

ADVENTURE ELEVATE

Coeur d'Alene, Idaho

April 12-13, 2017



ADVENTURE TRAVEL
TRADE ASSOCIATION

“I was impressed with the range of attendees at AdventureELEVATE not just from North America, but worldwide. Because the size is smaller than the Summit, it was easier to connect with people organically. I really enjoyed this "fun size" event!”

- Laura Mandelkorn, Go Custom Travel

AdventureELEVATE Opportunities

AdventureELEVATE is a conference that attracts adventure professionals from all over North America and beyond who are serious about making adventure their life's business. Tour operators, destination representatives and travel writers and photographers converge to share ideas, create powerful new partnerships and enjoy learning about the business of adventure.

- **Explore Coeur d'Alene, Idaho and surrounding region**
- **Connect with industry professionals from predominantly US and Canada as well as over 17 other countries**
- **Discover best practices and new tools geared toward adventure businesses**
- **Create business partnerships with peers and media**
- **Promote your product, brand and destination**



Future Together

200 adventure travel industry professionals from 17 countries gathered from April 12-13 for the third AdventureELEVATE in the beautiful region of Coeur d'Alene, Idaho.

Collaborative learning and interactive workshops allowed delegates to engage with keynote speakers and panel participants. The two days of productive, in-depth conference material were preceded by Day of Adventures in a crisp and sunny Idaho. Delegates took part in a variety of outdoor activities the state has to offer, including kayaking on Lake Coeur d'Alene, hiking, rafting the Spokane River, and cycling.

The third-annual AdventureELEVATE theme of *Future Together* was palpable. Delegates were poised not just to improve their own businesses, but to foster new partnerships and develop professional relationships meant to steer the North American industry toward a sustainable and impactful manifest destiny.



