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ATDI

ADVENTURE TOURISM DEVELOPMENT INDEX

FIFTH
EDITION

THE 2015 REPORT

The Colorado River, Colorado, USA



ADVENTURE TRAVEL
TRADE ASSOCIATION

www.adventuretravel.biz

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ATDI

Now in its fifth edition, the 2015 Adventure Tourism Development Index (ATDI) assesses adventure tourism potential for countries around the world. The ATDI seeks to facilitate adventure tourism policy and planning to drive economic growth that is environmentally and culturally sustainable. It uses 10 pillars, drawing data from a range of sources, to gauge a country's readiness to compete in the adventure tourism sector. Scores do not reflect a country's current popularity or market presence in adventure tourism, although in some cases a country's current appeal may correspond with its ATDI score.

The ATDI can be helpful to governments considering an adventure tourism development strategy or strengthening an existing one. Tracking performance in the ten pillar areas provides a guideline for responsible development, helping identify areas in need of more focus and attention. It is also becoming evident that a country's attractiveness to travelers can be estimated using its Adventure

Tourism Development Index score. For example, preliminary research shows that, controlling for other factors such as language difference, distance, price parity and more, a country's ATDI can help predict its international tourism arrival flow. For instance if Peru's ATDI was to increase by 10%, its international tourism arrivals could be expected to increase by 14% (Duverger, P. (2014) TTRA Canada Yellowknife conference).

Tourism is one of the most rapidly growing sectors in the world and global tourism arrivals exceeded one billion in 2012 (hitting an all-time record). Adventure tourism, valued at \$263 billion is one of the fastest growing categories of tourism that attracts high value customers, supports local economies, and encourages sustainable practices (Global Report on Adventure Tourism, 2014). According

“FOR INSTANCE IF PERU’S ATDI WAS TO INCREASE BY 10%, ITS INTERNATIONAL TOURISM ARRIVALS COULD BE EXPECTED TO INCREASE BY 14%”

to the World Travel & Tourism Council (WTTC), tourism's direct contribution to GDP in 2013 was US \$2.15 trillion globally. When taking into account tourism's direct, indirect and induced impacts, the industry generated 8.9% of the world's jobs. Tourism also continues to grow despite economic difficulties in many of the world's largest tourism markets. Travel and tourism's contribution to GDP grew for the fourth consecutive year in 2013 (Travel & Tourism Economic Impact, 2014).

Recognizing its potential, many countries are prioritizing adventure tourism, using resources and policy to drive its growth. For example:

- » Palau was designated as an environmental star by the Small Island Developing States for extensive preservation of marine and terrestrial areas in 2015.
- » Chile — with ten UNESCO Biosphere Reserves and with nearly 20% of its land protected — will host the Adventure Travel World Summit in 2015.
- » Iceland's environmental protection authorities are collaborating with its tourist board and other members of the tourism industry to conduct research concerning the carrying capacity of the protected areas.
- » Slovenia continues tourism planning around the idea of a very active and adventurous country using the brand identity of “Green, Active, Healthy, Slovenia”.
- » Botswana's National Parks and Reserves comprise 17% of available land and a further 22% has been classified as Wildlife Management areas.



Snowmass, Colorado, USA

RECENT TRENDS



Switzerland, © Christian Perret

According to the 2013 Adventure Tourism Market Study:

- » The adventure travel market in North America, South America and Europe has experienced an average yearly size increase of 65% from 2009 to 2012. A part of this growth is explained by the increase in percentage of adventure travelers in this market (rising from 26.3% in 2009 to 41.9% in 2012).
- » The average spending on adventure trips (excluding airfare and gear) also increased by nearly 20% between 2009 and 2012.

- » The first three factors affecting adventure travelers in choosing their destination are areas of natural beauty, available activities, and destination climate.
- » 69% of adventure travelers reported online research as their preparation method.
- » The percentage of adventure travelers using Facebook has more than doubled between 2010 and 2013.

The tourism sector has been highly impacted by information and communication technology in various ways. Travelers

tend to increasingly consume and produce online information before during and after their trips. As the demand for adventure tourism increases and spreads across a greater number of destinations, internet marketing is also growing in importance.

