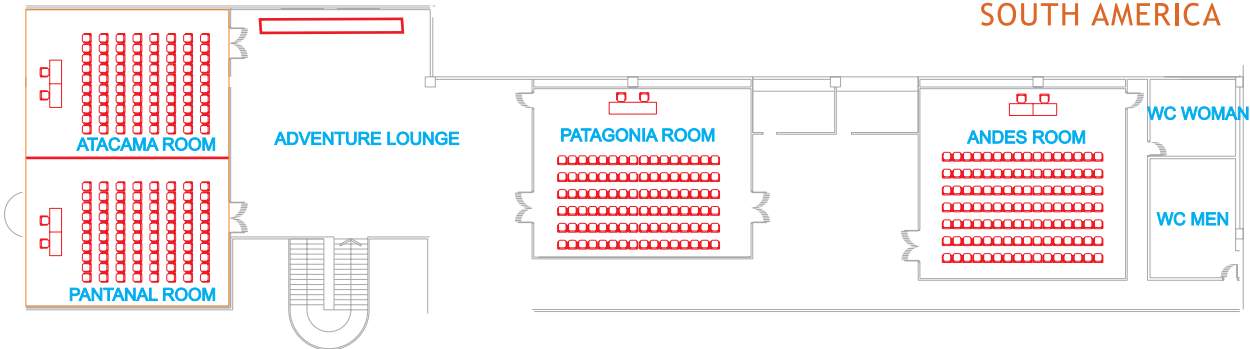
Israel Waligora
President ABETA

Map |

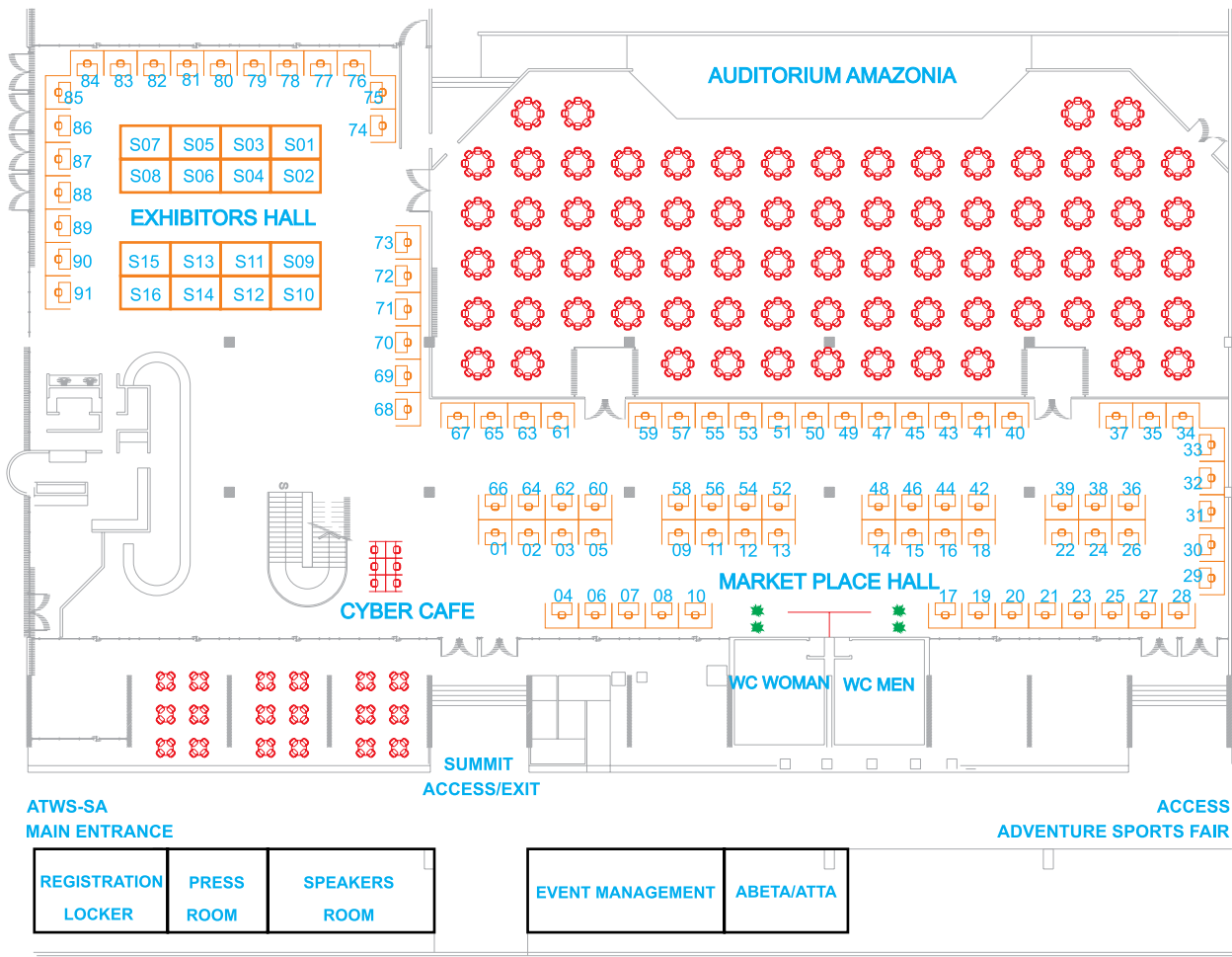


Adventure Travel
World Summit

SOUTH AMERICA



MEZZANINE



GROUND FLOOR

Understanding and Making the Most of the Summit |

The Adventure Travel World Summit-South America provides knowledge, business and relationship-building opportunities for delegates. Attendees include decision makers representing tour operators, destination marketing and management organizations, tourism boards, travel agents, accommodations, media and service organizations.

Special networking forums, sessions, and events are designed specifically to help delegates connect with special groups of industry representatives. Please review the program closely to understand where each of these special groups are most likely to gather. If you have any questions, please ask ATTA and ABETA Summit team members for assistance.

For the benefit of all delegates and to respect our expert presenters and your peers, we ask all delegates arrive on time to each and every event – keynote addresses, general sessions, congress sessions, networking periods, etc., to avoid disruptions and delays. With your support, Summit organizers will take every measure to ensure each and every activity, session, etc., starts promptly.