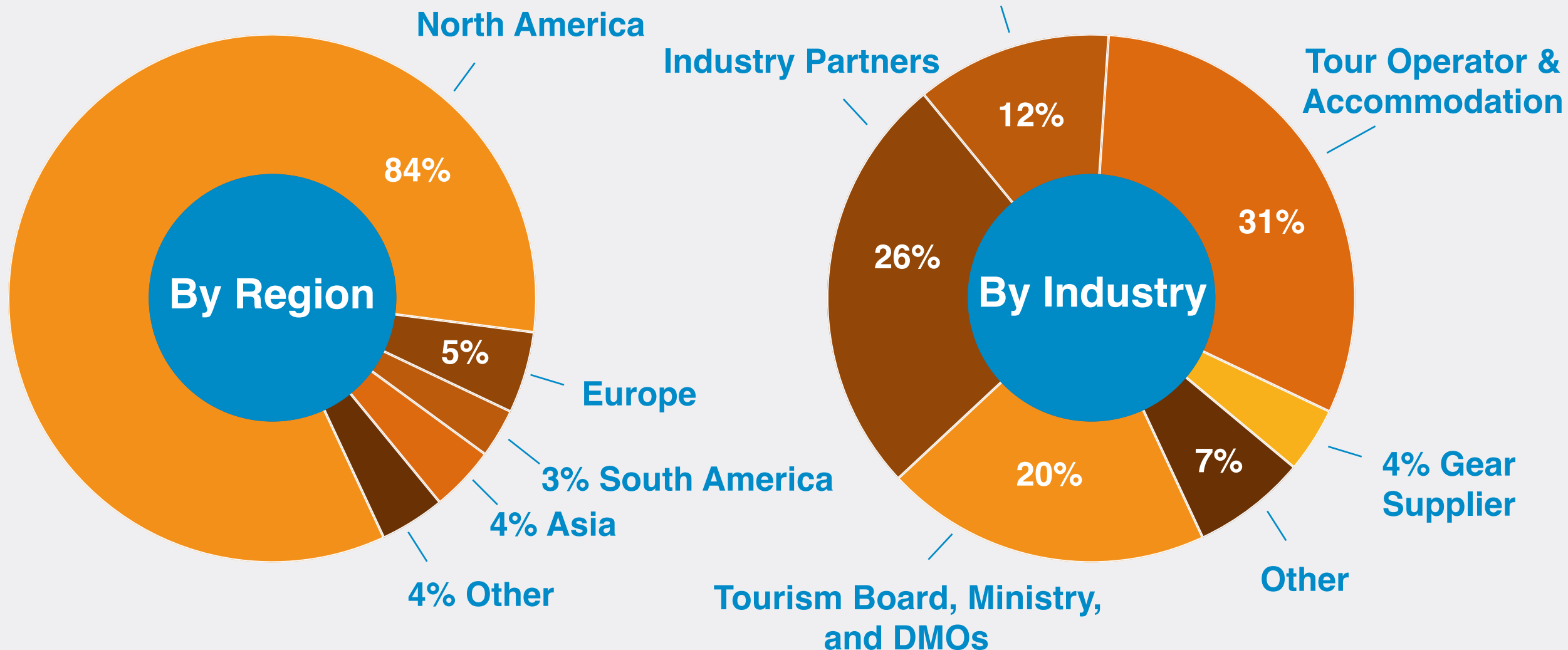
86%

of delegates stated that Coeur d'Alene matched or exceed their expectations of Coeur d'Alene as an adventure travel destination

“Coeur d'Alene was so beautifully lush, the lake view, water sports and surrounding area. I was also surprised by the award winning vineyard and local food offerings which were right on trend.”

- anonymous survey respondent

Attendees



“It only takes 1-2 ideas/connections to make it all worthwhile, and we get much more out of it than that. As a homegrown company, we also learn a lot about how things are done... software, marketing, travel agents, etc. Plus, it's just plain fun to meet everyone.”

- anonymous survey respondent

Featured Speakers

Speakers from around the world came together to share their insights, stories, and experience.

**Darvin Ayre**

AyreGroup, Inc.

“The Elements of Adventure: Charting Our Future Together”

**Dené Sinclair**

Director of Marketing, Aboriginal Tourism Association of Canada

“Adventure's Future with Indigenous Communities”

**Tom Fritz**

Chief Marketing Officer/Consultant, Chief Outsiders

“Marketing Workshop: The Growth Gears - A Foundation For the Future”

**Rachael Herrscher**

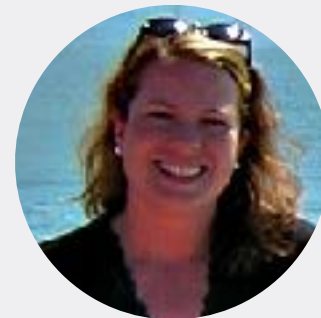
SocialBoost.com / TodaysMama.com

“Maximize Your Brand Exposure with Bloggers & Influencers”

**Clark Scheffy**

Partner and Managing Director, IDEO

“Creative Leadership: Tackling Thorny Problems With the Designer's Toolkit”

**Mona McPhee**

Travel and Tourism Lawyer, Desh International & Business Law

“Future Planning: Exit Strategies for a Successful Legacy”

AdventureELEVATE Content

92%

average rating of good to excellent for sessions at this year's ELEVATE



“A quick thanks for a wonderful event. I think this was the best ELEVATE yet. Great speakers. I liked how interactive the talks were. And I had some really awesome meetings that I hope will lead to stories. I loved the destination, too. I'd never been to Idaho and wow. I must get back soon.”

- Jen Murphy, Freelance Journalist



Coeur d'Alene, Idaho

The Pre-ELEVATE Adventures and Day of Adventure (DOA) are exclusive opportunities for the host destination to have industry experts and top-notch media experience Coeur d'Alene's specialized adventure product and to hear their business story.

Coeur d'Alene and ROW Adventures offered several one day DOAs before AdventureELEVATE opening to showcase the region.



“The Day of Adventure was crucial in creating new relationships in an informal environment.”

“Coeur d'Alene has so many outdoor activities so close to the city!”

“It was absolutely beautiful with so many rich natural resources. That lake is so much bigger than I imagined.”

- anonymous survey respondents



“Pre-show press trip and hiking nearby was the best experience for me. These outside activities are invaluable to the overall experience.” - anonymous, from Post Event Survey

AdventureELEVATE Value

We value the time, commitment and resources used by every delegate who attends AdventureELEVATE and for that reason ATTA creates an environment for sharing, learning, and inspiring one another where our delegates and partners leave the event with actionable and tangible results.

