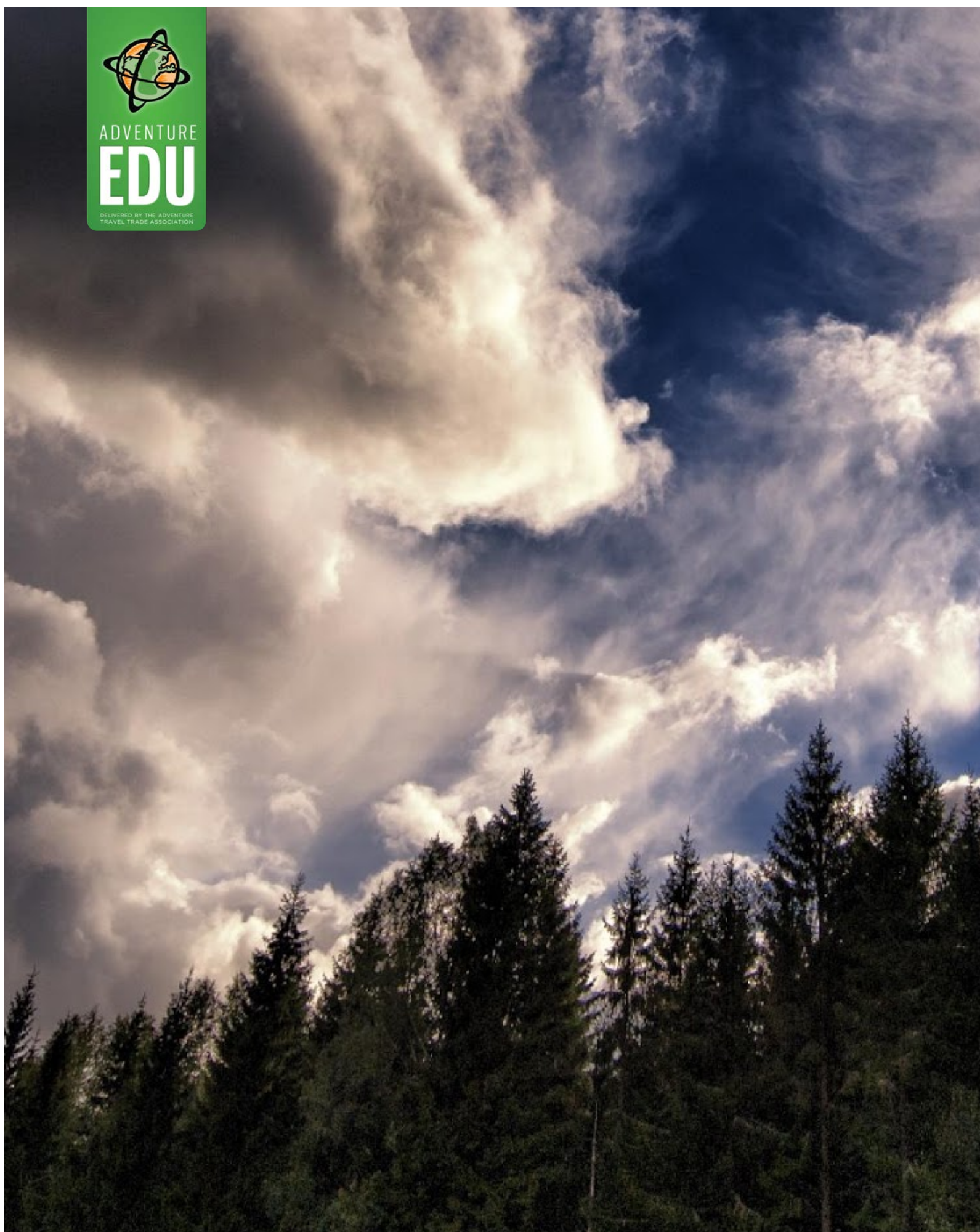




ADVENTURE

EDU

DELIVERED BY THE ADVENTURE
TRAVEL TRADE ASSOCIATION





AdventureEDU Sweden

The purpose of this two-day workshop is to build the capacity of Sweden's adventure tourism businesses to develop and deliver authentic, engaging and delightful adventure tourism experiences.

