EXECUTIVE SUMMARY

The first-ever ATWS-South America was an outstanding success by all measures. More than 740 adventure travel executives came to the Summit for personal development, expanding their professional network, and promoting their products to industry influencers. Pre-tours, a new Marketplace for buying/selling, strong support from Brazilian destinations and South American tourism boards were all highlights. The efforts of our Brazilian hosts (ABETA and EMBRATUR) to bring so many South American operators, agents, and media together with ATTA members from around the globe was a key to this event’s success.
Attendees

The inaugural Adventure Travel World Summit – South America (ATWS-SA) in Sao Paulo Brazil, Sept 4-7, brought together the leadership of the adventure travel industry. From the Americas and around the globe, more than 740 adventure travel executives (a 47% increase over 2007’s 505 attendees) attended. Each Delegate was an industry influencer and/or decision-maker.

“I wanted to congratulate you for the excellent organization of the Summit. It was very informative and helpful for all of us. It was an incredible experience.”

- Fernando Escudero; President, Asociacion Argentina de Ecoturismo y Turismo Aventura
Nations Represented

ATWS-SA delegates represented nearly 35 nations from around the globe, including Argentina, Bangladesh, Brazil, Canada, Croatia, England, Germany, Japan, Peru, South Africa, The Russian Federation, Trinidad and Tobago, The United States, Vietnam, and more.
Sponsor R.O.I.

Over the course of their entire sponsorship, Key Sponsors of the event received an estimated more than 622,000 quality 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:

- 800 printed programs
- Logos listed on two 60 s.f. banners
- Logo projections for all sponsors on 16’x24’ presentation screens during meals, before keynote presentations, and during breaks
- Logos posted in several pre-summit emails totaling more than 155,000 unique receipts by adventure travel professionals
Programs & Promotions

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

- **EMBRATUR and Brazil Ministry of Tourism**: Opening Reception
- **Brotas, Sao Paulo, & Socorro**: Evening Reception
- **Minas Gerais, Argentina, Peru**: Lunch Events
- **Amazon, Ceara, ExOfficio, Tocantins, Men’s Journal**: Cocktail Receptions
- **Adventure Central**: Cyber Café
- **ABETA**: Closing Reception

“A HUGE “thank you” to your team for hosting such an exciting and educational summit. The South American Summit was a fantastic platform for ExOfficio to introduce the brand to attendees from around the globe.”

- Chris Keyes; Marketing Coordinator, ExOfficio
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.
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
Addendum A
Sponsors & Exhibitors

**HOST COUNTRY**

![BRASIL Sensational!]

**MAJOR SPONSORS**

- Adventure Central
- Argentina
- Chile
- GoOutside
- Minas Gerais
- *National Geographic Adventure*
- Peru
- São Paulo
- TAM

**KEY SPONSORS**

- GoOutside
- Minas Gerais
- *National Geographic Adventure*
- Peru
- São Paulo
- TAM

**SUPPORTING SPONSORS**

- Away.com
- Ceará
- Tocantins

**CONTRIBUTING SPONSORS**

- *Archaeology Magazine*
- Ecuador
- Green Living Project
- Triade Seguros Partners
- Adventure Sports Fair
- Conservation International
- Sustainable Travel International
- São Paulo Convention Bureau
Addendum B

Attending Tour Operators

NOTE: The list represents the majority of the operators that attended, as 356 Delegates are without an industry declaration. (European and North American operators listed in bold.)

&BEYOND (Formerly CC Africa)
Abismo Anhumas
Adriatic Kayak Tours
Adventure Associates
Adventure Land Travel and Tours
Adventure South Ltd
Adventure Spirit / Travel Network
Alaya Expedicoes
All America
All Patagonia
All Seasons
Alltournative
Amazon Tree Climbing
Amazonas Tur
America Andina
Anem de Viatges
Aniyami Turismo
Aparados Adventure
Apumayo expediciones

Associaçao Roteiros de Charme
Ativa Rafting
AuroraEco - Viagens Ativas
Aventoura
Aventoura
Aventura Turismo
Aventura do Brasil
Aventura Especial
Aventura Expediciones
Aymara Turismo
Banani Eco Tour
Barlan Travel
Big Amazon Fish / AdventureGiving.org
BikeHike Adventures
Biosfera Brasil
Brazil Adenturas Expediçoes
BRASILIATOUR

Brasilien Wege
Brasilien.de
Braslatinatur
Brazil Discovery Active Travel
Brazil Ecojourney

Burco Lodges
Butterfield & Robinson
Camino Abierto
Canoar
Cascada Expediciones

Celia Batista
Chamaeleon Reisen
Cia Nacional Ecoturismo
Contrast Getaway
Country Walkers

Thank you so very much for the Summit’s great organization and the very interesting meetings and sessions. The quality of the entire event was really very good! Bravo!