Overall level of satisfaction with this year's ELEVATE: **8.4** out of 10

Average number of **new, valuable contacts** made by delegates: **5-10**

94% of delegates stated that there was ample available networking time

“The event brings together people and organizations who we wouldn't be able to connect with as easily on our own. The format and planning is tight and easy to plug into, show up, attend, and leave feeling like it's been a productive use of time.”

- anonymous, from Post Event Survey

All Delegates

Delegates ranked their reasons for attending AdventureELEVATE as:

1. Community/Networking
2. Inspiration
3. Professional Development
4. Media Relationships
5. Partnership/Sales



96%

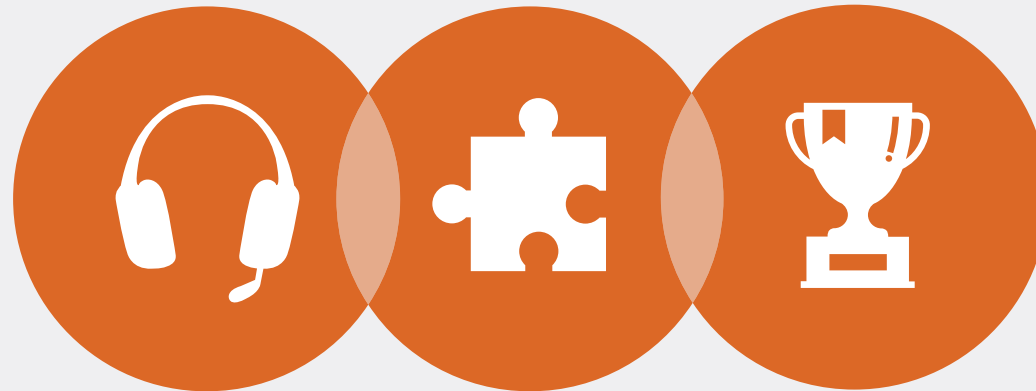
of delegates stated that the time and resources spent on attending ELEVATE is of value to them and their business

“Today was, hands-down, one of the most productive networking days I’ve had to date. So many excellent conversations and story ideas — it’s going to be a very busy year!”

- Jess McGlothlin, Jess McGlothlin Media

Key Initiatives

Sample of key initiatives that delegates stated they will take action on as a result of attending this year's AdventureELEVATE



- To look at problems and solutions with a more creative, outside the box mindset
- Better networking and fostering relationships with new, unexpected destinations
- To look more into partnerships with bloggers as an avenue for exposure and growth
- To work even harder to fight the over reliance on plastic in the travel industry
- Work on having greater insight into the needs of partners.
- New technology opportunities from networking and what systems other operators are currently using and their feedback
- Building better stories from improved destination contacts
- Continuing to liaise with the media I met

Key Initiatives Continued...

- **Furthering understanding of community**
- **Writing about transformational travel**
- **Market with travel agent consortiums, see how we can work more with indigenous communities, offer adventure travel destination certificate**
- **More family adventure programming**
- **Create a growth strategy**
- **Develop better management processes**
- **Look into doing podcasts or Ted talks to further promote my business**
- **Rethinking technology and communications, implement technology upgrades**

MediaExchange

MediaExchange gives delegates the opportunity to have one-on-one meetings with the adventure media at AdventureELEVATE.

93%

of delegates rated MediaExchange
as good to excellent



MediaExchange

“I enjoyed the conference so much and felt a kinship/belonging to the other media and industry there that I hadn't experienced at a conference before. So many like minded people, definitely a transformative experience.”

- Melody Wren, Writer

“I made a ton of valuable connections, met a lot of kindred spirits, and hope to go to Banff next year. Thanks so much for the wonderful opportunity.”

