

# ADVENTURE NEXT NEAR EAST

JORDAN  
7-9 MAY  
2018

“AdventureNEXT Near East was hands-down one of the most important things I've done for my business in the past year. From meetings with fellow media to important story-hunting with destinations, I look forward to building on the connections established here. ATTA events consistently provide me with valuable contacts I would not have established otherwise, and I can't wait to return to the region to tell some of these stories more in-depth!”

- Jessica McGlothlin



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION



**ADVENTURE**  
360



# AdventureNEXT Opportunities



AdventureNEXT helps put emerging destinations on the adventure map. Countries or regions that want to position themselves as attractive for their natural or cultural resources or unique activities may host an AdventureNEXT, which offers local suppliers the chance to present themselves to international buyers and media through a Tour Operator MARKETPLACE and also by hosting adventure FAM trips. AdventureNEXT has keynote speakers and workshops designed especially for regional issues and delegates looking to professionalize and expand their adventure product offerings. Delegates get to:

- Explore Jordan and neighboring countries
- Connect with industry professionals from predominantly the Near East, USA, Canada and Western Europe
- Discover best practices and innovations for adventure tourism businesses
- Create business partnerships with peers and media
- Promote your product, brand and destination





# EMPOWERING CONNECTIONS

The convergence of adventure travel industry professionals and media delegates from 32 countries at AdventureNEXT Near East held in Jordan 7-9 May 2018 marked another step in the country's evolution as the adventure travel hub of the Near East region.


After a hallmark inaugural regional conference in May 2017 revealed the commitment the Near East region has to adventure tourism, AdventureNEXT Near East returned to Jordan to deepen connections, inviting new and returning delegates to tap into another year of networking, pre-scheduled marketplace meetings, adventure discovery and keynote speakers.

According to the country's tourism minister, 40 new travel itineraries have been created since AdventureNEXT Near East 2017. Combine this with the expanding array of global partners, and changes both large and small are evident throughout the country.

# 96%

of delegates agreed or strongly agreed that they'd strongly recommend Jordan, and the Near East region to their clients/friends/partners.





**“The wild, remote beauty and enchanting culture I experienced in Jordan was thrilling and inspiring. I’m coming away with a new perspective on middle east travel, and rich storytelling material. I was lucky enough to make meaningful connections and friendships that I’m confident will last a lifetime.”**

**- Chloe Berge, Freelance Journalist**

**“Fantastic experience! My first time in an ATTA event and it was unforgettable! Got to know Jordan much better than I could have ever imagined, made great friends during the pre and post adventures and great networking.”**