In the first day we focus on adventure travel global trends, how consumer behaviors affect travel-making decisions, and building cohesion within the regional industry community. On the second day we learn about creating sustainable adventure travel products, as well as how to sell successfully to international partners.

Monday, November 14, 2016

Group Dinner 6:30 PM

Dinner at strike restaurant. Two course dinner included. Alcoholic drinks available at your own expense. Opportunity to go bowling after dinner. (sek 50 per game)

Tuesday, November 15, 2016

DAY 1 SCHEDULE

What You Will Gain on Day One:

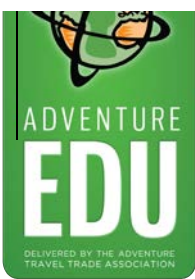
- Develop strong relationships and cohesion amongst diverse stakeholders in the adventure travel sector.
- Jointly better understanding the needs, concerns, and priorities for all invited partners.
- Key players come together to align on priorities and focus for advancing the adventure travel economy.
- A structure and plan to keep things moving forward.

Welcome, Check-in, Coffee & Networking

8:00 AM – 8:45 AM

Event Welcome and Introduction

CHRIS DOYLE, EXECUTIVE DIRECTOR EUROPE, ATTA



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8:45 AM – 9:15 AM

Learn about the ATTA, highlights of global adventure tourism industry trends, and what to expect over the next 2 days of the AdventureEDU event.

Community Builder: Agreements and Engagement

JACK DELF, BLACK MOUNTAIN ADVENTURES & ADVENTUREEDU
9:15 AM – 10:15 AM

Work closely with regional peers and leave with both short and long-term action plans in order to:

- Develop strong relationships and cohesion amongst diverse stakeholders.
- Better understand everyone's needs, concerns, and priorities.
- Come together to align on priorities and focus on advancing the adventure travel economy.
- Establish a structure and plan to keep things moving forward.

BREAK

10:15 AM – 10:30 AM

Community Builder: Dreaming

JACK DELF
10:30 AM – 11:45 PM

Individually, and then in small groups, participants consolidate their dreams for the future of adventure travel in Sweden. The question is: *"What in your wildest dreams, does adventure travel become in Sweden?"*

Wrap-up and Summary

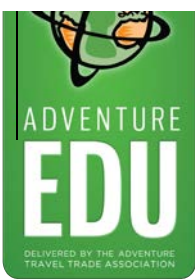
JACK DELF
11:45 AM – 12:00 PM

LUNCH & NETWORKING

12:00 PM – 1:00 PM

Travel Behavior Perspectives in Adventure Travel Marketing

MILENA NIKOLOVA, MARKETING PROFESSOR, AMERICAN UNIVERSITY, BULGARIA
1:00 PM – 2:30 PM



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Applying research from the realm of behavioral economics reveals the hidden dynamics of consumer behavior that affects travel decision-making.

BREAK

2:30 PM – 2:45 PM

Workshop: Travel Behavior Perspectives in Adventure Tour Marketing

MILENA NIKOLOVA

2:45 PM – 4:00 PM

Learn how to apply a behavior-driven approach to your marketing strategy.

BREAK

4:00 PM – 4:15 PM

Summary, Closing Appreciations, Expectations for Day 2

CHRIS DOYLE, JACK DELF, MILENA NIKOLOVA, DAVE BUTLER

4:15 PM – 5:00 PM

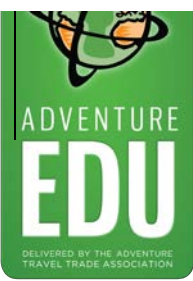
Group Dinner

6:15 PM

Busses depart from Elite Stadshotellet to Saluhallen Slakteriet for dinner event. Alcoholic drinks at your own expense.

9:00 PM

Busses depart from Saluhallen Slakteriet back to Elite Stadshotellet. Opportunity to network at Bishop's Arm Pub at Elite Stadshotellet.



AdventureEDU Sweden

Wednesday November 16, 2016

DAY TWO SCHEDULE

Today's session provides participants with detailed information on improving adventure travel products. Local businesses participate in a high energy, interactive day covering developing sustainable adventure travel products and selling successfully to international partners.