- Ilona Biro, Bons Mots

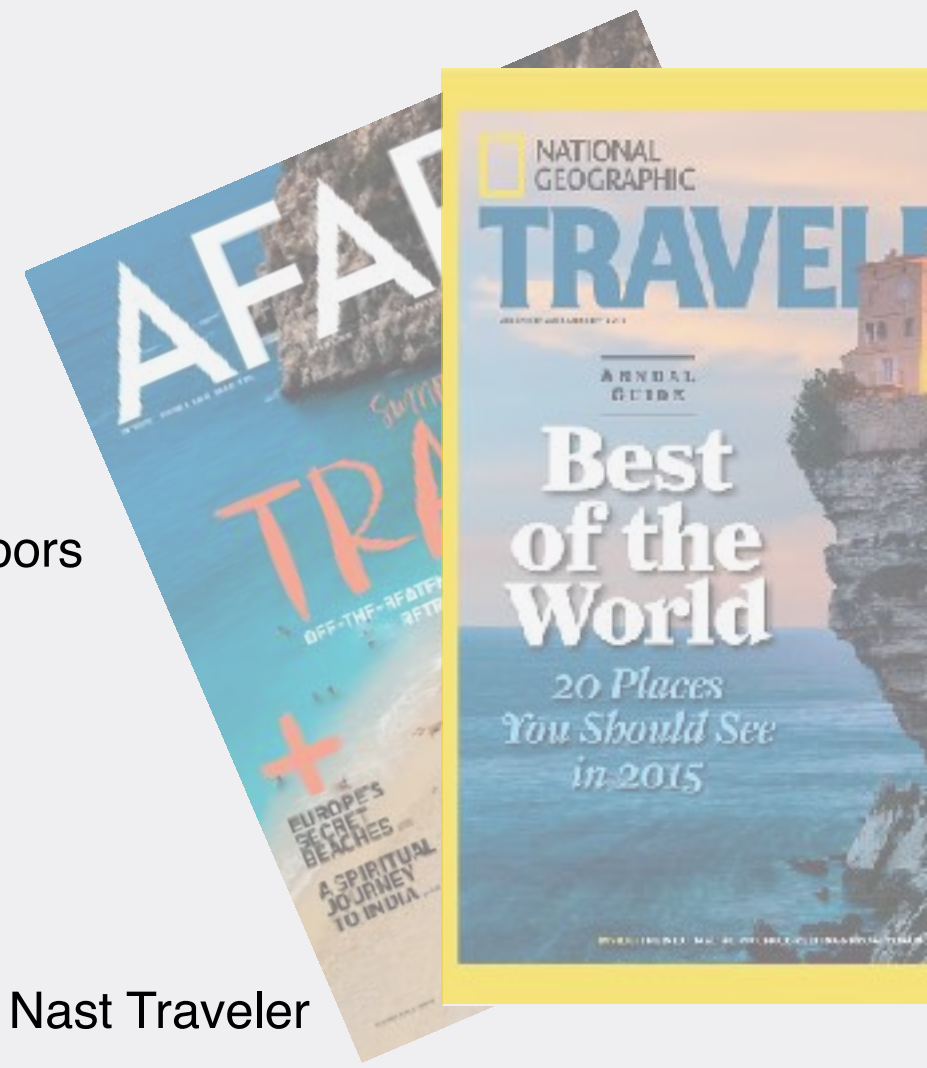
“Some of the most valuable hours I've spent growing my business — EVER.”

- anonymous survey respondent



Attending Media

- **Mark Edward Harris**, Mark Edward Harris Photography
- **Kraig Becker**, The Adventure Blog, Gear Institute, Popular Mechanics
- **Norie Quintos**, National Geographic Travel, and independent consultant
- **Will McGough**, Wake and Wander, TravelAge West, AFAR, Elevation Outdoors
- **Clint Carter**, Freelance, Men's Journal, Tonic, Entrepreneur Magazine
- **Melody Wren**, Freelance, Active Over 50, Canadian Yachting Magazine
- **Louis Dzierzak**, Outdoor Insight, RootsRated, Silent Sports
- **Ryan Fliss**, The Dyrt
- **Jen Murphy**, Freelance, Outside, Wall Street Journal, Men's Health, Conde Nast Traveler
- **Ilona Biro**, Freelance, Huffington Post Canada, Globe & Mail, Porthole, Westjet, NUVO



“Great connections, unprecedented press trip invitations all over the world. Never felt so valued as a media member. Thank you so much for the opportunity.” - anonymous survey respondent