As in past Summits, we view all Summit delegates as “team members” who can help us make this a high quality event. With this in mind, throughout the Summit, we ask that you bring any concerns, suggestions and/or matters of interest to the Registration Desk where you entered the Summit and we’ll work to address immediately.

Translations of all Summit congress/conference sessions will be made available in English and Portuguese. Additionally, translations will be available in Spanish for general sessions, keynote events, and sessions featured in the Atacama and Andes rooms.

KNOWLEDGE

In addition to the Keynote Addresses and General Sessions – in which all Summit delegates are invited to attend – the technical Summit “congress” or conference periods on September 4, 5 and 6, feature a total of five Tracks, each of which provides delegates with the choice of attending any of 5 concurrent Sessions – room assignments are noted next to the session summaries within this program:

1. ‘Marketing & Sales’
2. ‘Operations & Management’
3. ‘Innovation & Best Practices’
4. ‘Public Relations’
5. ‘Sustainable Tourism’

BUSINESS

New this year! The ATWS - SA features “Marketplace” which will feature approximately 80 international ground operators and suppliers (South Americans) of Adventure and Nature Tourism presenting their products to national and international companies interested in buying and commercializing them (mostly Americans and Europeans). The tour operators will have a workstation (tabletop) inside the event during dedicated periods with all the infra structure needed to make negotiations easier. Between the two Marketplace areas (see the Event Map) in the lower level delegates may access ATTA and ABETA staff who can help interested delegates locate product and people of interest.

RELATIONSHIP-BUILDING & SOCIAL AGENDA

Meals: some meals are included: breakfasts, coffee breaks, lunches, cocktails and dinners on 3rd and 4th. On the nights of 5th you have free time to visit Adventure Sports Fair. On 6th, ATTA and ABETA will offer the closing party. These meals are sponsored by destinations and will offer special presentations and thematic menus appropriate to the destination. Meal periods provide opportunities for Summit delegates to connect, so be sure to plan ahead, arrive early and sit next to those whom you wish to meet.

Adventure Central Cyber Café: leverage the ATWS - SA Summit Connections online community and networking tool throughout the Summit. Free wireless Internet access is available throughout the venue, along with six computer stations offered on the main floor of the conference center.

Message Center: also located near/at the Cyber Café, post messages for fellow delegates.

Cocktails and Mixers: informal meeting with defined subjects will also be offered – be sure to review this program and the television screens each day to learn more about which events will offer you the best chance to strengthen your relationships.

SUMMIT REGISTRATION BADGE COLOR CODING

1. Delegate – BLACK ●
2. Supplier – GREEN ●
3. Buyer – DARK RED ●
4. Staff (ABETA e ATTA) – ORANGE ●
5. Speaker – RED ●
6. Sponsor – GREY ●
7. VIP – BLUE ●
8. Press – PURPLE ●

GREENING THE EVENT

The Summit, in addition to the technical program covering the mix sustainability and innovation, has taken efforts to reduce its environmental impact. All the solid waste from the event will be adequately managed and delivered to waste pickers’ and handcrafters cooperatives, reducing the amount of waste sent to dump sites. In addition to efforts being made by Summit delegates to personally reduce the ecological footprint of their participation, the offsetting of the carbon dioxide emitted from speakers’ transportation will be offset in accordance with the “Florestas do Futuro” program, in partnership with the NGO “SOS Mata Atlântica”.

TRANSPORTATION INFORMATION

Subway: The Imigrantes Exposition Centre is located 850m away from Jabaquara Station (Blue Line).

ATWS official hotels (free) pick-up and drop-off:

The single departure from each of the four ATWS official hotels is at 7:45 AM. The single departure from the Summit venue back to your ATWS official hotel is at 10:45 PM at the spot where you arrived in the morning. If you miss the bus, you will need to secure your own transportation.

Van: Van service will be available connecting Jabaquara Station to the Immigration Exposition Centre, each 30 minutes, between 7:30 AM and 10:30 AM, and 7:30 PM and 11 PM.

Taxi: Taxis are available during the whole event. For more information, please call (11) 5073-9388 or (11) 7724-0524.

Emergency Phone Number:

Management Room ATTA/ ABETA: + 55 (11) 5067-1607

Featured Speaker Biographies |



Margi and Gérard Moss - They're environmental explorers who for more than 20 years have traveled all over Brazil and around the world in light aircraft, at low altitude, attune with the land, seas, forests and deserts. Their most ambitious project, The Flying Rivers, is expected to yield unprecedented findings concerning the quantity of water vapor transported by invisible airborne rivers which are believed to account for an estimated 200,000 cubic meters per second – the most powerful discharge of any single river in the world. The results of the airborne study will be extremely important in the context of how climate change and the destruction of the Amazon could affect rainfall patterns in the region – and beyond. On September 3rd at 7:30 PM!

Jim Gilmore - Time Magazine recently named *Authenticity*, a book co-authored by Jim Gilmore, as one of the “10 Ideas That Are Changing the World” in a March 2008 issue. In Gilmore's book, he contends that *Authenticity* is the new Quality—that businesses must learn to manage authenticity as a distinct business discipline. Indeed, in a world of increasingly commercialized activity—intentionally staged and technologically mediated—people today want the real from the genuine, not the fake from some phony. He also co-authored, *The Experience Economy: Work Is Theatre & Every Business a Stage* (Harvard Business School Press, 1999), the book that spawned worldwide interest in experience design, customer experience management, and experiential marketing. On September 4th at 9 AM!



Frank Hugelmeyer - Frank Hugelmeyer is the President & CEO of Outdoor Industry Association (OIA), the premiere outdoor trade group in the U.S. Based in Boulder, Colorado, OIA provides trade services for over 4,000 manufacturers, distributors, suppliers, retailers and related trade associations in the outdoor industry and is the exclusive endorser of Outdoor Retailer, the world's largest outdoor products tradeshow. Frank joined OIA in early 2000 and is a nineteen-year outdoor industry veteran with extensive experience in global outdoor retail and manufacturing. He moved into the role of OIA President & CEO after serving as an industry-elected OIA board director. He is a founder and director of Outdoor Industry Foundation, a non-profit advancing the adoption of the active outdoor recreation lifestyle among America's youth and he holds a board seat on the National Coalition for Promoting Physical Activity. Mr. Hugelmeyer is a recognized authority on the outdoor industry supply chain, retail sales, active outdoor consumer and related public lands issues. On September 4th at 1:45 PM!