- Anne Desse, TAWA EUROPE

Cox & Kings
Cruceros Australis
Secretaria de Turismo, Esporte e Lazer do Rio Grande Do Sul
DAVENTURA
Delta Outdoors
Dive! Tutukaka
Diversidad
Djoser Reisen
DreamWeaver Travel
DuVine Adventures
Ecoterra Expedicoes Ambientais
Ecuador Adventure
Enigma Adventure Tour Operator
Euro American Travel
EverGreen Escapes & Explorers 3 Adventures
Explorandes


Addendum B (Cont.)

Extremo Nordeste Expeditions
Famtridsresor
Farol da Foz Ecoturismo
Fazenda Acaraú
Fazenda San Francisco
Fifth Avenue Travel
Firecloud Adventures
First Patagonia Travel Adventure
Fitz Roy Expediciones
Fredson Travel

Freeway Brasil
Freeway Brazilian EcoTourism
Gateway Brazil
Gato do Mato Expediciones Ecológicas
Grade VI
Gulliver Travels
Gullivers Travel Associates
Gulyana Sustainable Tourism Initiative

H2O Patagonia
Haast River Safari
Hiking New Zealand Ltd.
Huala Turismo Aventura
Ikarus Tours GmbH
Inkaterra
Intrepid Travel
Jaz Tour
JBC-agencies/Great Brazil Express
Kenwood Travel
Kings Holiday
Korubo
La Route des Voyages
L’aime du Sud Voyages
Lernidee Erlebnisreisen
Lost World Adventures
Maduro Dive Fanta-Seas
Malocas Jungle Lodges
Manaús Hostel

Marillum Viatges
Marimbus Ecoturismo
Maritaca Turismo
Martin Travel Turismo
Matute
Meridian Prime
Metropolitan Touring
Miller Reisen
Mongolian Travel
Montanheiros
Mountain Lodges of Peru
Mountain Travel Sobek
Mundo Aventura
Myths and Mountains
Neblina Forest
Ngai Tahu Tourism
Nomad Expediciones
Nomades de la montaña
NZone “The Ultimate Jump”
Oikos Ecoturismo

Omni
Mare
Open Door
Operadora
Orion Turismo
Otkrytie Travels
Ozone Travel Kiteboarding
Pack and Go Travel
PADI Brasil
Paraiso Eco Lodge
Parque springs
Parque das Trilhas
Parque Nacional Los Alerces
Patagonia Extrema Viajes
PEPY
Pisa Trekking
Piscinas Naturais
Portal do Equilibirium
Portal Equilibrium
Pousada Caiman
Pousada Estrela Dyagua
Addendum B (Cont.)

Pousada Frangipani
Pousada Recanto Alvorada
Praia Secreta
Promobas
Quehuanque E.V.T - Turismo
RAFT ADVENTUREA
Recanto Ecocolico Rio da Prata
Redwood Adventures
REI Adventures
Reise Koenig
Rio da Prata
Rio Hiking
Rios e Montanhas
Roraima Adventures
ROW Adventures
Say Hueque / Tours in Argentina & Chile
Scott Walking Adventures Limited
Sea to Summit - North America
Sekom Voyages
Serac - Sky y Andinismo
Shotover Canyon Swing
Skybird Travels and Tours Ltd.
Snow Leopard Adventures P. Ltd.
Socompa
South Explorer
Southern Explorations LLC
STB Student Travel Bureau Ltda.
Suçuarana Roteiros e Expedições
Superfly
Taranna
Tawa
Tell Tale Travel
Tendao
Termas de Lahuen Co
Terra Brasils
Terra Nordeste
Terral Expedições
Território Selvagem
The Cristalino Jungle Lodge
Tierra Del Volcan/Volcanoland
Totally Tourism
Travel Ecuador
Travessia
Trek Travel
Trilha Do Ouro
Trip Noronha
Tuareg Rafting
Tucano Reps. Peru Latin Trails
Valinor Representaciones
Vision 2000
Canada
Vivo International Adventures
Voyages Jules Vernes
Webventure
WHL Travel
Wilderness Travel
Wildland Adventures
Wildlife Trails
Wilsons Abel Tasman Ltd
Your Way
Zoom Travel
Zorb Ltd

The 2008 Adventure Travel World Summit in Brazil proved to be an invaluable networking opportunity. There were countless opportunities to brainstorm with travel industry leaders as well as representatives from the media, worldwide organizations, government, and associations.