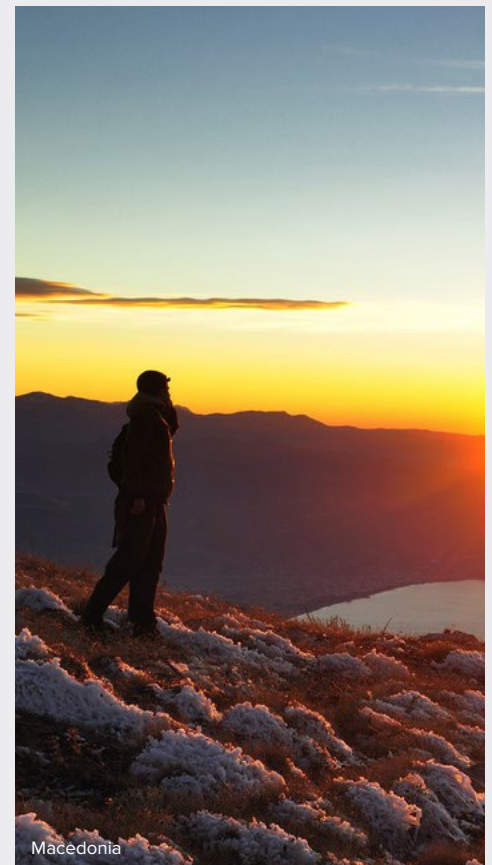
WHAT IS ADVENTURE TOURISM?

The Adventure Travel Trade Association defines adventure tourism as a trip (travelling outside a person's normal environment for more than 24 hours and not more than one consecutive year) that includes at least two of the following three elements: physical activity, natural environment, and cultural immersion. There are 34 types of activities considered as different forms of adventure tourism: archeological expedition, attending local festival/fairs, backpacking, birdwatching, camping, caving, climbing, cruise, cultural activities, eco-tourism, educational programs, environmentally sustainable activities, fishing/fly-fishing, getting to know the

locals, hiking, horseback riding, hunting, kayaking/sea/whitewater, learning new language, orienteering, rafting, research expeditions, safaris, sailing, scuba diving, snorkeling, skiing/snowboarding, surfing, trekking, walking tours, visiting friends/family, visiting historical sites, and volunteer tourism. UNWTO published the Global Report on Adventure Tourism (jointly with the Adventure Travel Trade Association) in November 2014 as its first inclusive research on adventure travel sector. As entrepreneurs, tour operators and destinations create new, innovative product offerings, adventure tourism will continue to encompass more types of

activities and trips. Furthermore, traditional leisure trips are increasingly adding elements of adventure tourism to their itineraries, perpetuating its influence on the world of travel.

As adventure tourism evolves, the ATDI hopes to continue promoting the important political, environmental, social, and economic elements driving successful adventure tourism development.





Chile

ABOUT ATDI

The Adventure Tourism Development Index (ATDI) is a joint initiative of The George Washington University (GW), and the the Adventure Travel Trade Association (ATTA). The ATDI offers a ranking of countries around the world based on principles of sustainable adventure tourism and is calculated through a combination of expert survey data and quantitative data gathered from international indices.

With the goal of promoting and informing sustainable development of adventure tourism, the ATDI was created to support entrepreneurs and governments who want to create and market sustainable adventure tourism products and services while benefiting communities and the environment.

ATTA promotes the ATDI program to industry and governments and supports its expansion while George Washington University continues to refine the technical methodology, calculate the scores each year, and provide analysis as well as report-writing.

The ATDI is overseen by an advisory board made up of government, academic, and private sector representatives from the global adventure travel industry. The 2015 ATDI Board members are:

Christina Beckmann

Adventure Travel Trade Association

Zita Cobb

Shorefast Foundation

Pati Ruiz Corso

Sierra Gorda Reserve

Urs Eberhard

Switzerland Tourism

Kristin Lamoureux

*The George Washington University
International Institute for Tourism Studies*

Hannah Messerli

*World Bank, Private Sector
Development/Tourism*

Wallace J. Nichols

Biologist and Author

Jefe Parrish

World Wildlife Fund

Norie Quintos

National Geographic Society

2015 RANKINGS SUMMARY



The ATDI ranks countries in two categories: developed and developing, based on the country's United Nations designation. The top ten countries for 2015, 2011 and 2010 are provided below.