Olivier Cantet - Olivier Cantet joined Rip Curl Europe in 2003 as CEO of Rip Curl Europe, Olivier was formerly the General Manager of Millet and then of the Lafuma Group. For the last five years, this budding skier and expert mountaineer has dedicated his business acumen to RCE, driving the European teams to burst through the 100M€ barrier in 2006. He is also committed to sustainable development, giving impetus to the Rip Curl Planet project in 2005, a voluntary approach to protecting the natural environment. An experienced traveler, through his own sports trips (skiing & climbing) and expeditions over the 5 continents, Olivier has learned to love and share Rip Curl's Search Spirit and the brand's philosophy. On September 5th at 1:30 PM!



Carol Bellamy - Carol Bellamy assumed the leadership of World Learning in May 2005, having completed 10 years as executive director of UNICEF, the children's agency of the United Nations. During her tenure at UNICEF, Ms. Bellamy brought a compassionate yet pragmatic ethic to improving the lives of children. Prior to joining UNICEF, Ms. Bellamy was director of the United States Peace Corps. Ms. Bellamy has had a distinguished career in the private sector. She was managing director of Bear, Stearns & Co. and a principal at Morgan Stanley. She also spent 13 years as an elected public official, including 5 years in the New York State Senate and holding the position of President of the NYC Council during 8 years. In 2004, she was named to Forbes Magazine's 100 Most Powerful Women in the world. On September 6th at 5:30PM !

Speakers |

See the complete speaker's bios at www.adventuretravelworldsummit.com

Alejandro Rosales Extremo Sur	Turística de Argentina
Alfredo Ferreyros Explorandes	Jani Nayar Society for Accessible Travel & Hospitality
Alvaro Barros ABETA	Jean-Claude Razel Alaya Expedições / ABETA
Amber Hayes Adventure Engine	Jim Gilmore Strategic Horizons
Ana Baéz Turismo & Conservación Consultores	John Canning Green Living Project
Anne Wood Mountain Travel Sobek	José Fernandes Franco Campo dos Sonhos / Parque dos Sonhos
Antonia Neubauer Myths&Mountains	José Augusto Pinto de Abreu Sextante
Antonio Ramon Club Andino Bariloche	Judy Karwacki Small Planet Consulting
Ariane Janer EcoBrasil	Jurandir Siridiwe IDETI
Biraci Yawanawá Organização Yawanawá	Jussara Rocha SETUR MG
Bryan Kinkade National Geographic Adventure	Karen Kefauver Freelance Journalist
Cari Gray Butterfield & Robinson	Kátia Silva Ministério do Turismo
Carol Bellamy World Learnig / SIT	Kiko Nogueira Editora Abril
Chris Doyle ATTA	Kimiko Matsumoto Freeway Maranhão / ABETA
Christina Heyniger Xola Consulting	Kurt Kutay Wildland Adventures
Claudio de Moura Castro Pitágoras	Kristin Lamoureux The George Washington University
Daniel Spinelli Praia Secreta Consultoria	Lane Roney Geovative Solutions
Daniela Papi PEPY	Laurence Wabba Canal Azul
Debra Fox CC Africa	Marcelo Pedroso Embratur
Dick Schulte Adventure Central	Margi Moss Projeto Brasil das Águas
Diogo Demarco Ministério do Turismo	Massimo Desiati 4 Elementos / ABETA
Dival Schmidt SEBRAE	Molly Feltner SmarterTravel.com
Don Mankin Adventure Transformations Inc.	Nancy Harrison Adventure Travel Media Source
Eduardo Coelho Recanto Ecológico Rio da Prata	Oliver Hillel Secretariat of the Conservation on Biological Diversity
Eric Brodnax Away.com / Orbitz Worldwide	Olivier Cantet Rip Curl
Esteban Walther Google	Rafael Barbieri EcoAção Turismo de Aventura
Everett Potter Everett Potter's Travel Report	Rafael Siquella Rema Rios Turismo
Fabio Raimo ABETA / NOLS / Outward Bound International	Ricardo Contel Revista Aventura & Ação
Frank Hugelmeyer Outdoor Industry Association	Ricardo Noburu Turismo Adaptado
Gérard Moss Projeto Brasil das Águas	Rob Holmes Green Living Project
Glenn Philips South African National Parks	Robert Betenson Matuetê
Graeme Ayres Conservation Department of New Zealand	Ronald Sanabria Rainforest Alliance
Gustavo Timo ABETA	Ruy Marra Superar Consultoria
Herbert Pardini Montanhas do Espinhaço / ABETA	Shannon Stowell ATTA
Humberto Medaglia Aimberê	Silvia Basile Férias Vivas
Indira Palomino PromPeru	Tânia Brizola Ministério do Turismo
Ion David Travessia Ecoturismo / ABETA	Tanya Niederhoff Men's Journal
Israel Waligora Ambiental Expedições / ABETA	Veronica Stoddart USA Today
Jaime Rios Instituto Nacional de Promoción	

Marketplace Feature Companies |

The adventure and nature tourism companies invite all delegates of ATWS-SA to visit their spaces located on the first floor.

