Education for the Business of Adventure Travel

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- Package Comparison
- Courses
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ATTA’s AdventureEDU fulfills the educational mission of the ATTA and provides training for governments, associations and individual companies. AdventureEDU programs educate companies to deliver the best adventure travel experiences in a safe and sustainable practice.

Why AdventureEDU with the ATTA?

AdventureEDU Educators are experienced adventure business owners and trainers; they share proven techniques to help drive profitability and sustainability.

AdventureEDU is a UNWTO-endorsed training program specifically dedicated to improving the adventure tourism sector.

ATTA’s AdventureEDU Clients include:

- Colorado Tourism (U.S.A.)
- New York State Tourism (U.S.A.)
- Macedonia
- Peru
- Western Balkans
- Greenland
- Saudi Arabia in partnership with UNWTO

“A special strength of the AdventureEDU approach is the fact that the trainers are the ‘doers’ who bring to the front the solid firsthand experience. This brings down all barriers and Chris, Russell and Jack have managed to open up the audience and work with them on their direct issues while at the same time placing new ideas, expanding concepts and providing paths to solutions available to small operators.”

ADVENTURE TOURISM ASSOCIATION IN BOSNIA-HERZEGOVINA
AdventureEDU is an important step toward engagement with the adventure travel community. Strategic development will result in high-visibility exposure to the international community -- to tour operators, the media and travelers themselves.

“The AdventureEDU program delivered by ATTA provided useful information to a very heterogenous range of participants from multiple countries and with varying interests in the subject – from policy makers to tour operators and guides. It was an important step forward for the continued development of the adventure sector in the region.”

SONIA FIGUERAS, UNWTO/THEMIS [SAUDI ARABIA]
### AdventureEDU Package Overview

AdventureEDU recommends one of two packages for destinations seeking to deepen their commitment to the adventure travel industry.

<table>
<thead>
<tr>
<th>Program</th>
<th>Adventure Community Builder</th>
<th>Adventure JumpStart</th>
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<tbody>
<tr>
<td>Adventure Travel industry brief followed by in-depth discussion about current destination challenges. Facilitated meeting topics include destination opportunities, priorities, and future development in small and large groups.</td>
<td>Courses in key subject areas cover topics necessary for destination managers and tour operators when building a successful adventure tourism market. <em>Note: Custom courses may be created for additional cost.</em></td>
<td></td>
</tr>
<tr>
<td>Duration</td>
<td>2 days</td>
<td>1 day</td>
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<tr>
<td>Courses</td>
<td>Adventure Travel Industry Trends course and Group Facilitation</td>
<td>Three courses, chosen from five options, with a capstone exercise, which can be modified to emphasize product development, marketing or safety as desired</td>
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<tr>
<td>Analysis and De-Brief</td>
<td>Post-session debrief includes results of participant satisfaction survey</td>
<td>Post-session debrief includes results of participant satisfaction survey</td>
</tr>
<tr>
<td>ATTA Team Members</td>
<td>1 ATTA Coordinator plus 1 EDU Facilitator</td>
<td>1 ATTA Coordinator plus 2 EDU Educators</td>
</tr>
<tr>
<td>Participants</td>
<td>Up to 75. For more participants, an additional facilitator can be added at an additional cost</td>
<td>Up to 75. For more participants, an additional facilitator can be added at an additional cost</td>
</tr>
<tr>
<td>Benefits</td>
<td>Participants gain relationships with stakeholders in their community while aligning priorities and focus for the benefit of the adventure travel economy of their destination. Participants will leave with short- and long-term objectives and a plan for the future.</td>
<td>Participants gain knowledge and practical tools they can use immediately to strengthen their business. Participants are awarded a digital badge of completion that they may display on their websites as a signal of professionalism.</td>
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<tr>
<td>Basic Package Cost</td>
<td>$17,800</td>
<td>$26,000</td>
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Courses in five possible subject areas cover topics necessary for destination managers and tour operators in building a successful adventure tourism market. The JumpStart Package includes the choice of three courses to best fit your destination’s current needs.

“This event definitely accomplished our objective, which was to teach our suppliers and upstate destinations about adventure travel and how they can develop, package and sell adventure travel product. Now these companies and CVBs are going home tonight with actionable steps to help them build their businesses and better help them reach, communicate with and sell to their core customers.”

MARKLY WILSON, NEW YORK TOURISM’S DIRECTOR OF INTERNATIONAL MARKETING
### COURSE 1: Adventure Travel Industry Trends

Topics covered include:
- Adventure Travel Definition
- Global Market Value
- Travel Demographics
- Trending Destinations
- Trending Activities

Group Discussion: Discuss iconic features of the destination. Explore possibilities for adventure branding and messaging. Discuss roles and responsibilities of different stakeholders.

### COURSE 2: How to Create Adventure Packages That Deliver Visitors

Topics covered include:
- Successful Adventure Itineraries and their Components
- Viewing Your Destination Assets through the Adventure Lens
- Deliver the “Wow” Factor for Guests: Incorporating Distinctive Local Assets

Small Group Exercise: Develop Adventure Travel Packages for Your Region

### COURSE 3: Adventure Travel Marketing for Destinations

Topics covered include:
- Learn from Successful Tourism Brands
- Case Study Analysis of Successful Adventure Destination Brands
- Step-by-Step Tactics to Market Your Adventure Destination (Focus on target geographic markets; use of market research; engaging with local communities; working with partners; engaging the trade; providing education to the trade.)

Additional courses may be added. Cost may range from $2,600 to $6,000 depending on course and complexity of customization. Final cost depends on location and facilitation/educator needs.
Optional Add-Ons

The options below can be added to an existing JumpStart or Community Building AdventureEDU package.