DEVELOPED COUNTRIES

2015	2011	2010
Switzerland	Switzerland	Switzerland
Iceland	New Zealand	Iceland
Germany	Canada	New Zealand
Norway	Germany	Canada
New Zealand	Iceland	Germany
Austria	Norway	Sweden
Canada	Finland	Ireland
Finland	Austria	Norway
Sweden	Sweden	Finland
France	Japan	Austria

DEVELOPING COUNTRIES

2015	2011	2010
Czech Republic	Chile	Israel
Slovak Republic	Czech Republic	Slovak Republic
Bulgaria	Slovak Republic	Chile
Estonia	Israel	Estonia
Chile	Estonia	Czech Republic
Poland	Bulgaria	Bulgaria
Israel	Slovenia	Slovenia
Slovenia	Poland	Jordan
Korea Rep.	Korea Rep.	Romania
Costa Rica	Hungary	Latvia



Ireland, © Lukasz Warzecha

RANKS & CLUSTERS

From year to year the individual rankings in the ATDI will shift based on individual country scores in each of the categories. In addition to country rank, however, countries are encouraged to consider their cluster. There are three clusters: High, Medium and Low. In the data sheet, posted at www.adventureindex.travel, the mean score is highlighted in Blue. Countries in the top quartile are part of the “High” cluster and are highlighted in Green. Countries in the bottom quartile are part of the “Low” cluster and are highlighted in yellow. These groupings represent nations with similar scores and therefore a country’s competitive set. Countries ranked “Medium” or “Low” should aim to move into the “High Category,” as this is where the most competitive adventure destinations reside. The table on this page provides the list of countries in the High Ranking Cluster for both developed and developing groups.

COUNTRIES IN THE HIGH RANKING CLUSTER BASED ON ATDI 2015

Developed Countries	Developing Countries		
Switzerland	Czech Republic	Costa Rica	Turkey
Iceland	Slovak Republic	Hungary	Georgia
Germany	Bulgaria	Croatia	Peru
Norway	Estonia	Romania	Kyrgyz Republic
New Zealand	Chile	Jordan	Barbados
	Poland	Uruguay	Dominica
	Israel	Latvia	Mongolia
	Slovenia	Botswana	United Arab Emirates
	Korea Rep.	Lithuania	Rwanda

METHODOLOGY

Countries recognized by the United Nations are benchmarked in the ATDI and are represented in two groups: Developed Countries and Developing/Emerging Economies.

The ATDI 2015 contains 28 Developed countries and 163 Developing/Emerging countries.

MISSING DATA

Countries with missing data points were given a score of one, with the exception of the Environmental Performance Index (EPI) where the average regional score was substituted. However, if more than five data points were missing the country was dropped from the ATDI calculations. Twenty-two countries (11.5% of the total) had at least one missing data point, but

only four had more than five missing data points, and, therefore, were dropped from the ATDI. All of the 18 countries remaining with partial missing data were ranked below average in group B or C.

Overall, 191 countries are ranked in the ATDI.



Mexico, © Aleph Aighieri

The following countries were not ranked in 2015: Niue, Nauru, Tuvalu and the Holy See (Vatican).

The ATDI uses a combination of third-party data and expert opinions. The composition of each pillar is provided in the Excel Workbook (available on www.adventureindex.travel).



Snowmass, Colorado, USA

CHANGES IN METHODOLOGY

Two changes were made to the ATDI methodology in 2015:

- » A five-year moving average expert opinion was used as opposed to the three-year average used previously.
- » In the Humanitarian pillar, nine countries with the largest values for NGO density were considered as outliers (resulted from very small populations) and the maximum score of 10 was assigned to them.



EXPERT PANEL

ATDI uses a panel of industry experts to help determine select pillar scores. Experts are people with more than five years of experience in the adventure travel industry. They are able to comment on any countries that they have visited in the past five years. One expert may comment on several countries. The ATDI uses a five-year moving average of expert survey results. If a country does not have five years of expert survey results, the ATDI uses an average of the available data (for example, if Switzerland only has expert survey results for 2011 and 2009, the ATDI takes an average of those two years).

In 2015, the ATDI had a panel of 463 experts. The 2015 experts were 42.4% female. The experts had on average 14 years of experience in the travel and tourism sector and 11 years of experience in the adventure tourism sector. 51.4% were tour operators, 7.3% were travel writers, and 10.4% were travel developers. The remaining 30.9% worked in hospitality, consulting, destination management organizations, or other tourism industry positions. For more information about how to join the 2016 ATDI expert panel, please contact us at atdi@gwu.edu.

The ten pillars are organized into three factors: Safe and Welcoming, Adventure Resources, and Readiness. The calculation method used in the ATDI has been adjusted to weigh more heavily those pillars with specific importance to adventure travel market competitiveness:

- » Entrepreneurship
- » Adventure Activity Resources

The graphic above illustrates the organization of the ten pillar principles into categories.