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Active Patagônia - Argentina	80	Ecoação Turismo – Brasil	45	Omnimare – Brasil	63
www.activepatagonia.com.ar		www.ecoacao.com.br		www.omnimare.com.br	
Adrenailha - Brasil	12	Ecoinka S.R.L. - Peru	71	Open Door Operadora – Brasil	42
www.adrenailha.com.br		www.ecoinka.com		www.opendoortur.com.br	
AdventureClub -Brasil	21	Enigma Adventure - Peru	72	Órbita Expedições – Brasil	16
www.adventureclub.com.br		www.enigmaperu.com		www.orbitaexpedicoes.com.br	
Alaya Expedições - Brasil	49	Explorandes SAC - Peru	73	Pantanal Explorer – Brasil	54
www.alaya.com.br		www.explorandes.com		www.pantanalexplorer.com.br	
All Patagonia - Argentina	86	Extreme Eoadventure – Brasil	36	Patagonia Extrema Viajes - Argentina	88
www.allpatagonia.com		www.extremeecoadventure.com.br		www.southroad.com.ar	68/69
Amazon Tree Climbing – Brasil	58	Fazenda da Gamela – Brasil	40	Peruvian Company	
www.amazontreeclimbing.com		www.gamela.com.br		Portal Equilibrium – Brasil	33
Ambiental Expedições – Brasil	14	First Patagonia - Argentina	83	www.portaldoequilibrium.com.br	
www.ambiental.tur.br		www.expediciones.firstpatagonia.com.ar	90	Portomondo Adventure – Brasil	17
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www.aniyami.com		www.fitzroyexpediciones.com.ar	05	Refugio Ecologico Caiman – Brasil	35
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www.apumayo.com		www.freeway.tur.br	79	Rio Ave Turismo – Brasil	22
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www.ativarafting.com.br		www.gondwanabrasil.com.br	47	Rios e Montanhas – Brasil	27
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www.atlantisdivers.com.br		www.h2otraveladventures.com	10	Rumo Norte Expedições – Brasil	03
AuroraEco Viagens – Brasil	11	Huala Turismo - Argentina	39	www.rumonorte.tur.br	
www.auroraeco.com.br		www.huala.com.ar	61	Say Hueque - Argentina	77
Aventur Turismo - Brasil	60	Inc-Camocim Operadora – Brasil	25	www.sayhueque.com	
www.aventureventos.com.br		www.incomingcamocim.com.br	15	Serac - Sky y Andinismo - Argentina	85
Aymara Turismo - Argentina	75	Interatividade – Brasil	26	www.serac-andinismo.com.ar	
www.aymara.com.ar		www.interatividadeitacare.com.br	01	Socompa - Argentina	84
Bahia Adventure – Brasil	09	Jeri Off Road – Brasil	64	www.socompa.com	
www.bahiaadventure.com		www.jeri.tur.br	46	South Explorer - Argentina	78
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www.banani.com.br		www.korubo.com.br	19	Suçuarana Roteiros e Expedições – Brasil	57
Barlan Travel - Argentina	81	Landscape – Brasil	65	www.chapadaveadeiros.com.br	
www.barlantravel.com		www.landscape.com.br		Superfly - Brasil	62
Base 55 Sport Adventure – Brasil	56	Mar e Serra Turismo - Brasil		www.riosuperfly.com.br	
www.base55.com.br		www.mareserra.com.br		Tatu na Trilha Ecoturismo – Brasil	20
Biosfera Brasil - Brasil	18	Marimbus Ecoturismo - Brasil		www.infochapada.com	
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www.brasilaventuras.com.br		www.maris.com.br		Terra Brasilis – Brasil	28
Brasil Ecojourneys – Brasil	51	Maritaca Turismo – Brasil		www.terrabrasilis.tur.br	
www.brazilecojourneys.com		www.maritacaturismo.com.br		Travel In Turismo – Brasil	53
Brazil Adventure Travel – Brasil	55	Martin Travel – Brasil		www.travelin.com.br	
www.braziladventuretravel.com		www.martintravel.com.br		Travessia Ecoturismo – Brasil	13
Camino Abierto - Argentina	82	Master Turismo – Brasil		www.travessia.tur.br	
www.caminoabierto.com		www.masterturismo.com.br		Trip on Jeep Ecoturismo – Brasil	50
Cavalgadas Brasil – Brasil	23	MW Trekking – Brasil		www.triponjeep.com.br	
www.cavalgadasbrasil.com.br		www.mwtrekking.com.br		Tucano Reps. Peru Latin Trails - Peru	74
Chapada Adventure – Brasil	38	Nas Alturas – Brasil		www.qumirperu.com	
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Cia Nacional de Ecoturismo – Brasil	43	Natureco Ecotours – Brasil		www.vidasolemar.com.br	
www.ciaecoturismo.com.br		www.natureco.com.br		Venturas & Aventuras – Brasil	07
Cormorano Ecoturismo – Brasil	32	Nómades de la Montaña - Argentina		www.venturas.com	
www.cormorano.com.br		www.nexp.com.ar		Vitoria Regia Turismo - Brasil	59
Cristalino Jungle Lodge – Brasil	67	Nordeste Off Road – Brasil		www.vitoriaregiaturismo.com.br	
www.cristalinolodge.com.br		www.nordesteoffroad.com		Your Way – Brasil	31
Diversidad - Argentina	76	Ocean Centro de Mergulho – Brasil		www.yourway.com.br	
www.eco-family.com		www.ocean.com.br			

List of Exhibitors |

Sponsoring Exhibitors' stands are located on the first floor – visit exhibits throughout the Summit to learn more about these influential organizations, meet with their teams, and learn what's in store for the coming year!

Adventure Central	www.adventurecentral.com	S16
Argentina	www.argentina.travel	S02
Ceará	www.setur.ce.gov.br	S07
Chile	www.turismochile.travel	S08
Embratur	www.braziltour.com	S12
ExOfficio	www.exofficio.com	S13
Go Outside	www.goooutside.com.br	S14
Green Living Project	www.greenlivingproject.com	S15
Men's Journal	www.mensjournal.com	S01
Minas Gerais	www.turismo.mg.gov.br	S09
Ministry of Tourism	www.turismo.gov.br	S10
National Geographic Adventure	www.nationalgeographic.com/adventure	S04
Peru	www.promperu.gob.pe	S06
São Paulo	www.selt.sp.gov.br	S11
Sustainable Travel International	www.sustainabletravelinternational.org	S15
Tam	www.tam.com.br	S05
Tocantins	www.turismo.to.gov.br	S03

Day-By-Day Conference Program |

WEDNESDAY, September 3rd

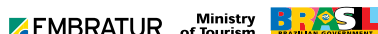
4:30PM-9:00PM Registration

5:00PM-7:30PM Opening Reception - Social Networking

7:30PM-10:30PM OPENING CEREMONY AND FEATURED

SPEAKERS AT BRAZILIAN NIGHT Amazonia Auditorium Brazil's Tourism Minister welcome address to all delegates and partners. Adventurers Margi e Gérard Moss show their passion for Brazil: – "Brazil's coat of many colors" with outstanding nature and adventure images, Bossa Nova and local gastronomy.

