



ADVENTURE TRAVEL WORLD SUMMIT

CHIAPAS, MEXICO | OCTOBER 17-20

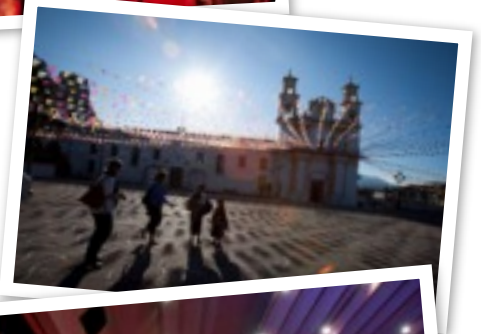
2011 FINAL REPORT



Final Report 2011

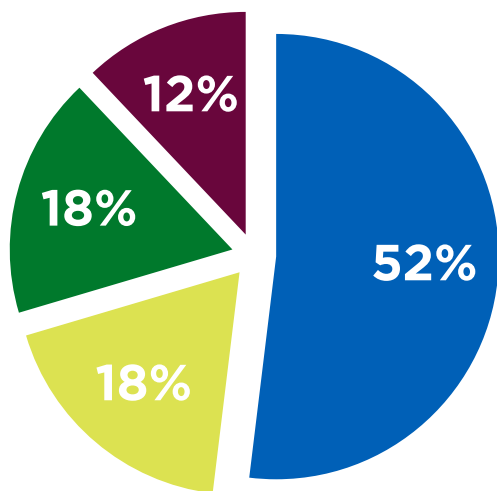
The Adventure Travel Trade Association's annual, trade-only Adventure Travel World Summit is the preeminent place to:

- ▶ 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



Attendees

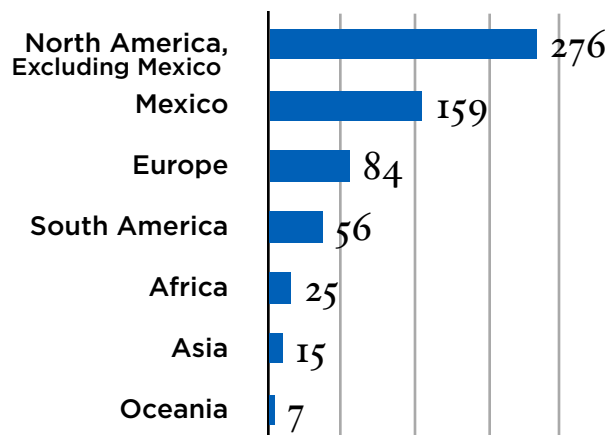
Held October 17-20 in San Cristóbal de las Casas, Chiapas, the 2011 Adventure Travel World Summit was the largest North American Summit to date, selling out at 622 Delegates, and gathering for professional development, in-depth networking, inspiration, and adventures throughout Mexico. Each delegate was an industry influencer and/or decision-maker.



- Operators, Agents, Accommodations (323)
- Tourism Boards (115)
- Industry Partners (109)
- Media (75)

Nations Represented

The Delegates attending the 2011 Adventure Travel World Summit hailed from 50 countries around the globe, from Argentina and Australia to Venezuela and Vietnam.



“

The 2011 ATWS sessions were excellent and the networking opportunities superb as usual. I took away a lot of concrete and useful ideas that will help me lead my business forward. Many thanks to the ATTA team for their hard work, effective execution and dedication to shaping the future of adventure travel in a positive way.

Peter Grubb
ROW Adventures



Mexico

A key part of an Adventure Travel World Summit is exposure of the destination to adventure travel professionals from around the globe.

To fully expose Mexico, delegates (tour operators and media) participated in Pre-Summit Adventures throughout the country, and the Day of Adventure in Chiapas. The Summit itself took place in the beautiful colonial city of San Cristóbal de las Casas. Unique to this conference was the fact that there was not one conference facility — instead, the Summit utilized auditoriums, lecture halls and theaters throughout town, which fully immersed delegates in a natural Mexican environment.