TEN PILLARS OF ADVENTURE TOURISM COMPETITIVENESS

This section describes the ten pillars and provides information about how the quantitative scores for countries were derived for each pillar.

1. SUSTAINABLE DEVELOPMENT POLICY

Government policies that support and foster sustainable and rural tourism development are crucial to adventure tourism market competitiveness because they safeguard the destination's natural, heritage and cultural resources and provide a positive investment climate for the private sector. When public and private sector actions are coordinated, the private sector flourishes, attracting investment and development to a region. To assign a quantitative value to government policies supportive of sustainable tourism, the team used the following two indicators:

1. The Environmental Protection Index
2. Unemployment per country (as percentage of total labor force)

Rationale: High environmental performance and low unemployment create a favorable climate for sustainable development, and government policies are an important factor in driving country performance in these areas.

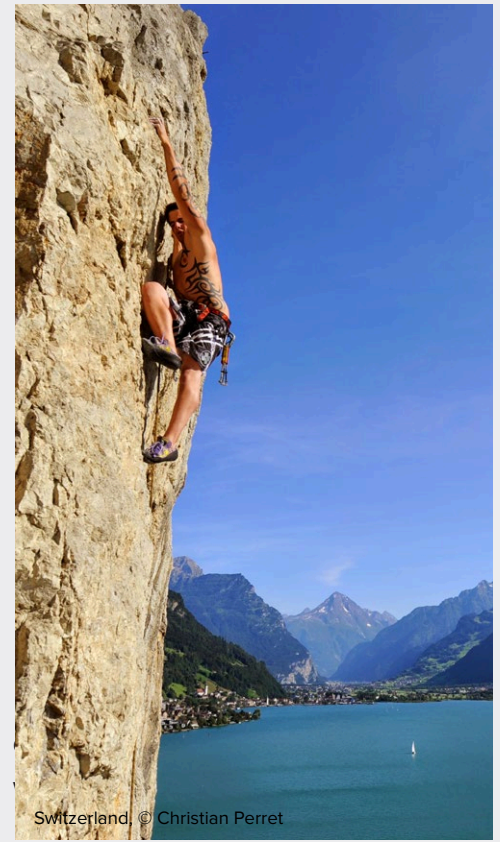
2. SAFETY AND SECURITY

With respect to safety, the ATDI numerical benchmarks gauge how safe it is to travel in a country. The Safety Pillar is made up of two indicators and an expert opinion question:

1. The Corruption Perceptions Index
2. Foreign and Commonwealth Travel Warnings
3. Expert Opinions

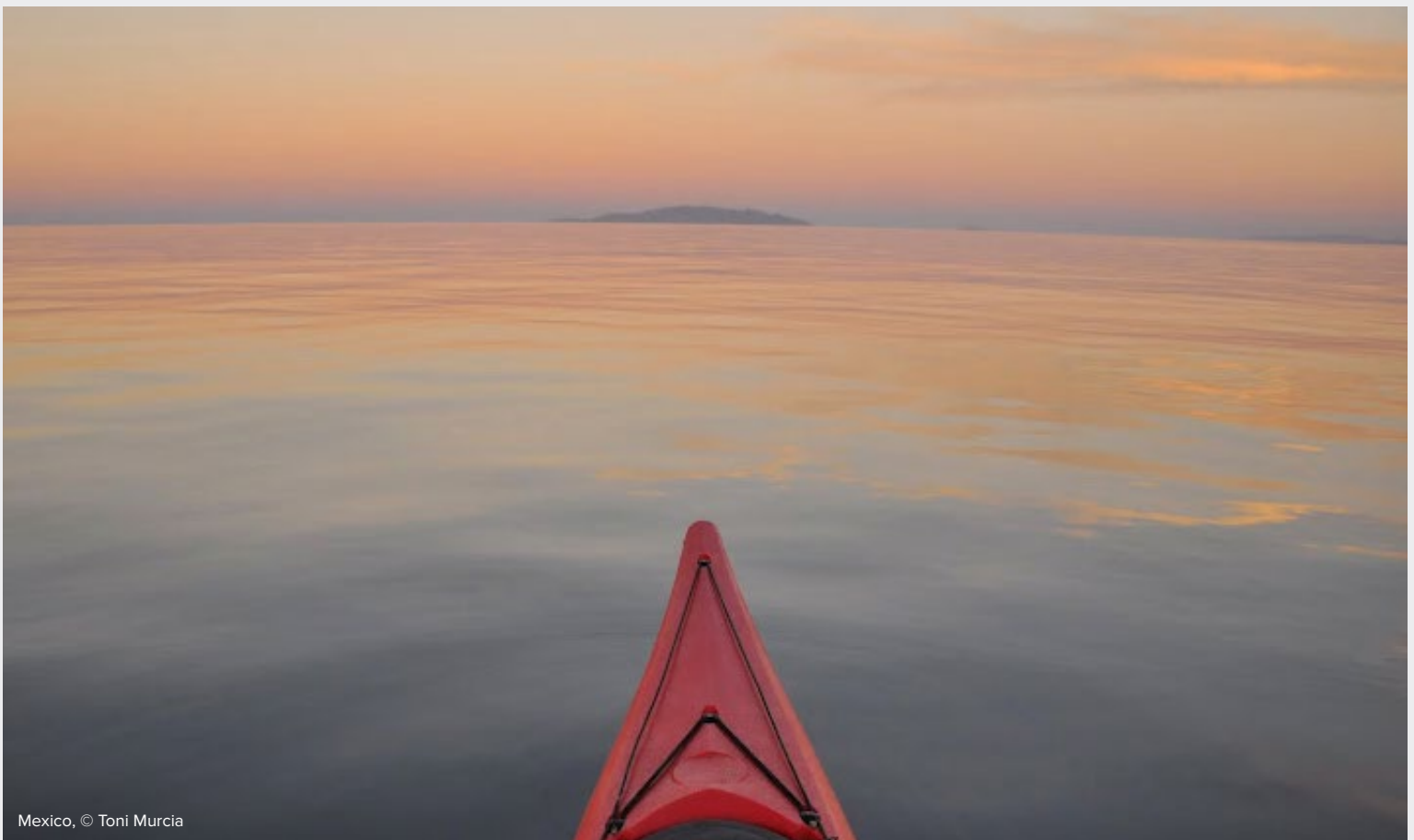
Rationale: Countries with high levels of transparency and low or no travel warnings issued are safer for travelers. Lower levels of corruption are also a sign of a more secure country.

