

# Adventure Travel World Summit Final Report 2012

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

- ▶ Network with industry leaders from 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 marketing, sustainability and business leadership
- ▶ Promote your product and brand to the adventure travel industry's influencers and decision-makers

“

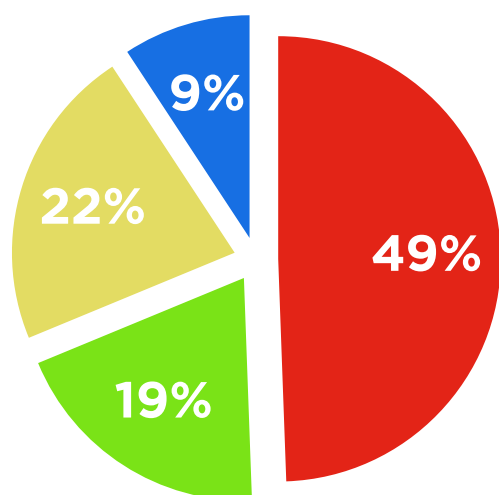
The ATWS was an amazing experience and I really enjoyed how the adventure community gets together and shares their experiences. I hadn't expected such an atmosphere and the feeling of immediately belonging to a friendly tribe! It was a pleasure to meet you all and to welcome some of you in Valais. I am back at the office, working on improvements that were inspired by the ATWS and am sharing the learning with my colleagues! Thank you for holding such an important event here!”

Christelle Marques  
Valais Tourisme



# Attendees

Held October 8-11 in Lucerne, Switzerland, the 2012 Adventure Travel World Summit was the largest European Summit to date, selling out at 605 Delegates who gathered for professional development, in-depth networking, inspiration and adventures throughout Switzerland. Each delegate was an industry influencer and/or decision-maker.



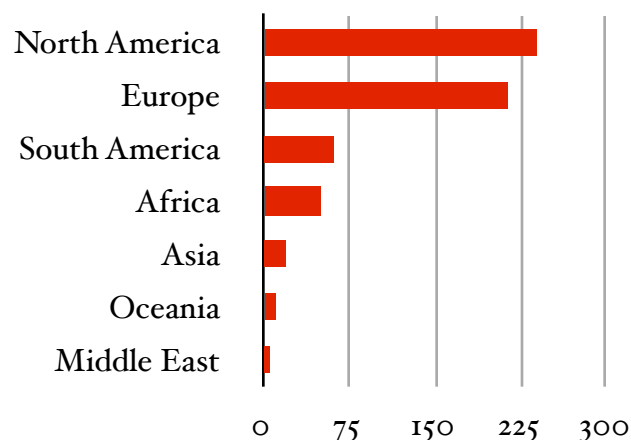
- Operators, Agents, Accommodations (299)
- Tourism Boards (117)
- Industry Partners (133)
- Media (56)

“ I came away feeling that the ATWS was the best meeting I attended in years. Such energy and a super program thanks to you and the Swiss.”

David T. Parry  
Academic Travel Abroad

## Nations Represented

The Delegates attending the 2012 Adventure Travel World Summit hailed from 60 countries around the globe, from Albania to Brunei to Chile.



# Switzerland

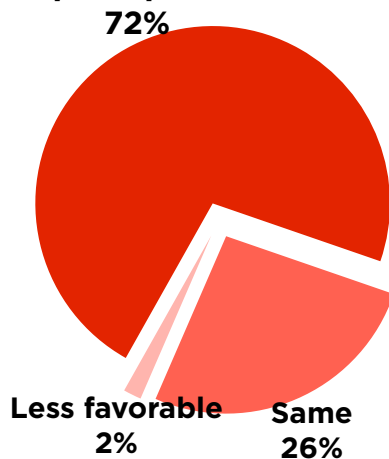
A key part of an Adventure Travel World Summit is exposure of the host destination to adventure travel professionals from around the globe.

To fully expose Switzerland, delegates (a majority are tour operators and media) participated in Pre-Summit Adventures throughout the country, and all delegates could participate in the Day of Adventure. The Summit itself took place in the lake-side city of Lucerne.

## Post-Summit Delegate Survey

Please indicate any changes to your perception of Switzerland as an adventure travel destination

### More favorable perception of Switzerland



For me, [the Summit] was a very enriching experience, I enjoyed myself and learned a lot. The organization was fantastic, the invited speakers were very good, and in general an excellent experience."