**Marketing and PR**

The ATTA will bring exposure to your destination through a press release to ATTA's media connections and AdventureTravelNews subscribers (20,000+ industry professionals). In addition an AdventureTravelNews article will be amplified through ATTA's social channels and ATTA's industry partners.

*Cost: $2,500*

**QuickPoll**

Access ATTA members’ experience and expertise through a specific and targeted QuickPoll survey sent to tour operators and travel advisors about your destination and its perception. QuickPoll results are shared with the ATTA membership via the HUB and are also available for you to share with your constituents.

Note: Standard QuickPoll template will be used; three custom questions may be added by the destination.

*Cost: $5,000*
Optional Add-Ons // Continued

Graphic Facilitation

Drawing visuals that are created in real time, a graphic facilitator will create images that capture your conversations, strategies and brainstorming sessions. These resources create context and capture the wisdom of the group. Graphics are shared with the group post training.

Estimated Cost: $3,750
(travel expenses may vary)

ATTA Memberships

As part of your strategy to advance adventure travel tourism in your destination, membership in the ATTA is a long-term solution that can provide continued guidance before and after an AdventureEDU. The ATTA offers a $150 discount to membership in the ATTA for all AdventureEDU attendees for their first year. The Executive Director in your region can discuss ways for your destination to subsidize memberships for tour operators.

Estimated Cost: To be discussed, based on number of potential members

Custom Course

The ATTA AdventureEDU team will work with you to create a custom course to fit your destination’s needs.

Price: Please Inquire

“I think it was just what we needed as a small community in a country with a big potential for adventure tourism. Raising the awareness of our responsibility in creating and developing a unique and sustainable adventure destination is really essential and you hit the right spot.”

ALEKSANDAR DONEV,
MOUNTAINEERING AND HIKING GUIDE,
MACEDONIA
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-9:00 AM</td>
<td><strong>Official Welcome and Introductions</strong></td>
</tr>
<tr>
<td>9:15-10:15 AM</td>
<td><strong>Adventure Travel Industry Trends, with Questions &amp; Answers</strong></td>
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<tr>
<td>10:15-10:30 AM</td>
<td>Short Break</td>
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<tr>
<td>10:30-11:45 AM</td>
<td><strong>How to Create Adventure Packages that Deliver Visitors</strong></td>
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<tr>
<td></td>
<td>- Understand the elements of successful adventure products and services</td>
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<tr>
<td></td>
<td>- Small group exercises</td>
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<tr>
<td>12:00-1:00 PM</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:15-2:45 PM</td>
<td><strong>Adventure Marketing for Destinations</strong></td>
</tr>
<tr>
<td>2:45-3:00 PM</td>
<td>Coffee Break and Networking</td>
</tr>
<tr>
<td>3:00-4:45 PM</td>
<td><strong>Exercise in Marketing to the Adventure Travel Customer</strong></td>
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<tr>
<td></td>
<td>Small Group Exercises</td>
</tr>
<tr>
<td>4:45-5:10 PM</td>
<td><strong>Conclusion and Official Workshop Closing</strong></td>
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AdventureEDU Educators are chosen to fit the needs of your destination, package and course selection. A few of our Educators include:

**Julie Thorner**  
Julie’s practical, “in the trenches” experience in senior management finance and marketing positions over more than two decades has created her unique business approach to strategic marketing.

**Russell Walters**  
Currently the President of Northern Outdoors, an adventure tour company based in Maine, USA, Russell previously served as the General Manager of OARS. He has experience with all aspects of adventure travel business operations from product development and marketing to improving operational efficiencies.

**Jean-Claude Razel**  
Jean-Claude has 30 years experience in the adventure business, specializing in safety management, operation and product development. Initially focused in mountaineering and climbing, Jean-Claude is now active in the whole chain of the adventure business.

**Dr. Bill Bryan**  
Dr. Bryan specializes in strategic planning for tour operators and destination lodges, product development, marketing, pricing, site assessment and responsible travel practices.

**Moe Carrick**  
Moe loves to help leaders transform themselves and their companies. Moe has woven a cohesive and provocative tapestry of personal leadership experiences, Fortune 100 consulting, academic and institutional learning, keynote addresses, authorship, strategic partnering, and masterful facilitation.

**Wendy Brewer Lama**  
Wendy brings 25 years of expertise in international ecotourism development and ten years as an ecotour operator to her title of Ecotourism Specialist.
“Getting the opportunity to work collectively with local outfitters to think critically about the shape and trajectory of adventure travel within Colorado was a great experience. We were challenged to creatively come up with plans to further strengthen this industry... We were supplied with informative data reflecting trends and given plenty of opportunity to engage with others and share challenges and best practices. There were many great takeaways from this experience; by far the best was the relationships that were developed of the course of two days...”

TJ LITTLE
ADVENTURE PROGRAM MANAGER
REI COLORADO
Case Studies

See AdventureEDU in action online: adventuretravel.biz/education/adventure-edu

Learn More

For more information about the ATTA’s AdventureEDU program, please contact:

**In North America, Oceania and Asia**
- Jason Reckers
  Vice President, Operations
  North America Business Development Contact
  jason@adventuretravel.biz

**In Latin America**
- Antonio del Rosal
  Executive Director
  antonio@adventuretravel.biz

**In Europe**
- Chris Doyle
  Executive Director
  cdoyle@adventuretravel.biz

**In Middle East & Africa**
- Manal Kelig
  Executive Director
  manal@adventuretravel.biz

Western Balkans  |  Saudi Arabia  |  Greenland