When the ten pillar framework is used diagnostically for adventure destination development, the Safety and Security pillar assesses the degree to which adventure operators provide for the safety of travelers, and also whether facilities exist to cope with travel-related injuries. For example, in destinations where scuba diving is a popular draw, do hyperbaric chamber facilities for



rescue operations available? Do guides have first aid training? Generally, does the level of client safety offered meet internationally accepted standards?

In 2009, the ATDI methodology added a survey question that was put to the expert panel. The question asked panelists to rate "Your perception of this destination as safe and secure for travel" on a Likert scale of -3 (very poor) to +3 (very good). This allows country experts to assess real risk to travelers from firsthand knowledge.



Mexico, © Toni Murcia

3. HEALTH

The Health Pillar attempts to gauge the level of healthcare available in a country. This is important for two reasons:

1. A healthy local population is more able to foster and nurture new businesses, and to care for its resources responsibly.
2. Countries where healthcare is readily available are better able to support adventure travelers.

The Health Pillar is made up of two indicators from the World Health Organization:

1. Hospital beds (per 1000 people)
2. Physicians (per 1000 people)

Rationale: A high proportion of beds and physicians suggests higher levels of healthcare.

4. NATURAL RESOURCES

Adventure travelers want untrammelled and well-managed natural resources. Destinations with unusual or rare natural resources, which are well-managed and not exploited, will earn high praise from adventure travelers and sustained market competitiveness. The Natural Resources Pillar is made up of four indicators and an expert opinion question:

From the World Resources Institute:

1. Urban Concentration
2. Population Density

From CIA World Factbook:

1. Kilometers of coastline
2. Ratio of coast to total area

Additionally, in 2009 the ATDI added a survey question that asked panelists

to rate their perception “regarding the variety of natural resources at the destination” on a Likert scale of -3 (very poor) to +3 (very good).

Rationale: Places with more unpopulated space are likely to have greater natural resources for adventure tourism. When the ATDI is applied diagnostically, emphasis is placed on discovering and valuing natural resources with fresh eyes that local populations may have overlooked as having a market value in the adventure tourism context.

One provision was made to accommodate the vast amount of coastline that Canada has, and it was rated at 5,500 instead of its actual score, in order to have scores comparable with the rest of the world.