**- Felipe Teixeira, Nattrip**

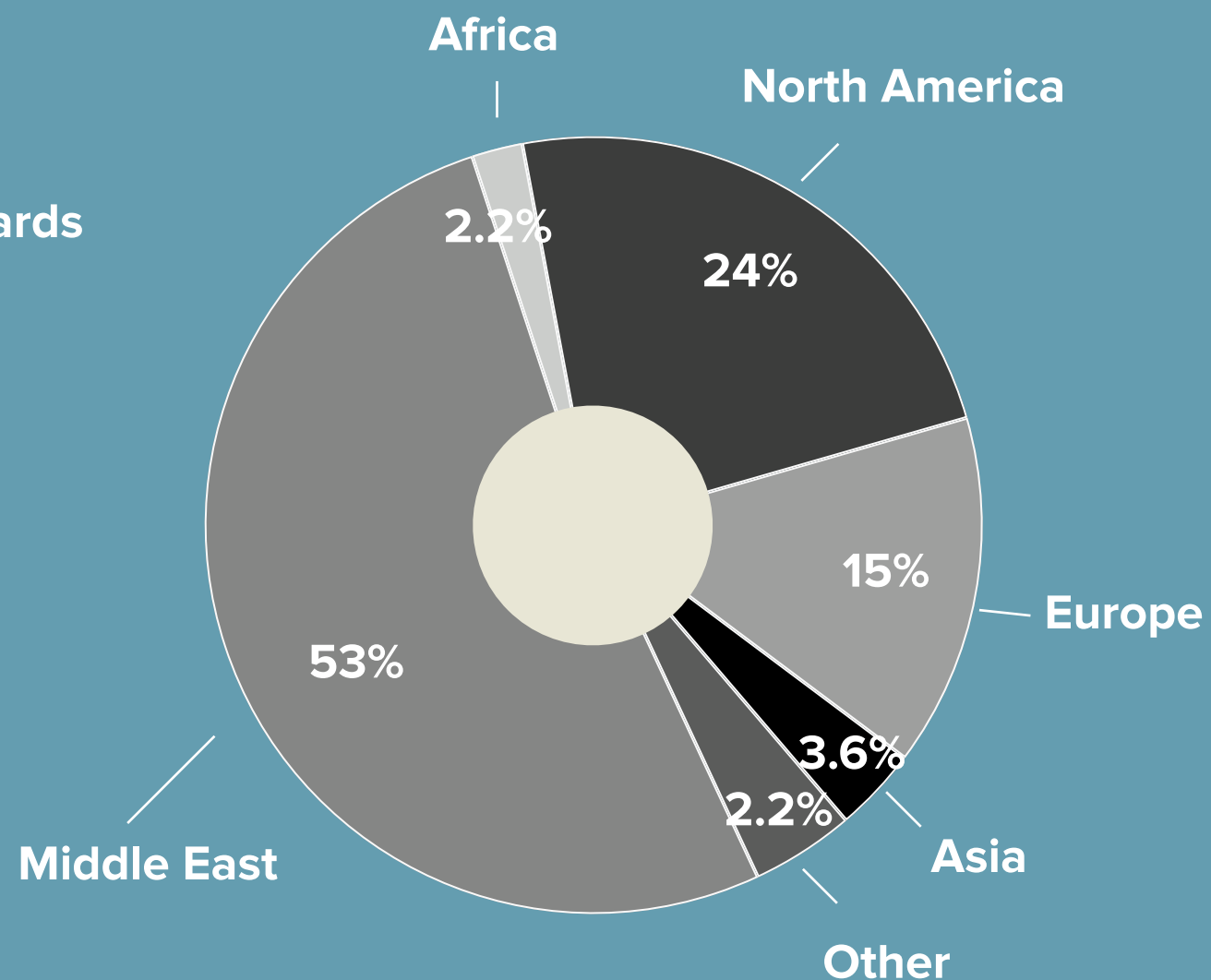
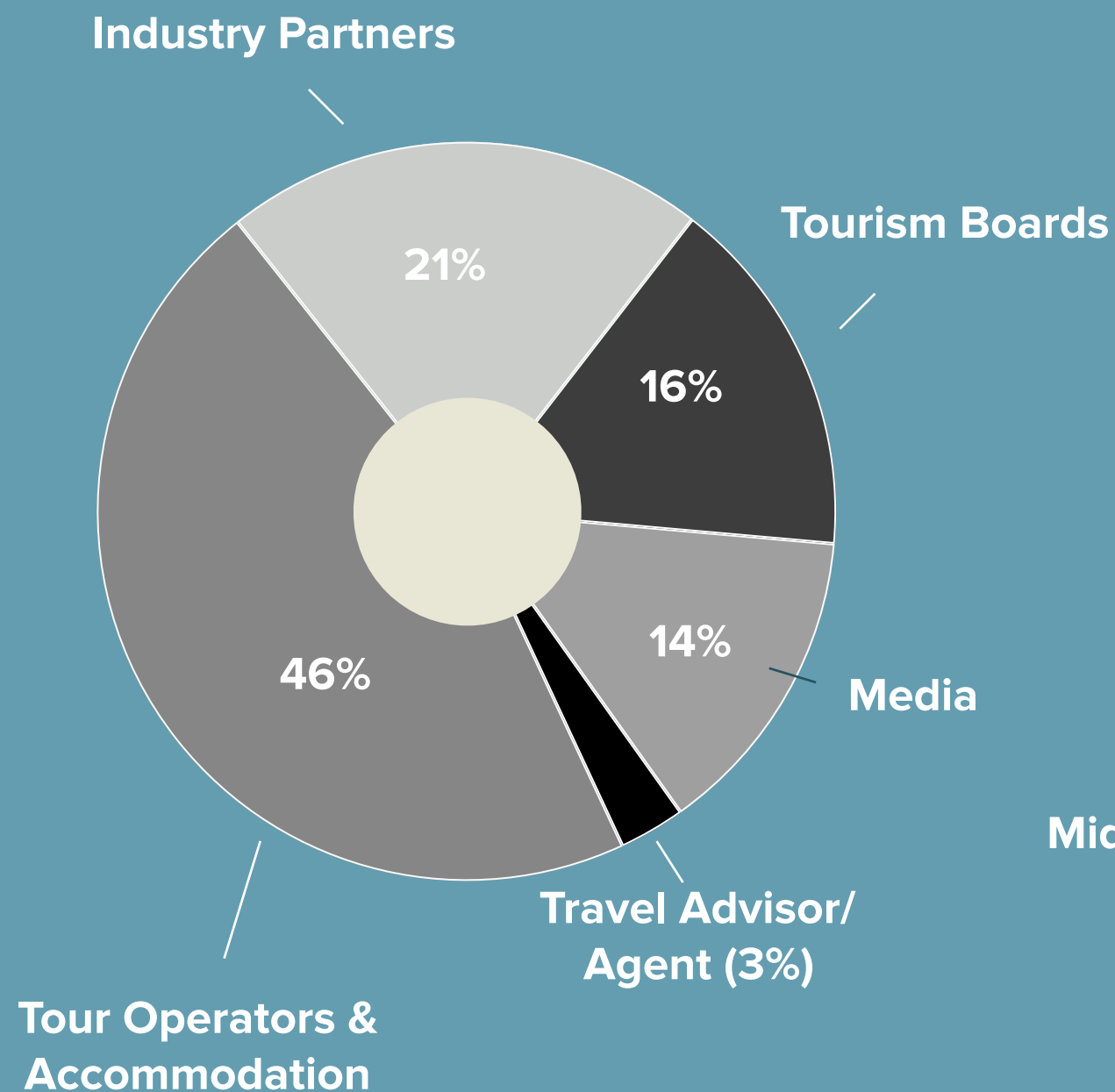
**“I absolutely loved Jordan, it’s all been an incredible experience. And added with my trip in Palestine and Jerusalem, It’s been the most educational and transformative journeys I’ve been on since I went to Afghanistan. I made so many friends and connections - I can’t wait to get going on my story ideas.”**