Dinner – Sponsored by:



THURSDAY, September 4th

8:00AM-9:00AM Breakfast Adventure Lounge

9:00AM-10:30AM Opening and Keynote Speaker Amazonia Auditorium – Jim Gilmore – *Strategic Horizons: "The Experience Economy: Work Is Theatre & Every Business a Stage"*

The adventure travel industry faces real and perceived threats of commoditization. Jim will share how customers are increasingly spending their time and money on experiences—memorable events that engage them in an inherently personal way. To address consumer shifts, Jim will offer expertise in conceiving and designing new ways of adding value to adventure travel offerings through experience design, customer experience management and experiential marketing.

10:30AM-10:45AM Coffee break Adventure Lounge

10:45AM-12:15PM SESSION 1

Track 1 – Marketing & Sales Andes Room
Online Marketing Optimization

Practical lessons for tour operators for improving online marketing skills. Tools, guidance and advice for email marketing, managing in-house email databases, blogging and more.
Eric Brodnax, Away.com/ Orbitz Worldwide – USA

Track 2 – Operations & Management Patagonia Room

Wearing too Many Hats: Meeting the Challenges of a Small Operation

An interchange of strategies and guidelines that successful adventure travel company owners use to tackle day-to-day challenges of small and medium sized enterprises - come ready to share your current challenges and get real-time advice.

Massimo Desiati, 4 Elementos / ABETA - BRA

Antonia Neubauer, Myths&Mountains - USA

Daniel Spinelli, Praia Secreta Consultoria / ABETA - BRA

Track 3 – Public Relations Atacama Room

Bad News, Good News and Handling the Media in Crisis

Crisis management. Guidance on how to prevent, prepare for and deal with the worst situations we have to face. Experts deliver specifics on managing communications when faced with angry customers, skeptical media and stressed staff.

Silvia Basile, Associação Férias Vivas - BRA

Chris Doyle, ATTA – USA

Fabio Raimo, Outward Bound - BRA

Track 4 – Innovation & Best Practices Pantanal Room

Measuring the Impact of Adventure Tourism – Adventure Tourism Development Index (ATDI)

The ATDI is a tool supporting entrepreneurs and governments who want to develop and market sustainable adventure tourism products and services. Case studies illustrate how destinations and the entire adventure tourism supply chain can benefit from the ATDI.

Christina Heyniger, Xola Consulting, Inc. – USA

Kristin Lamoureaux, The George Washington University - USA

Indira Palomino, PromPeru - PER

Track 5 – Sustainable Tourism Amazonia Auditorium

Integrating Adventure Travel with the World's Great Trails & Recreation Areas

Learn from industry and project leaders how your product or destination can be involved and take advantage of the integration of adventure, travel and existing outdoor recreation resources. Learn how to partner with public and private governing bodies of these prized areas.

Frank Hugelmeyer, Outdoor Industry Association - USA

Herbert Pardini, Ass. Montanhas do Espinhaço / ABETA - BRA

Day-By-Day Conference Program |

THURSDAY, September 4th

12:15PM-1:45PM Lunch **Amazônia Auditorium** - **Featured**

Destination: Minas Gerais: A brilliant Brazilian gem waiting to be discovered by nature and adventure lovers.

Lunch - Sponsored by:



1:45PM-3:00PM General Session **Amazônia Auditorium** - **Frank**

Hugelmeyer, Outdoor Industry Association (OIA): “Outdoor Industry Influences & Shaping the Active Outdoor Lifestyle of Americans”
The generational transformations expected in outdoor consumer and participation trends, attitudes and lifestyles in the next twenty years in the United States will be dramatic. Learn how the OIA and its outdoor brand members are at once shaping and reflecting the dynamic outdoor consumer marketplace through its aggressive lobbying efforts, public outreach campaigns, grant programs, innovative education program development and other progressive initiatives in order to meet the needs of a still active “boomer” generation, all while addressing the emerging consumer needs of a new “millennial” generation.

3:00PM-3:15PM Coffee break **Adventure Lounge**

3:15PM-4:45PM SESSION 2

Track 1 – Marketing & Sales **Andes Room**

Consumer Trends Understanding consumer trends - what people are doing when they're not working, sleeping or doing “must do” activities, plus snapshots of demo- and psychographic trends, technology's impact, behavioral changes, and more.

Don Mankin, Adventure Transformations, Inc. - USA
Marcelo Pedroso, Embratur - BRA - moderator
Esteban Walther, Google - BRA

Track 2 – Operations & Management **Patagonia Room**

Guides: Paths to Exceptional Client Experiences

Guides are often considered the pivotal people who make or break the experiences of your clients. Learn from the leaders the key lessons to develop and keep exceptional guides.

Ana Báez, Turismo & Conservación Consultores - CR
Cari Gray, Butterfield & Robinson - CAN
Humberto Medaglia, Aimberê Treinamentos - BRA
Claudio de Moura Castro, Pitágoras - BRA - moderator

Track 3 – Public Relations **Amazônia Auditorium**

Meet the ATTA and ATTA Member Networking

Meet ATTA executives and ask all those burning questions you've had, learned more about the global trade association, its mission and plans, and how you can get more involved.

Shannon Stowell, Chris Doyle, Chris Chesak, Lisa Alley, Paula Mendes – ATTA – USA

Track 4 - Innovation & Best Practices **Atacama Room**

ISO/Standards/Certifications Forum: Challenges and Benefits

Participants will discuss the challenges and benefits that unfold from establishing standards and developing, implementing and auditing certification processes.

José Augusto Pinto de Abreu, Sextante - BRA - moderator
Diogo Demarco, Ministry of Tourism - BRA
Alfredo Ferreyros, Explorandes - PERU
Ronald Sanabria, Rainforest Alliance - CR

Track 5 - Sustainable Tourism **Pantanal Room**

Indigenous People's Tourism A forum useful for all indigenous persons, businesses and communities interested in securing practical information that they can use in their indigenous tourism initiatives. Adventure tour operators should come away with insights into what motivates the indigenous tourism traveler and what types of experiences the operators should be offering.
Judy Karwacki, Small Planet Consulting – CAN
Jurandir Siridiwe, IDETI - BRA
Biraci Yawanawá, Organização Yawanawá – BRA
Israel Waligora, Ambiental / ABETA – BRA

4:45PM-6:30PM Social Networking and Visit the Exhibitors and Marketplace.