5. CULTURAL RESOURCES

Adventure travelers are as keen to learn about new cultures as they are to explore nature. For the adventure traveler, being able to experience local culture in an authentic way is a sought-after outcome of the travel investment. Destinations which encourage local people to preserve their culture — even as modern influences continue to shape and evolve local customs — fare well with adventure travelers. In valuing cultural resources the ATDI seeks not to encourage local people to become living museums to the past or actors staging outdated customs, but to acknowledge and honor their customs, recognizing their unique contribution to the world stage. The Cultural Resources Pillar is made up of two indicators and an expert opinion question:

1. UNESCO World Heritage Sites
2. Protected Area as a % of Total Land

Rationale: A high number of World Heritage sites and a high number of protected areas indicate a high number of cultural resources.

Additionally, in 2009 the ATDI added a survey question which asked expert panelists to rate their perception of the destination as “culturally rich,” on a Likert scale of -3 (very poor) to +3 (very good).



Macedonia

6. ADVENTURE ACTIVITY RESOURCES (CYCLING, CLIMBING, HIKING, RAFTING)

In this category the ATDI recognizes a destination's competitiveness relative to its ability to support adventure sports, which span a range of outdoor, nature-based activities — from bird watching to mountaineering; whitewater rafting to rock climbing; caving to paragliding. Destinations with resources lending themselves to the development of a particular sport, for example cliffs excellent for ice climbing or forests with a wealth of bird species, may find themselves with an

opportunity for sustained competitive advantage. The Adventure Activities Resources Pillar is made up of two indicators:

1. Threatened Species
2. Forests, Grasslands, Drylands

Rationale: A low number of threatened species and the presence and growth of forests, grasslands and drylands indicate resources for adventure activities.



Namibia, © Cameron L. Martindell

7. ENTREPRENEURSHIP

While adventure travel is becoming more established as an industry, its vitality and strength originate from the so-called “fringe” or cutting edge of businesses that will try new activities, take people to new places, and are often first in trying new technologies as they have no status quo to protect.

Given this reality, the ATDI looks for and acknowledges destinations in which entrepreneurship in the business sector is thriving. Any destination in which young businesses can start up and gain traction is likely to be a fertile ground for adventure tourism entrepreneurs with innovative

ideas, and therefore, more likely to become competitive in the adventure travel market. The Entrepreneurship Pillar is made up of one component containing ten different factors:

1. 2010 Index of Economic Freedom

Rationale: This indicator assesses 10 economic freedoms: Business Freedom, Trade Freedom, Fiscal Freedom, Government size, Monetary Freedom, Investment Freedom, Financial Freedom, Property Rights, Freedom from Corruption, and Labor Freedom — which combined indicate the level of the barriers to entry for new entrepreneurs.

8. HUMANITARIAN

The Humanitarian Pillar is concerned with human development in a country and its link to the desire for adventure travelers to enjoy authentic, unscripted experiences. Adventure travelers frequently seek out opportunities to volunteer in the destinations they visit. Tour operators find themselves looking for non-governmental organization (NGO) and aid organization partners through which they can offer their visitors a short-term opportunity to contribute to relevant causes and also have the chance to see real people in unmanufactured situations.

As the trend toward volunteer tourism and its appeal to adventure travelers continues to build, the ATDI acknowledges that destinations with volunteering opportunities available to adventure travelers are competitive in the larger market for adventure tourism.

The Humanitarian Pillar is made up of three indicators:

1. Happy Planet Index (HPI)
2. NGO Density
3. NGO Presence

Rationale: The factors measured by the HPI (life expectancy, life expectancy and ecological footprint), combined with the density of NGOs and NGO presence, combine to indicate organizations working in humanitarian development and the level of a country’s human development.

9. TOURISM INFRASTRUCTURE

Adventure travelers, unlike mainstream tourists, are frequently less sensitive to deficiencies in hard tourism infrastructure, but perhaps more sensitive than other travelers when it comes to soft tourism infrastructure. While hard infrastructure may take substantial capital investment and years to develop, the soft infrastructure required by adventure travelers can often be developed with comparatively little capital outlay. Tourism infrastructure includes:

- » Hard infrastructure, such as roads, airports, lodging facilities, and trails
- » Soft infrastructure, such as trail maps
- » Accessible information on heritage and culture
- » Ground operators and outfitters
- » Training programs for adventure tourism providers such as guides, interpreters, and ecolodges

Data for the Infrastructure pillar come from surveys of adventure and development industry experts.

At least three experts rated each country on elements measuring the extent to which the country had appropriate infrastructure to welcome adventure-seeking traveler.

The question asked panelists to rate their



Chile, © Cameron L. Martindell

“perception of the availability of appropriate infrastructure for adventure travel in this destination” on a Likert scale of -3 (very poor) to +3 (very good).