What You Will Learn on Day Two:

- Developing adventure travel products with sustainability in mind
- How to identify key attributes of successful adventure itineraries and bring these elements into your offering
- How to cultivate and nurture successful trade relationships with global and regional partners who will accelerate your business' growth

Welcome Coffee & Networking

8:30 AM – 9:00 AM

Review of Day 1 & Expectation Setting for Day 2

CHRIS DOYLE

9:00 AM – 09:15 AM

- Summarize and discuss Community Builder and Travel Behavior Perspectives sessions completed yesterday. What questions arose since yesterday? How do we see our commitments to building this regional market moving forward?
- Introduce the agenda for the rest of the event

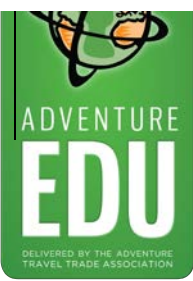
Developing Adventure Travel Products with Sustainability in Mind

DAVE BUTLER, DIRECTOR OF SUSTAINABILITY, CANADIAN MOUNTAIN HOLIDAYS

9:15 AM – 10:45 AM

Focusing in on adventure travel product development, learn how to:

- Identify key attributes of excellent adventure travel trips.
- Appraise Sweden's current product in comparison with competitive offers.



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- Emphasize sustainability in all aspects of the product.
- Identify opportunities for regional collaboration.

BREAK

10:45 AM – 11:00 AM

Workshop: Product Portfolio Development and Management

DAVE BUTLER, JACK DELF, MILENA NIKOLOVA

11:00 AM – 12:30 PM

This workshop introduces and provides practice in using tools for product performance evaluation. Following a case example, participants turn to their own product portfolios to assess, identify, establish, and discuss current product performance.

LUNCH & NETWORKING

12:30 PM – 1:30 PM

Meet the Markets: Selling Successfully to International Partners

JACK DELF

1:45 PM – 2:45 PM

- Learn the stages of selling
- Anticipate customer needs; create raving fans
- Demonstrate capability; present information effectively, deal with objections
- Obtain commitment: agreeing on action to "advance the sale"
- Participate in interactive role play

BREAK

2:45 PM – 3:00 PM

Capstone Exercise

DAVE BUTLER, JACK DELF, MILENA NIKOLOVA

3:00 PM – 4:30 PM

This exercise builds on the tools and strategies participants have acquired through the product development and destination marketing courses. A short



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review of the basic components of a superior adventure travel experience is provided. Participants are then organized into groups to create an adventure travel package and come up with clear ways of describing and pitching it to prospective trade partners.

Using a worksheet that provides a structured template, groups will clearly describe their offering and then map out a plan for how they will introduce it to regional and international partners.

Conclusion, Official Event Closing and Certificate Award

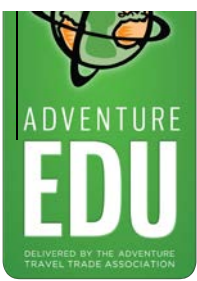
CHRIS DOYLE, DAVE BUTLER, JACK DELF, MILENA NIKOLOVA
4:30 PM – 5:00 PM

Participating companies receive an AdventureEDU badge and certificate upon completion.

Thank you for participating in this 2-day AdventureEDU event. Within 1 week, you will receive an email that includes: copies of all presentations, a digital badge showing the courses you completed, a link to complete an online satisfaction survey, and information on discounted ATTA membership.

Sustainability is important to us!

We constantly strive to develop a more economically, socially and environmentally sustainable tourism industry in Sweden. We encourage you to take the train to Västerås if possible. The venue is an easy 10 minute walk from the train station. At the venue screens and loudspeakers will enable everyone to see and hear the speakers, and round tables will provide opportunities for social interaction. There will be no amenities in your hotel room and speakers will not receive flowers, as at this time of year, they would be imported. All meals will, as far as this is possible, be made from local produce in season, and one of the lunches will be vegetarian. You will receive a welcome bag when arriving. This contains a water bottle that you can fill up at the water coolers provided. It also contains a tag that you can label your bottle with. Please feel free to read the tourism folders provided in the bag to get an idea about the region of Västmanland. Bring them home if you like, but if



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you're done with them, put them in the re-use or re-cycle boxes provided.

Welcome to a sustainable, educational and fun event!

** Times may shift based on how long it takes participants to complete the exercises in each subject area*