--Fiona Martin, Tierra Hotels

Fiona Martin  
Tierra Hotels





# 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 broad array of multi-channels (including web, email, social media, PR, 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.)

## Branding During the Summit

Sponsors were thanked and recognized via:

- 700 printed programs
- Logos listed on one of four 20 sq. ft. banners in the main Lucerne Hall
- Logos projected on large screens before featured presentations in the KKL Concert Hall
- Logos shown on two large screen televisions in Lucerne Hall
- Branding during sponsored opportunities at the Summit



“

I wanted to congratulate you on a first rate conference. Truly exceptional venue, delegate list and networking opportunity.”

Nick Stafford  
LivingSocial Escapes

“

I can't begin to tell you how special the last few days were. I knew I'd make invaluable business contacts but never did I ever think I'd form such strong bonds and friendships with so many inspiring and cool people.

Jen Murphy  
AFAR Magazine



# Sponsors

## Programs & Promotions

Sponsors utilized the ATWS for product sampling, extensive networking and lead generation, brandbuilding, and promotions, while other sponsors dedicated support to specific speakers, initiatives, or events.

Dedicated sponsorships included:

- Switzerland & Namibia - Dinners
- Ecuador, Norway & Quebec - Lunches
- Chile & AFAR - Scavenger Hunt
- Brazil - Coffee & Networking Breaks
- Bulgaria - Summit Orientation & Media Exchange
- Lucerne & Backpacker - Day of Adventure
- Chile - Cocktail
- Ecuador - Badges
- Jordan - End of Summit Party
- Peru - Late Night
- Baja California Sur, Lucerne, Salta, South Africa, Switzerland, TrekTrakka - Room Sponsorships
- Switzerland - Greening the Summit
- Eagle Creek, Hummingbird & First Ascent - VIP gifts

## 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

“The Adventure Travel World Summit is not just your plain-old, eat-and-meet conference, it's an opportunity to interact with business-minded adventurers and outdoor-savvy entrepreneurs in an action-packed setting: a beautiful location offering adrenaline-soaked activities and real-time networking with the "Who's Who" of the Adventure Travel community.”

Andrew J. Matranga  
Backpacker Magazine

# Attending Tour Operators

**Marketplace Tour Operators**

**B** Registered Suppliers  
**S** Registered Buyers

09West	Asia Pacific Travel, Ltd. <b>S</b>	Connemara Adventure Tours / Gaelforce Events	Enigma Adventure Tour Operator Peru <b>S</b>	Hike'n Sail in Turkey <b>S</b>
3eTravel <b>S</b>	Asyanut Tours & Travel	Connemara Wild Escapes	Equinox Adventure	I Dream Africa / African Extreme Promotions
Absolute Travel <b>B</b>	Atlantic Sea Kayaking <b>B</b>	Contrast Adventure	EverGreen Escapes - Cascadia & International <b>B</b>	Ibex Expeditions Pvt Ltd <b>S</b>
Academic Travel Abroad <b>B</b>	Aventyrsresor <b>B</b>	Country Walkers <b>B</b>	ExperiencePlus! Bicycle Tours <b>B</b>	Icelandic Mountain Guides <b>S</b>
Adria DMC <b>S</b>	Baja Outdoor Activities (BOA) - MEXICO	Crystal Safaris <b>S</b>	Explorandes	India Exotica Travels Pvt Ltd <b>S</b>
Adriatic Kayak Tours / Jadranske Kajak Ture	Bamba Experience	Custom Walks	Explore! - North America <b>B</b>	Inspira travel <b>B</b>
Adventure Center <b>B</b>	Baumeler Travel Ltd. <b>B</b>	Cyclomundo <b>B</b>	Fantastico Sur <b>S</b>	International Sherpa Guides <b>S</b>
Adventure Life <b>B</b>	Baumeler Travel Ltd. <b>S</b>	Dan Sandoval Photography	First Patagonia Sa	Inuit Adventures
Adventure Slovenia <b>S</b>	Bella Coola Heli Sports / Tweedsmuir Park Lodge	Detours Jordan	Fjord en Kayak	JOURNEYS International <b>B</b>
Adventures Within Reach <b>B</b>	Bergsteigerzentrum Aletsch	Dharma Adventures	Flims Laax Falera <b>S</b>	Jungfrau.pro
African Bikers Tours <b>S</b>	Bike Switzerland	DID Adventure	Futurismo Azores Adventures - Portugal <b>S</b>	Jungfrau.pro <b>S</b>
African Eagle	BikeHike Adventures <b>B</b>	Diplomat Travels & Tourism Agency <b>B</b>	G Adventures <b>B</b>	
African Insight Safaris	Biketec AG	Discover LTD/ Mountain Voyage Morocco/Kasbah du Toubkal		
African Profile Safaris <b>S</b>	Boogie Pilgrim - Madagascar	Diverse China Travel		
Alas del Hombre	Briksdal Adventure	Dunmore East Adventure Centre		
Aletsch Arena <b>S</b>	Bush and Beyond <b>S</b>	DuVine Cycling + Adventure Co <b>B</b>		
Alpenwild <b>B</b>	Butterfield & Robinson <b>B</b>	Eager Beaver Adventures and Travel LTD		
Alpinehikers <b>B</b>	Cabo Expeditions	Easia Travel <b>S</b>	Gateway to Egypt	Kallpa Tour Operator <b>S</b>
Amity Tours	Caminhos do Sertão Cicloturismo (Cycling Tours)	EasyDrop Surf Camp	Genius Loci Travel	Kalypso Adventures Private LTD
Andean Trips	Cascada Expediciones / EcoCamp Patagonia	ECHO Trails	Gondwana Brasil Ecoturismo	Karuskose Ltd / Soomaa.com
Andiamo Tour México Inc.	Chamina Voyages	Ecuador Adventure / Opuntia Galapagos Ecojourneys / Colombia Adventure <b>S</b>	Gotland Active <b>S</b>	KE Adventure Travel <b>B</b>
Antarpply Expeditions	Ciclismo Classico <b>B</b>	Enchanted Expeditions <b>S</b>	Gray & Co. <b>B</b>	Le Québec hors circuits
Apumayo Expediciones Peru <b>S</b>	CMH Heli-Skiing & Summer Adventures	Encounters Asia / Jungle Lodges <b>S</b>	Green Visions	Lernidee Trains & Cruises <b>S</b>
Aqua Expeditions S.A.C.			Greenloons <b>B</b>	Lindblad Expeditions <b>B</b>
Arctic Adventures			Hauser Exkursionen International <b>B</b>	
ASI - Alpinschule Innsbruck <b>B</b>			Heritage Expeditions	
			HF Holidays <b>B</b>	