To highlight the fact that the infrastructure required for adventure tourism is often much less extensive than that required for mainstream tourism, the phrase “appropriate for adventure travel” was used.

When the ATDI’s ten pillars are used as framework for diagnostic evaluation

in countries or destinations, the team examines both hard and soft infrastructure as it pertains to adventure travelers.



10. IMAGE

A country’s image can be one of the most malleable aspects of market competitiveness, but it is also frequently mismanaged as a way of guiding sustainable market development. A country’s image for sustainability and adventure opportunity will attract travelers who value these aspects. Through their visitation and expenditures, these people will support the country’s ongoing sustainable development strategies. The ATDI examines a destination’s adventure travel image.

Data for the Adventure Image Pillar come from surveys of adventure and development industry experts. At least three experts rated each country on elements measuring the extent to which the country has the perception of an adventure destination.

The question asked panelists to rate their “perception of this destination as an adventure tourism destination” on a Likert scale of -3 (very poor) to +3 (very good).

The average score of countries in different pillars were compared to see how they changed between 2011 and 2015. According to the following table, the most significant change of average score has occurred in the Health and Humanitarian pillars in both developed and developing countries.

COUNTRIES’ AVERAGE SCORE BY PILLAR (2011-2015)

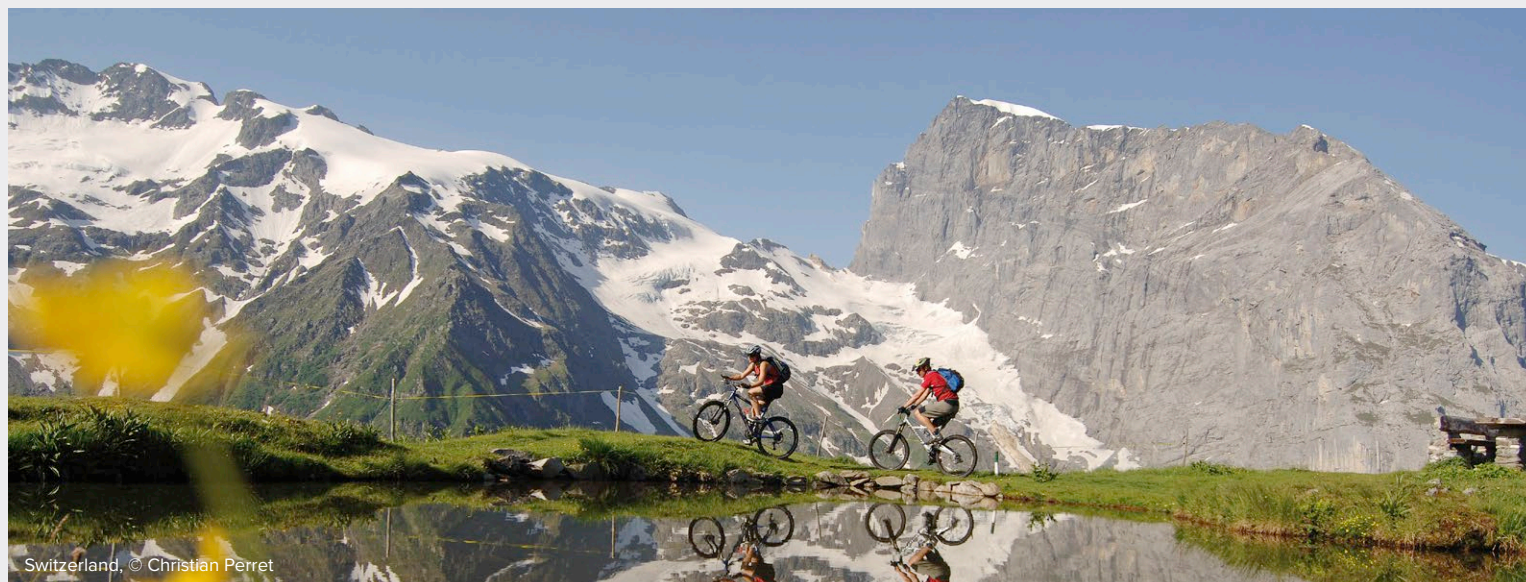
Countries	Year	Sustainable Development	Safety	Health	Natural Resources	Adventure Activity Resources	Entrepreneurship	Humanitarian	Cultural Resources	Infrastructure	Image
All	2015	6.93	5.20	2.94	5.94	8.39	6.32	3.60	4.70	5.63	6.13
	2011	6.93	5.22	2.16	6.04	8.36	6.65	3.01	4.79	5.89	6.37
	Change	0.01	(0.02)	0.77	(0.11)	0.03	(0.32)	0.59	(0.09)	(0.26)	(0.24)
Developed	2015	7.60	7.55	4.57	6.60	8.45	7.52	5.63	5.92	6.91	6.61
	2011	7.63	7.78	2.96	6.63	8.48	7.70	4.33	5.93	7.19	6.88
	Change	(0.03)	(0.23)	1.60	(0.02)	(0.04)	(0.18)	1.29	(0.00)	(0.29)	(0.27)
Developing	2015	6.82	4.81	2.66	5.82	8.38	6.12	3.25	4.49	5.42	6.05
	2011	6.80	4.78	2.03	5.94	8.33	6.47	2.79	4.59	5.66	6.28
	Change	0.02	0.03	0.64	(0.12)	0.05	(0.34)	0.46	(0.10)	(0.24)	(0.23)