**- Tracey Croke**



# ATTENDEES

278 delegates from 32 countries attended the 2018 AdventureNEXT Near East in Jordan





# AdventureNEXT Near East by the Numbers

**278**  
delegates from around the globe

**32 countries**  
represented by delegates

**46%** of delegates participated in  
AdventureNEXT Near East for the first time

**34** media attending

**693** meetings discussing new products and  
common challenges at MARKETPLACE

More than **8 million** people reached  
by the #ANEXTNearEast hashtag

"The ATTA has been pivotal for us, not only in connecting our business with other like minded companies and media producers, but also continuing to stoke our passion for life changing travel experiences that benefit local communities."

- Jon Killpack, Engaging Cultures Travel



# Jordan


Nearly **100** AdventureNEXT delegates participated in the nine different Pre-Adventures, fanning out across the country to visit little-known villages and well-known icons such as Petra and Wadi Rum from Jordan's northernmost borders to those in the south. Across all adventures, the common theme clearly was the **remarkable hospitality shown to visitors.**



# Delegate Experiences in Jordan

**“Best experience was the remote camping and exploration in Wadi Rum!”**

- Anonymous survey respondent

Two men in traditional Jordanian attire, including keffiyehs and thobes, stand in a desert canyon. The man on the left wears a grey thobe and a grey keffiyeh, while the man on the right wears a beige thobe and a red and white keffiyeh. They are standing in front of a large, reddish-brown rock formation.