5:00PM-6:30PM Meet the Press **Patagonia Room** Meet publishers, editors, filmmakers, travel radio hosts, bloggers, social networking site editors, freelance writers and photographers at this 90-minute facilitated networking period. Roundtable discussions for key sectors of the media – newsprint, magazines, broadcast (TV & Radio) and online media – will be available.

6:30PM-7:30PM Cocktail Reception **Andes Room** **Featured**

Destination: Tocantins A unique opportunity to discover the beauty and adventure of this dream destination.

Sponsored by:



7:30PM-10:30PM Events/ Dinner **Amazonia Auditorium** **Featured**

Destination: São Paulo: Experience the diversity of São Paulo State and get the inside track on Brotas and Socorro, its top two adventure destinations.

Dinner Sponsored by:



FRIDAY, September 5th

8:00AM-9:00AM Breakfast **Adventure Lounge**

9:00AM-10:15AM General Session **Amazônia Auditorium** **Real Travel: Rendering Authenticity in an Increasingly Unreal World**

Following on the heels of Jim's September 4th Keynote, Shannon will quiz Jim on the emerging Experience Economy and the rise of authenticity as a consumer sensibility. They will discuss the staging of compelling travel experiences and offer insights on how adventure travel businesses should be “real” versus saying they're real to ensure the rendering of authentic travel experiences.

Jim Gilmore, Strategic Horizons – USA
Shannon Stowell, ATTA – USA

10:15AM-10:30AM Coffee break **Adventure Lounge**

10:30AM-12:00PM SESSION 3

Track 1 – Marketing & Sales **Andes Room**

Product Design: Specialization & Customization Top adventure travel operators share knowledge, insights and strategies for designing unique, authentic and high interest products for an ever-changing and demanding client base.

Robert Betenson, Matueté –BRA / UK
Debra Fox, CC Africa – AFRICA
Anne Wood, Mountain Travel Sobek - USA

Track 2 – Operations & Management **Patagonia Room** **Safety System Management – Lessons from the Field (Specific for Brazilian Tour Operators)**

Learn what you have to do to have a quality safety system running at your company. Get first-hand insights from tour operators and experts that are making it happen.

Rafael Barbieri, Ecoação Turismo de Aventura - BRA

Alvaro Barros, ABETA - BRA

Rafael Ciquella, Rema Rios Turismo - BRA

Dival Schmidt, SEBRAE - BRA - moderator

Track 3 - Public Relations **Pantanal Room** **Media Mastery: How to Package In-Depth Travel Stories for Media Consumption**

Digital, newsprint and magazine journalists provide valuable insights to adventure travel companies on how to increase the likelihood of your company's exposure. Tips for better understanding the media, preparing your "pitch", how to approach the writers and knowing what's news, what's feature material and when to deliver your ideas.

Molly Feltner, SmarterTravel.com - USA

Everett Potter, Everett Potter's Travel Report - USA

Veronica Stoddart, USA Today - USA

Track 4 - Innovation & Best Practices **Atacama Room** **Making the Best Use of Digital Technologies (e.g. GPS) and Media to Promote Places and Engage Travelers**

Explore with experts the technologic trends and innovations that are enhancing adventure travel products and client experiences, as well as the integration of technology and the digital/internet world that are helping destinations bring their product to life.

Ariane Janer, EcoBrasil - BRA/HOL

Jussara Rocha, SETUR / MG - BRA - moderator

Lane Roney, Geovative Solutions - USA

Track 5 - Sustainable Tourism **Amazonia Auditorium** **Changing Mindsets: Value Propositions for Protecting Key Areas**

New solutions, approaches and good practices on tourism and concessions within Protected Areas and National Parks.

Graeme Ayres, Conservation Department - NZ

Oliver Hillel, Convention on Biological Diversity - BRA/CAN

Glenn Philips, South African National Parks - SA

Representative, ICMBio - BRA

Israel Waligora, Ambiental / ABETA - BRA - moderator

12:00PM-1:30PM **Lunch Amazonia Auditorium Featured Destination: Argentina. Taste the flavor of Argentina and its exceptional range of nature and adventure options.**

Lunch - Sponsored by:



1:30PM-2:45PM **Amazonia Auditorium General Session:** Olivier Cantet, Rip Curl: "Lessons from the Surfing Industry"

Each adventure activity must remain authentic to its roots as surf has always been. What makes surfing successful could be benchmarked and use as an inspiration to find you own way, always starting from the core values of your business.

2:45PM-7:00PM Marketplace Ground Floor Being held on the ground floor, Marketplace will feature approximately 80 specialized, high quality adventure and eco-tourism incoming tour operators/suppliers from South America who will be available throughout the Summit, and at designed times, to meet with buyers (tour operators, wholesalers, agents outside South America – as well as to the press) interested in product development discussions.

3:00PM-4:30PM **DMO/Tourism Board/CVB (Exclusively) Networking Forum Andes Room**

An ATTA/ABETA-facilitated assembly for the discussion of and exchange of adventure travel industry matters concerning the development, growth, inspirations and challenges facing Destination Marketing Organizations and Tourism Boards worldwide.

3:00PM-5:00PM **Protected Areas Mixer Patagonia Room**

Invites only – International Experts on Protected Areas Workshop for insights and discussions to develop the tourism and concession in National and State Parks.

4:30PM-6:00PM Search & Rescue Forum Atacama Room Search and rescue teams based on Adventure Travel destinations get together to discuss and share experiences and common challenges and find solutions to maintain the prevention and accident response active.

6:00PM-7:30PM Cocktail Reception Patagonia Room Featured Destination: Ceará. This northeastern Brazilian state benefits from its strategic location and nature tourism in Brazil.

Sponsored by:



After the cocktail reception we suggest that you visit Adventure Sports Fair. Friday night is a open night.

SATURDAY, September 6th

8:00AM-9:00AM **Breakfast Adventure Lounge**

9:00AM-9:30AM **General Session Amazonia Auditorium**

ATTA/ABETA: Critical Industry Updates

The entire Summit delegation will attend for a Summit "Pulse Check" Update from Association leaders backed by Summit news announcements, plus, each organization will reveal new survey results including the ATTA's August "state of the global economy's impact on adventure tour operators" and ABETA's survey concerning safety management.

9:30AM-12:30PM Marketplace Ground Floor - Continuation of the Sept. 5th 2:45-7PM – Take this time to connect with South American adventure and eco-tourism incoming tour operators/suppliers.