Attending Media

- **Jess McGlothlin**, Jess McGlothlin Media, New York Times, Outside Online, Fly Fish Journal, Gear Junkie
- **Geoff Nudelman**, The Manual, American Express Essentials, Savoteur
- **Kassondra Cloos**, SNEWS, Outdoor Retailer Daily, Backpacker
- **Kimberly Tate**, Stuffed Suitcase, Vacation Mavens, Traveling Mom
- **Don Enright**, Toque & Canoe
- **Alison Hodgins**, My Passion Media, Canadian Traveller, Explore, British Columbia Magazine
- **Nina Hahn**, Freelance, Conde Nast Traveler, Travel + Leisure, Chicago Magazine
- **Russ Roca**, The Path Less Pedaled, Bicycle Travel Channel, Adventure Cycling, Travel Oregon
- **Laura Crawford**, The Path Less Pedaled, Bicycle Times Magazine, Amtrak Blog
- **Susan Portnoy**, The Insatiable Traveler, Wendy Perrin, Huffington Post, US News & World Report
- **Jenn Smith Nelson**, Freelance, Toronto Star, Postmedia, CBC, Nuvo
- **Kelly Smith Trimble**, Scripps Network Interactive, TravelChannel.com, HGTV.com, NationalParks.org

Disruptive Networking Adventure (DNA)

ATTA's original D.N.A. Happy Hour is a whole new take on making business contacts. Tour operators, travel media, destination professionals, travel advisors and industry partners — are all looking to build business relationships with like-minded people. This event allows for a casual, comfortable and meaningful networking platform that is particularly helpful for first time attendees to initiate conversations and partnerships.

93% of delegates rated the DNA as good to excellent as a catalyst for meeting new people

“Wonderful idea and met so many people, made great connections. A lot of fun and a great way to network and mingle. Even having to chat to each of the Switzerland reps to get their answers to the questions to enter the draw was very well done, insuring we all took the time to locate them and chat.”

“Time to network is always the best part.”

“Great event - little adventure boat ride, mixing and mingling program at the great venue that helped meet new folks after a drink or two - inhibitions were at a minimum. Lots of laughs and fun had by all.”

- anonymous survey respondents

Partner Attendees

- Gained awareness of their destination/product to industry influencers and media
- Increased credibility within the adventure travel industry
- Valued as adventure travel industry champion
- Achieved intimate networking support, facilitated by ATTA




“DNA at AdventureELEVATE is a great fit for ExOfficio because it’s a first-hand experience that showcases the magic of travel. You have this wide range of individuals coming together, engaging, interacting, and sharing stories about themselves and finding a commonality – travel. It’s an honor to be a part of that conversation, to watch that magic come to life right before you.”

- Amy Brown, ExOfficio

AdventureELEVATE Partners

Our sponsor partners' involvement is key to the success of AdventureELEVATE. A clear return on investment is important and, for that reason, we match our partners with the opportunities that we think will best showcase their destination or brand.

Sponsors utilized AdventureELEVATE for product sampling, networking and lead generation, brand building and promotions, while other sponsors dedicated support to specific speakers, initiatives or events.



The Coeur d'Alene
Golf & Spa Resort



COEUR D'ALENE



VISIT
IDAHO



Peru



eagle creek



NORWAY
POWERED BY NATURE



Switzerland.
get natural.



EX OFFICIO



Fáilte Ireland
National Tourism Development Authority



World Nomads

AdventureELEVATE Partners



Host Destination Exposure

Partner Branding Prior to and During AdventureELEVATE Included:

- Press releases and articles in AdventureTravelNews
- AdventureELEVATE landing page
- Promotional and dedicated emails sent to up to 23,000+ industry professionals
- ELEVATE online agenda and in event app
- Ongoing social media exposure
- Event exposure via hosted meals, banners, visuals on screens, logo exposure
- ELEVATE included in mentions from ATTA staff at ATTA and industry events
- Gear giveaways
- Mentions from the stage

Over the course of the lead in to, during
and post ELEVATE, the event hashtags received
(through social media alone) over

560,000 impressions





“The event brings together people and organizations who we wouldn't be able to connect with as easily on our own. The format and planning is tight and easy to plug into, show up, attend, and leave feeling like it's been a productive use of time.” - anonymous survey respondent

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*Did not attend ELEVATE 2017