COMPARING THE TOP COUNTRIES IN BOTH GROUPS

In both developing and developed countries, the top nine countries remained unchanged between 2011 and 2015 although in different positions. Costa Rica and Hungary switched places and Costa Rica joined the top 10 developing countries in 2015. Japan (ranked 10th in 2011) exited the list of top ten to make room for France in the 2015 list. Czech Republic and Switzerland ranked first in their respective groups. Czech Republic scored higher than Switzerland in two pillars: Health and Cultural Resources. Switzerland scored considerably higher than Czech Republic in Safety, Humanitarian, and Infrastructure pillars and only slightly higher in Adventure Activity Resources.

EVALUATION OF THE TOP COUNTRIES FROM ATDI 2015

Pillars of Adventure Tourism Competitiveness	Switzerland	Czech Republic
Sustainable Development Policy	8.54	7.74
Safety	8.34	6.26
Health	4.98	5.42
Natural Resources	6.6	6.27
Adventure Resources	8.87	8.79
Entrepreneurship	9.27	8.22
Humanitarian	6.15	4.75
Cultural Resources	5.83	6.05
Infrastructure	7.82	6.52
Image	7.52	6.59



Switzerland, © Christian Perret

BIGGEST MOVERS

DEVELOPED NATIONS

Monaco moved six positions to rank 22nd in 2015. Its biggest improvement was in Humanitarian pillar where it moved from 156th in 2011 to 6th in 2015. Monaco also improved in the Health pillar between 2011 and 2015 due to availability of new information in 2015.

Canada and Cyprus dropped four positions to respectively rank 7th and 24th in 2015. Canada's lower than average improvement in Humanitarian and Health pillars is the main reason for the drop in its ranking. The amount of Canada's improvement in these two pillars is almost half of the average improvement in developed countries. Despite the significant improvement that Cyprus gained in the Image pillar, its position in the Entrepreneurship pillar fell more than the developing countries average value (it ranked 17th in 2011 and 38th in 2015). Its improvement in the Health pillar was also less than the average for developing countries between 2011 and 2015.

THE BIGGEST MOVERS IN THE ATDI 2015

Country	2015 ATDI Rank	Rank Change from 2011
Developed Countries		
Monaco	22	+6
France	10	+4
Canada	7	-4
Cyprus	24	-4
Developing Countries		
Serbia	33	+32
Moldova	63	+28
Palau	68	+26
Turkmenistan	110	+25
Syrian Arab Republic	131	+35
Cape Verde	75	-53

DEVELOPING NATIONS

Many of the biggest movers in the developing nations group had significant movements due to the addition of qualifying data that was unavailable for the 2011 report. ATDI assigns countries with missing data a score of one, which can considerably impact a country's ranking. These movements should not be completely discounted, however, as these countries are now more accurately ranked and were artificially low in previous years due to the missing data. Serbia improved its position from 65th in 2011

to 34th in 2015. Its largest improvement came from the humanitarian and Safety pillars. Moldova's 27 place improvement in ranking was mainly due to its improvement in the Safe & Welcoming factor in which it moved from 109th in 2011 to 44th in 2015. Cape Verde had the highest drop (53 positions) in ranking with the biggest drop in the Humanitarian pillar. It was followed by Syrian Arab Republic (35 positions) with a tremendous score drop in the Entrepreneurship pillar.

We encourage feedback on the ATDI and information about how it is being used in your country. Please contact us at atdi@gwu.edu or visit our webpage at www.adventureindex.travel.

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