Post-Summit Delegate Survey Question

Please indicate any changes to your perception of Mexico following the Summit:

More favorable perception of Mexico



President Felipe Calderón inaugurated the event — the first time a head of state has addressed Summit delegates — with a captivating presentation on how adventure travel can change Mexico for the better.



The results of the Adventure Travel World Summit could be the most important in the last 20 years for a meeting of a specific sector in Mexico.”

Fernando Olivera
Rocha, SECTUR



“We are a country my friends, of enormous natural wealth and enormous cultural wealth. And, no doubt, Mexico is truly a land of adventure, wherever you see fit. But more than all that, my friends, what Mexico has, we feel, to bring to the world, it is not only its natural wealth, immense and many of them still unexplored, it is not only their cultural riches, is perhaps even more important, that is its people.”

President Felipe Calderón
October 17th, 2011

Sponsors

Return on Investment

Over the course of their entire sponsorship, Major Sponsors of the event received more than **1.4 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.

Branding

Sponsors were thanked and recognized via:

- 700 printed programs
- Logos listed on one of three 9 sq. meter banners
- Logos projected on two 12 sq. meter screens before featured presentations in the Convention Centre



[T]hanking you for an inspiring, energetic and fun ATWS 2011. Wherever you looked you saw people chatting, dealing, sharing, smiling and doing business. The rooms were buzzing. You created with ATTA an incredible useful and powerful body for the Adventure Travel industry.

Urs Eberhard
Switzerland Tourism

Sponsors

Programs & Promotions

Sponsors such as Eddie Bauer, Away.com, Men's Journal, National Geographic Traveler, Eagle Creek, Wanderlust, and many more utilized the ATWS for product sampling, extensive networking and lead generation, brand-building, and promotions, while other sponsors also dedicated support to specific speakers, initiatives, or events.

Dedicated sponsorships included:

- Mexico, Scotland & Switzerland - Dinners
- Ecuador, Namibia, & Quebec - Lunches
- Veracruz - Coffee Breaks
- Chile - Cocktail
- AFAR magazine - Marketplace
- Peru - Breakfast
- Mexico - Badges
- First Ascent & Jordan - Closing Party
- Belize - Late Night
- Norway & Salta - Room Sponsorships
- Eventia - Greening the Summit
- Eddie Bauer, Eagle Creek, & Hummingbird - VIP gifts
- Planeterra & South African Tourism - Voluntourism session

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



Eddie Bauer's First Ascent line featured prominently during the Day of Adventure



“The Summit is the ideal platform for promoting the Eddie Bauer brand, tapping into current - and future - trends, getting product on industry influencers, and just generally harnessing the leaders of the adventure travel industry, all in one compact, creative, energetic and very powerful space.