The ATWS continues to be my favorite conference to attend, for the format, the business contacts and most of all, the great people!"

Kathy Stewart  
 Butterfield & Robinson

## Zoar Tours and Safaris



# Attending Media

And their frequent media outlet(s)

**ELLEN BARONE**

Independent travel content producer

**LUKE BARR**

Travel + Leisure

**GREGG BLEAKNEY**

VeloNews, Paved, New York Times, Sierra Club, National Geographic Books, Bicycling, Outside, The Adventure Cycling Association

**MARYBETH BOND**

National Geographic, GutsyTraveler.com Blog, TravelGirl Magazine

**DAVE BOUSKILL**

theplanetd.com

**JORDAN CAMPBELL**

Climbing, Outside, Men's Journal and National Geographic Adventure

**DEBRA CORBEIL**

theplanetd.com

**PATRICK CRAWFORD**

OnTheSnow, Skiinfo

**SHANNON DAVIS**

Climbing magazine, Backpacker magazine

**JONATHAN DORN**

Backpacker, Climbing, SNEWS, Outdoor Retailer Daily, National Park Trips

**ANDREW EVANS**

Digital Nomad / National Geographic Traveler

**MARIA FONTOURA**

Men's Journal

**JOSLIN FRITZ**

Wanderlust and Lipstick

**JEFF GAYDUK**

Leisure Group Travel, Student Travel Planning Guide, InSite on Sports Events

**WENDY GEISTER**

The Adventure Post

**KRISTEN GILL**

Freelance Writer & Photojournalist for various publications, specializing in emerging destinations

**GRAEME GREEN**

Wanderlust, National Geographic Traveler, The Guardian, The Independent, Metro, The Daily Express, Geographical, Vacations & Travel, South China Morning Post...