- Timo Shaw; President, Country Walkers

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Addendum C
Attending Media

NOTE: The list represents the majority of the media that attended. List includes sales staff as well as editorial. (European and North American media in bold.)

A E G ACESSORIA
AÇÃO E AVENTURA
Adventure Travel Media Source
AGÊNCIA SEBRAE DE NOTICIAS
Archaeology Magazine
Assessoria de Imprensa
Assessoria de imprensa Banco Real
AVENTURA E AÇÃO
AVENTURA RIOS

AVENTURA.COM.BR
Away.com
Brasiliatur
BRASILTURIS
Brazil Max
Circuito das Águas (Socorro)
DAILY TELEGRAPH
DIARIO DO TURISMO
DIÁRIO LA VANGUARDIA
EcoTraveller.com
EDITORA ABRIL
EGOM COMUNICAÇÃO

Everett Potter’s Travel Report
FOLHA DE SÃO PAULO
FOX PRESS NET
GoOutside

The Summit was energized by an agenda that challenged participants to share their impressions about important thinking from a great variety of disciplines. It left participants understanding their own unique challenges and opportunities in a richer context. Further, I did not meet one delegate that I would not want to go on a hike with.

- Francis X. Farrell; Publisher, Men’s Journal

El Cronista Comercial -Viajes & Estilo
EMBROTUR
ESTADO DE SÃO PAULO

Green Living Project
GRUPO VIAGEM
JORNAL DA CIDADE
Jornal De Turismo

JORNAL MAIS OFF ROAD
JORNAL O ESTADO DE SÃO PAULO
Jornalista
Kairn

NOTE: The list represents the majority of the media that attended. List includes sales staff as well as editorial. (European and North American media in bold.)
Addendum C (Cont.)

MÁQUINA COMUNICAÇÃO CORPORATIVA INTEGRADA

Na Flor da idade
National Geographic
National Geographic Adventure
NEW PRESS VIDEO
NUCELO DE TURISMO DE BROTAS
Outside Magazine
Panorama do Turismo
PARQUES NACIONAIS ARGENTINOS
Planeta Ecotur Agência De Viagens E Turismo
PORTAL UOL
PREFEITURA MUNICIPAL DE BROTAS
RADAR TELEVISION - CNT
REBÍA
REVISTA AIRE LIBRE
REVISTA ALA FEMININA
REVISTA BUSSINESS BRASIL
REVISTA DO MEIO AMBIENTE
Revista Dufry
REVISTA ECOTURISMO
REVISTA ECOTUS
REVISTA HEMISPHERES
Revista Host
REVISTA LOK
REVISTA MERGULHO
REVISTA TRAVEL TIME
REVISTA WAVES
REVISTA WEEKEND
SBT REALIDADE
SECRETARIA DE ESTADO DE TURISMO DE MG
SmarterTravel.com
SUPLEMENTOS EL COMÉRCIO

Image © Laura Araya
Addendum D

Attending Destinations

NOTE: The list represents the majority of the destinations that attended, as 356 Delegates are without an industry declaration.

Adtur
Assam Tourism (India)
Belize Tourism Board
Brazil Ministry of Tourism
EMBRATUR
Innovation Norway
Interatividade Itacaré
Kuoni Travel Ltd
Ministério do Turismo
National Institute of Tourist Promotion - Argentina
New Zealand Trade & Enterprise
PARATUR
PromPeru
Secretária De Estado De Minas Gerais
Secretaria de turismo de Chubut
Secretaria de turismo provincia de Santa Cruz
Secretary of Tourism of the State of Minas Gerais
Tourism Authority of Thailand
Villa La Angostura, Secretary of Tourism of Argentina

“The summit was a great platform to highlight new destinations of Peru directly to the leaders of the industry worldwide, while also facilitating business connections with our Peruvian operators during the event.”

- Indira Palomino; Adventure Travel Specialist, PromPeru

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