Natalie Smith
Eddie Bauer

b Hidden Trails

Attending Tour Operators

AFAR Exchange Tour Operators

s Registered Suppliers
b Registered Buyers

s Inkaterra	b Myths and Mountains	b REI Adventures	s Summer Feet Cycling	b TravelQuest International
b International Expeditions	s Natoura Travel and Adventure Tours, Venezuela	Rio Secreto	s Summits Africa	s Tucano Reps. Peru
Intrepid Travel	b Natural Migrations	s Rodavento Hotels / Rio y Montaña Adventure Lodges	s Sur Divers	Turísticos del Noroeste
Inuit Adventures	b Natural World Safaris Ltd	ROW Adventures	Surtrek Ecuador & Galapagos Tours	Vagabond Adventure Tours of Ireland
Jardin des Glaciers de Baie-Comeau	New World Adventures / Grand View Hotel / Rancho Santa Barbara	Ruby Range Adventure	b Tafari Travel	Venezuela Elite
s Journey Mexico	O.A.R.S.	s S-Cape Travel	TERRA 3 Expediciones	Venturas & Aventuras / Pure Brasil
b JOURNEYS International	s Oceanwide Expeditions	s Sacred Rides Mountain Bike Adventures	Thamserku Trekking	Vera Aventuras
s Kallpa Tour Operator	Odyssea-In Travel Ltd, Bulgaria	b Saddle Skedaddle	The Lodge at Big Falls, Belize	Veredas Adventures
Killary Tours / Connemara Adventure Tours	b Off the Beaten Path	s Say Hueque - Argentina Tours	s The Muddy Boot	Via Cobre Tour Operador / Hotel Divisadero Barrancas
La Mano del Mono	Opplev Børgefjell / Experience Borgefjell	s Shikhar Travels India	The Northwest Passage / Polar Explorers	s Viaventure Central America
Latin America World	Orbi Tours	Sierra Gorda	The Wayfarers	s Vildmark i Värmland
Latitud 25	Otinapa Sierra Camps		Thomas Cook NA	Volcanoes Safaris
le Québec hors circuits	s Otto's Tours Cia. Ltda.			s Voyage Colombia / World Tours
s Lernidee Trains & Cruises	Outdoor México Excursions			Walkabout Scotland
Lima Tours	s Papa-Leguas - Viagens de Aventura			Wanderlust and Lipstick
b Lindblad Expeditions	Paralelo 19			Wild Norway
Llama Expeditions	Parc Aventures Cap Jaseux			s Wilderness Explorers
b Macs Adventure	s PureQuest Adventures	s Snow Leopard Adventures Pvt. Ltd	b Thomson Family Adventures	s Wilderness Safaris
Mandala Viajes	Real Life Adventure Travel	b SNP Natuurreizen	Thomson Safaris	s Wilderness Scotland
Maple Leaf Adventures	s Red de Ecoturismo La Encrucijada	Socompa Puna Adventure Travel	Tierra del Volcan / World Bike Adventures	b Wilderness Travel
Marron Treks P. Ltd	s Red Integradora de Ecoturismo Sierra Juarez de Oaxaca S.A de C.V	Southern Explorations LLC	Tierra Norte Aventura	b Wildland Adventures
Martsam Tour & Travel	s RED Sustainable Travel	Southern Visions & Active Cultures Travel	Tour Operadora Hatsi	WOW Scotland
s Metropolitan Touring	b Reefs to Rockies, LLC	Splash White Water Rafting	Traditions Mexico	s Yacu Amu Experiences
s Mexico Outdoor Adventure Travel		s Sprachcaffe/ Holiday-n-Adventure	TravelDragon.com	b Zegrahm Expeditions
México Outdoor Adventure SA de CV			s Travelecuador / South Expeditions	Zuambary Operadora Turistica SA DE CV
Mountain Innovations				
s Mountain Lodges of Peru				
Mountain Travel Sobek				