**PHILIPP HEINZELMANN**

OnTheSnow- and Skiinfo-Platform

**ANNIKA HIPPLE**

Ethical Traveler, Sierra Magazine, Berlitz Travel Handbooks

**ERIC HISS**

Conde Nast Traveler, Delta Sky, Robb Report

**LYN HUGHES**

Wanderlust Travel Media

**EVELYN KANTER**

USA Today, FoxNews.com/travel, SmarterTravel.com, JaxFax

**CHRISTOPHER KEYES**

Outside Magazine

**DON MANKIN**

Huffington Post, Active Over 50, Vibrant Living Magazine

**CAMERON MARTINDELL**

Wired, Backpacker, Washington Post, Great Outdoors, Elevation Outdoors, Boots-n-All, Offyonder.com

**JEN MURPHY**

AFAR

**CAREN OSTEN GERSZBERG**

Embark blog, The New York Times, National Geographic Traveler

**STEPHANIE PEARSON**

Outside, O, the Oprah Magazine, Discovery.com

**EVERETT POTTER**

Everett Potter's Travel Report, Travel + Leisure, Forbes Life, The Daily, National Geographic Traveler

**NORIE QUINTOS**

National Geographic Traveler

**GIGI RAGLAND**

Travel Editor for Women's Adventure Magazine

**KATE SIBER**

Outside, The Boston Globe, National Geographic Traveler, National Geographic Adventure Online, etc.

**VERONICA STODDART**

USA TODAY

**THERESA STORM**

Various, including Postmedia Network newspapers (largest Canadian news chain), Up! (WestJet's in-flight), WestJet Vacations

**MARCUS WOOLF**

The Adventure Post



ATWS 2012 was another really busy, productive (and, being Swiss, organized!) Summit. Talking with other journalists and editors and listening to the speakers sparked off new ideas, and dozens of arranged and chance meetings mean I have a load of new contacts and story possibilities for the coming year.



# Attending Destinations

Arosa Tourism	Fjord Norway	Quebec City Tourism	Tourisme Saguenay-Lac-Saint-Jean
Baja California Sur	Florida Keys and Key West	Québec Maritime	Tourist Info Uri
Bern Tourism	Graubünden Tourism	Québec National Parks / Sepaq	Trondelag Reiseliv AS
Blue Mountains, Lithgow and Oberon Tourism	Innovation Norway	Quito Tourism	Turismo Chile
Botswana Tourism Organization	Interlaken Tourism	Saas-Fee / Saastal Tourismus	Valais
Bulgaria Ministry of Economy, Energy and Tourism	Jordan Tourism Board	Schwyiz Tourismus	Visit Ålesund
Davos Destinations-Organisation (Genossenschaft)	Kalahari Management Inc	Sermersooq Business Council	Visit Greenland
Destination Arctic Circle - Greenland	Kristiansund & Nordmore	South African Tourism	VisitSápmi
Destination East Greenland	Lake Geneva Region	State of Alaska C/O Bradley Reid Associates	VisitScotland
Eastside Aboriginal Sustainable Tourism	Lucerne Tourism	Swakopmund Municipality	
Embassy of Namibia, Geneva	Ministerio de Turismo - Salta Argentina	Switzerland Tourism	
Embratur / Brazilian Tourist Board	Ministerio de Turismo del Ecuador	Ticino Tourism-Switzerland	
Engadin St. Moritz	Ministry of Home Affairs and Immigration	Tourism Ireland / Fáilte Ireland	
Engelberg-Titlis Tourism	Montenegro National Tourism Organisation	Tourisme Québec	
Fideicomiso de Turismo de la Paz (La Paz Hotels and Touristic Services Association)	Namibia Tourism Board		
	Native Tourism Alliance		
	Nunavik Parks / Kativik Regional Government		
	Prince Albert Tourism		
	PromPeru		



Incredible Summit. For newbies like me, it was pure inspiration. I left feeling so much pride for the industry and all the special partners you've brought together. I wrote this on my SWISS flight home and took Andrew Evans's advice when writing: Tell only the story you can tell.

Katie Losey  
Absolute Travel

## HOST DESTINATION

**Switzerland.**  
MySwitzerland.com



**LUZERN**   
**TRACEKE**  
THE CITY. THE LAKE. THE MOUNTAINS.

## KEY SPONSORS



**ARCHAEOLOGY**  
MAGAZINE



**BACKPACKER**  
THE OUTDOORS AT YOUR DOORSTEP



**MEN'S JOURNAL**



NATIONAL GEOGRAPHIC  
**TRAVELER**  
All travel, All the time



## SUPPORTING SPONSORS



## CONTRIBUTING SPONSORS



## SPONSORS

Baumeler

Bern Tourism

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Fishbowl

Global Rescue

Greenland

Hummingbird

Lake Geneva Region

Orbitz.com

Ripon Printers

Salta

South African Airways

South African Tourism

Swiss Travel System

Ticino Tourism

World Nomads