9:30PM-10:30AM **Safety Management Forum Atacama Room**

Brazilian Adventure Travel Companies involved in the Safe Adventure Program get together to discuss the implementation of standards and to share their knowledge and experience. ABETA Staff will be facilitating.

10:30AM-12:00PM **Association Partnership Forum Andes Room**

Members of the ATTA's Association Partnership Program will gather their second annual meeting. Summit delegates who participate as tour operators, lodges/accommodations and attractions as members in adventure travel trade associations - or those who are interested in learning more about association memberships - are invited to learn more about the activities, interests and initiatives of this growing group.

12:30PM-2:00PM **Lunch Amazonia Auditorium Featured**

Destination: Peru. A place with thousands of years of cultural heritage and rich colonial tradition, Peru also offers great options for nature and adventure travelers.

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2:00PM-3:30PM **SECTION 4**

Track 1 – Marketing & Sales Andes Room
Integrated Marketing: Using Offline Marketing to Drive Online



Day-By-Day Conference Program |

SATURDAY, September 6th

Results

Is print advertising less important than online advertising? On the contrary: integrating on and offline advertising produces the most compelling strategy to stimulate consumer interest, all while reinforcing your company's brand. Learn how to make the most of both opportunities.

Ricardo Contel, Revista Aventura & Ação - BRA

Bryan Kinkade, National Geographic Adventure - USA

Tanya Niederhoff, Men's Journal - USA

Track 2 – Operations & Management **Patagonia Room**

Risky Business: Protecting Clients and Your Business

Your client's adventure starts when you communicate your product and accept your client's payment. Protect your company: Learn the best practices on how to present your products and screen clients for specific adventure activities.

Debra Fox, CC Africa - AFRICA

Ruy Marra, Superar Consultoria - BRA

Antonio Ramón, Club Andino Bariloche - ARG

Track 3 - Public Relations **Atacama Room**

Beyond the Press Release: Creative Strategies for Increased Media (and consumer) Visibility

Learn how to look beyond the press release to access a much broader audience for your special news. Learn how news services increase visibility through popular search engines, creating photo and/or video libraries for journalist access, establishing media/press centers that positions you/your company as THE experts.

Nancy Harrison, Adventure Travel Media Source - USA

Karen Kefauver, Freelance Journalist - USA

Kiko Nogueira, Editora Abril - BRA

Track 4 - Innovation & Best Practices **Pantanal Room**

Serving Specialty Needs - Accessibility and Adventure

Having 650 million in the world and 54 million of them in America, the disability community is not to be ignored. The road for accessibility in adventure travel is now real and paved. Pioneers tell their stories and provide strategies and actions for servicing this influential market.

José Fernandes Franco, Campo dos Sonhos - BRA

Jani Nayar, Society for Accessible Travel & Hospitality - USA

Ricardo Shimosakai, Turismo Adaptado - BRA

Track 5 - Sustainable Tourism **Amazonia Auditorium**

To Non-Profit or Not: Adventures in Community Based Tourism

Learn the "best practice" guidelines for travel philanthropy. These experts will review how our industry promotes travel philanthropy and offer insights into encouraging people to think beyond the "me-centered" view of travel.

Ion David, Travessia / ABETA - BRA

Daniela Papi, PEPY - USA

Kimiko Matsumoto, Freeway Maranhão / ABETA - BRA

Antonia Neubauer, Myths and Mountains - USA

Kátia Silva, Ministério do Turismo - BRA - moderator

3:30PM-3:45PM **Coffee break Adventure Lounge**

3:45PM-5:15PM **SESSION 5**

Track 1 Marketing & Sales **Andes Room**

Effective Marketing for Tour Operators - Back to the Basics

Marketing success begins with the basics. Experts share key strategies and tactics you can apply to improve the way in which you develop

product, improve your on/offline presence, make your adventures come alive for your prospect clients, and build relationship marketing strategies that can help you keep your customers year after year.

Cari Gray, Butterfield & Robinson - CAN

Kurt Kutay, Wildland Adventures - USA

Jean-Claude Razel, Alaya Expedições / ABETA - BRA/FRA

Track 2 Operations & Management **Patagonia Room**

Business Essentials: Managing Finance, Infrastructure, and Growth's Impact

Cash flow issues? Human resource management worries?

Preparing for the next stage of your company's growth? Experienced leaders will share their knowledge and solutions for building a solid foundation for the successful management of your company.

Eduardo Coelho, Recanto Ecológico do Rio da Prata - BRA

Alfredo Ferreyros, Explorandes - PER

Alejandro Rosales, Extremo Sur - ARG

Track 3 Public Relations **Amazonia Auditorium**

"Give the People What They Want": Creating Multi-Media Adventure Experiences That Drive Results

Travelers have access to an advanced media world and are increasingly relying on the Internet for streaming video, live updates and more. Learn to put your destination's and adventure company's visual assets to good use in a way that delivers quality, desirable and timely exposure in multiple channels, differentiates you from the competition, helps you to tell your unique story and develop a library of unique expertise that you can own and use for years to come.

John Canning, Green Living Project - USA

Rob Holmes, Green Living Project - USA

Lawrence Wahba, Canal Azul - BRA

Track 4 Innovation & Best Practices **Atacama Room**

Trends and Optimization of Online Distribution Channels

Learn all about online distribution channels: how it fuels business growth, what will work best for your company and how extending your reach through these channels affects your overall business and marketing strategies.

Amber Hayes, Adventure Engine - USA

Dick Schulte, Adventure Central - USA

Track 5 Sustainable Tourism **Pantanal Room**

Developing Eco-Adventure Travel Destinations - Lessons from the Field

Hear different perspectives from developing destinations -- the experiences that can help your company and destination interact better with all stakeholders -- private and public, and throughout the entire supply chain.

Tânia Brizola, Ministério do Turismo - BRA

Jaime Rios, Instituto Nacional de Promoción Turística - ARG

Gustavo Timo, ABETA - BRA

5:30PM-6:30PM **General Session Amazonia Auditorium**

Carol Bellamy: *"The Moral Adventurer in a World of Need"*. What does it mean to be an adventurer in a world made ever smaller through transportation and technology, where some enjoy increasing opportunities to get out and see the world while far too many others struggle in place to simply see tomorrow?