Attending Media

DAN BARHAM

Bike Magazine, Singletrack Magazine, Bicycling

ELLEN BARONE

EllenBarone.com, YourLifeIsATrip.com, Nat Geo's Intelligent Travel

JEANINE BARONE

National Geographic Traveler, Conde Nast Traveller (UK), Delta Sky Magazine

GREGG BLEAKNEY

VeloNews, Sierra Club, Adventure Cycling Association

JONATHAN (JON) DORN

Backpacker magazine, Climbing magazine, Outdoor Retailer Daily

JUDIE FEIN

Psychology Today, YourLifeIsATrip.com, Blogger, Huffington Post

WENDY GEISTER

The Adventure Post

KRISTIN GILL

Kristen Gill Media, Wanderlust and Lipstick

GRAEME GREEN

National Geographic Traveler, Metro, Sunday Herald

ANNIKA HIPPLE

Sierra Magazine, Ethical Traveler, Earth Island Journal

ERIC HISS

Conde Nast Traveler, Delta Sky, Robb Report

DAN LINSTEAD

Wanderlust

DON MANKIN

Active Over 50, Vibrant Living Magazine, Your Life Is A Trip

MARIO MERCADO

Travel + Leisure

DIANE MERLINO

Travel Weekly, Northstar Travel Media

CAREN OSTEN GERZBERG

The New York Times, National Geographic Traveler, Embark travel blog

STEPHANIE PEARSON

Outside Magazine, O, The Oprah Magazine, Sunset

EVERETT POTTER

Travel + Leisure, Forbes Life, Everett Potter's Travel Report

NORIE QUINTOS

National Geographic Traveler

GIGI RAGLAND

Women's Adventure, TravelAge West, Away.com

COREY RICH

Aurora Photos, Corey Rich Photography

PAUL ROSS

Drink Me, Blogger, Huffington Post, Sun Monthly

KATE SIBER

Outside Magazine, National Geographic Adventure (online), The Boston Globe

ALLAN SMITH

Outdoor Channel, History Channel, Canal +

HANNAH STRANGE

The Times (UK), Veronica Stoddart, USA TODAY

THERESA STORM

Up!, WestJet Vacations, Travelweek

ADAM THOMSON

Financial Times

MICHELE WESTMORLAND

Scuba Diving, Sport Diver, Unterwasser

MARCUS WOOLF

The Adventure Post



The Summit was a very busy and productive week, with lots of meetings and new contacts made, many new story ideas gathered and new editors met. It was also a lot of fun - the Summit really attracts a great crowd of people passionate about what they're doing.

Graeme Green
Journalist

Attending Destinations

Ah Chihuahua	National Tourism Service - Sernatur
Baja California Sur	
Belize Tourism Board	Northern Village of Kangiqsujaq
State of Campeche	Nunavik Parks / Kativik Regional Government
Destination Arctic Circle - Greenland	Outdoor Capital of the UK
Estado de Morelos	Proexport Colombia
Fjord Norway	PromPeru
Gotland Convention Bureau / Gotland Tourist Association	Quebec's National Parks & Wildlife Resorts / Sepaq
Greenland Tourism	Quebec City Tourism
Guatemalan Tourism Institute	Québec maritime
Innovation Norway	Quito Tourism
Jalisco es Mexico	Secretaría de Turismo Chiapas
Jordan Tourism Board	Secretaria de Turismo de Durango
Lucerne Tourism	Secretaría de Turismo de Gobierno del Estado de Querétaro
Medicine Root, Inc.	
Ministerio de Turismo del Ecuador	Secretaría de Turismo de San Luis Potosí
Ministerio de Turismo - Salta Argentina	Secretaria de Turismo Gobierno del Estado de Sinaloa
Montenegro National Tourism Organisation	
Namibia Tourism Board	



Secretaria de Turismo y Desarrollo Economico del Estado de Oaxaca

Tourism Ireland

South African Tourism

Tourism Tabasco Mexico

South Australian Tourism Commission (SATC)

Turismo Chile

State of Guanajuato

Visit Mexico

State of Guerrero

VisitSápmi

Switzerland Tourism

VisitScotland

Tourisme Québec

Yucatán

Tourisme Saguenay-Lac-Saint-Jean

Zacatecas Tourism



I entered the Summit as the usual British cynic and left completely inspired! I finally made the time to attend the Summit and was greatly rewarded; everyone was so open to chatting through the adventure travel trade whether they were competitors or not. Humbled by the various lectures I attended as some truly inspirational speakers talked us through their various business models. I am a cynic converted!

Will Bolsover
Natural World Safaris

Host Destination

Major Sponsor

CHIAPAS

México

EDDIE BAUER®

Key Sponsors

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by GORPTravel.com

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MAGAZINE

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love life

Men's Journal
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TRAVELER
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Cascade Designs**

Orbitz.com

Peru

Salta, Argentina

**South African
Tourism**

Terramar Sports