6:30PM-7:30PM **ATTA/ABETA – Moving Forward Amazonia Auditorium**

Be sure to attend the official close of the Summit conference to access closing remarks, gain Summit synopses learning based on Summit delegate feedback, and be present to hear the vision and next steps delivered by ATTA and ABETA leaders that will help to shape the global adventure travel community's coming initiatives.

7:30PM-10:30PM **Special Event!! Amazonia Auditorium**

organized by:



Sept 7th Adventure Day |

Adventure Travel World Summit – South America delegates may participate in one of eight adventure options on Sunday, September 7th – each within 130km from São Paulo City. Each of the Adventure Day options include transportation, adventure activity, and a packed lunch. Adventures are available on a “first in- first served” basis.



Bike Riding

Center of São Paulo's city - AuroraEco

This adventure-race style excursion is a great way to discover downtown São Paulo, its architectural and cultural treasures mixed with the lively daily life of the biggest city in South America. Auroraeco prepared this “unexpected” adventure specifically for Summit delegates. Traditional Brazilian lunch is included.



1km Zipline and Tree Rope Course

Socorro - Parque dos Sonhos

Enjoy “flying” across the valley on a 1-km zipline! Incredible scenery, high speed and professional operation within Parque dos Sonhos (Dream Park), which is one of the biggest adventure parks in Brazil. The delegates will participate in Tree Rope Course activity as well.



Aqua Ride and Zipline

Socorro - Parque do Monjolinho

Parque do Monjolinho offers an exciting Acuaride experience to delegates in “Rio do Peixe”, Socorro. This activity takes approximately one hour and a half of adventure. Zipline activity is also included with the support of specialized guides and safety equipment.



Sea Kayak

Cambury - Cia de Ecoturismo

Those who choose this adventure will have to get up early to reach splendid Cambury, a nice and charming beach situated at São Paulo's North Shore. It is a 2-hour kayaking tour to surrounding islands next to the coastline. The difficulty is easy to moderate. Lunch will be served at Tuim Park in preserved Rainforest.



Trekking

São Lourenço da Serra - Trip on Jeep

The trip occurs in a nature reserve located in São Lourenço da Serra, localized around São Paulo city. Options of hikes with interesting points like suspension bridge, Tibetan bridge, and exceptional rainforest diversity. Upon our return, a local handicraftsman will give a short handcraft workshop.



Trekking/ Tree Rope Course

São Francisco Xavier - Portal Equilibrium

The activities will take place in “Serra da Mantiqueira”, the highest mountain range of Brazil. It is a place with unique scenery and where strong efforts are being made with the local community. The group will participate in trekking and tree rope course activities with a great view of the Mantiqueira's Mountain Range.



Tree Rope Course

Santa Isabel - Adventure Park

The delegates will participate in a thrilling tree rope course activity, within untouched rainforest full of exotic plants and birds. This trip's highlight is a 300-meter zipline over a waterfall. Nice restaurant and hikes all around.



Rafting

Juquitiba - Canoar

The delegates will have the opportunity to participate in rafting adventure, followed by specialized guides in a traditional rafting point near São Paulo. The Canoar base camp is a well structured and will offer Class-3 Juquiá rafting through wonderful Brazilian forests.

Adventure Travel Trade Association (ATTA)



Established in 1990, the Seattle-based ATTA is a global membership organization dedicated to unifying, professionalizing, promoting and responsibly growing the adventure travel market worldwide. ATTA Members include tour operators, destination marketing organizations, tourism boards, travel agents/agencies, guides, lodges/resorts/attractions, media, and service providers. Host of the Adventure Travel World Summit events, the ATTA provides professional support, development, education, research, marketing, career building, networking, news (www.adventuretravelnews.com), and cost-saving resources to its members. The ATTA also is the industry's portal to consumers, offering high quality and credible adventure travel resources to travelers worldwide at www.adventure.travel.

Websites: www.adventuretravel.biz www.adventuretravelworldsummit.com www.adventure.travel

E-mail: info@adventuretravel.biz

ATTA Team

President: Shannon Stowell

Vice President: Chris Doyle

Vice President of Business Development: Chris Chesak

Business Development Manager: Lisa Alley

Business Development Manager: Paula Mendes

Director, Online Strategies: Jason Reckers

Director, Event Operations: Amber Silvey

Operations: Jenny Holm

Membership Administrator: Murray Bartholomew

Strategic Partner, Consultant: Moe Carrick

Associate: Christina Heyniger

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Associate: Paige Stringer

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Urs Eberhard, Switzerland Tourism

Francis X. Farrell, National Geographic Adventure

Nicky Fitzgerald, CC Africa

Rick Hemmerling, Buzz Off Insect Shield

John Hogan, Qatar Airways

Kurt Kutay, Wildland Adventures

Perry Lungmus, Travcoa

Thornton May, Futurist

Helen Nodland, Nodland Travel Enterprises

Everett Potter, The New York Times Syndicate, USA Weekend

Gustavo Timo, ABETA

Steve Trautman, Solution Strategies, Inc.

Russell Walters, Northern Outdoors

Brazilian Ecoturism and Adventure Travel Trade Association (ABETA)



Established in 2004, ABETA is a membership association formed by ecotourism and adventure travel tours operators, travel agents, lodges and attractions dedicated to the development and improvement of the nature based tourism in Brazil.

ABETA believes that adventure travel and ecotourism have to be viable socially, environmentally and economically, bringing: satisfaction for clients, a positive image for Brazil, access and sustainable use of nature resources, benefits for the communities we visit, and financial result for entrepreneurs.

ABETA leads initiatives in order to improve quality, safety and sustainability of adventure travel and ecotourism companies in Brazil, with the main goal to make Brazil a world class destination for nature based tourism.

For more information please visit:

www.abeta.com.br

www.bbco.org

Contact: info@abeta.com.br

ABETA's Management 2006 - 2008

President: Israel Waligora

Vice President: Ion David

Technical Director: Massimo Desiati

Capacity Director: Kimiko Matsumoto

Environment Director: Ronaldo Franzen Júnior

Marketing Director: Vivian da Cunha

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Adventure Travel World Summit - South America

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Event Coordinator: Jean-Claude Razel

Communication Coordinator: Marianne Costa

Promotion and Commercialization Coordinator: Cibele Moulin

Environmental Coordinator: Lucila Egydio

Executive Coordinator: Raiza Kato

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