**“Our pre-adventure group bonded, felt like family. It was incredible meeting such like-minded individuals who share the same values and passion for travel. I have not experienced this with any other organization within the travel industry. For the first time, I felt like I had everything in common with the industry professionals around me. It felt like home!”**

- Anonymous survey respondent

**“This experience has led me to write an article entitled Jordan, Dispelling the Myths of Travel to the Middle East. By experiencing first hand the kindness, generosity and welcoming nature of the Jordanian people, I am now well equipped to market the opportunities this area of the world has to offer. Since my return I have already been asked to conduct seminars on the destination and travel opportunities the region offers.”**

- Kim Steiger, Travel Leaders Market Square



# AdventureNEXT Value

We value the time, commitment and resources used by every delegate who attends AdventureNEXT 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.

**8.9 out of 10**

Overall level of satisfaction with this year's AdventureNEXT Near East

**89%**

Of delegates now have “more favorable” or “far more favorable” perception of Jordan as an adventure travel destination.

**93%**

Agreed or strongly agreed that the event was worth the investment of time, resources, etc.



# AdventureNEXT Value

The background image shows a group of people at an indoor event. In the foreground, two men and one woman are visible. The two men are wearing white t-shirts with a colorful logo and the text 'JORDAN TRAIL' on them. They are also wearing blue lanyards. The woman is wearing a white t-shirt and a blue lanyard. They appear to be engaged in a conversation. In the background, other people are visible, some sitting at tables and others standing. The overall atmosphere is casual and social.

**“It was great to walk from Dana to Petra with a group of amazing people, from varied backgrounds. Its great how ATTA mixes them up! Learning different perspectives about travel, the trade, making new connections and empowering new ideas within our own workplace have been the highlights - and what makes us return to ATTA events. Thank you Jordan, for being a wonderful host and sharing your beautiful country, culture and people with us.”**

**- Vaibhav Kala, Aquaterra Adventures India**



# MARKETPLACE

One of the most productive components of AdventureNEXT Near East was the Marketplace, where delegates participated in pre-arranged one-on-one meetings establishing professional partnerships. Suppliers reported positive feedback from the 693 meetings in which they participated — more than double the Marketplace meetings that took place last year at AdventureNEXT Near East 2017.



**693 Meetings Scheduled**

**12 Valuable Connections Created  
per Participant** (on average)



# 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



# Post Event FAM Opportunities for Partners

Key partners of AdventureNEXT Near East had the opportunity to provide post event FAM trips to their destinations. FAM trips were promoted to delegates by the ATTA.

This year, **Palestine** offered a hosted post trip for 18 delegates from, America, Argentina, Spain, Italy, Australia, United Kingdom, France, Canada, Brazil, Singapore and Iceland regions.

Delegates experienced Palestine from different perspectives on a unique, untrodden itinerary, visiting Jerusalem, Sebastia, Jericho, and Bethlehem, hiking and biking through beautiful landscapes and experienced the Palestinian hospitality and the Bedouin communities.



# PARTNERSHIP OPPORTUNITIES

**“Great organization, opened the opportunity to meet and connect with potential partners from all over the world who are already doing similar work. It was amazing!”**

- George Rishmawi, Masar Ibrahim - Abraham Path

**“We have attended the ATTA World Summits since 2015, and attended the 2017 Adventure Next Near East Conference. We have found the ATTA , and especially the events in Jordan, a very successful medium of business development for us and for Jordan. We look forward to building on this success with the next conference in Jordan in 2019.”**

- Matt Loveland, Experience Jordan

**"My adventure leads have doubled since returning from AdventureNEXT Near East in Jordan and joining the ATTA! This membership and experience have been really helpful in reaching my niche market. That's on top of the added contacts and resources I'm utilizing every day through the hub. I'm very grateful to this organization, it's been great for business, thanks so much!"**

- Katherine Vallera, The Travel Connection Group





# Host Destination Exposure

## Partner Branding Prior to and During AdventureNEXT Included:

- Press releases and articles in AdventureTravelNews
- AdventureNEXT Near East landing page
- Promotional and dedicated emails sent to up to 25,000+ industry professionals
- AdventureNEXT Near East online agenda and in AdventureNEXT event mobile app
- Ongoing social media exposure
- Event exposure via hosted meals, banners, visuals on screens, logo exposure
- AdventureNEXT Near East mentioned by ATTA staff at other ATTA and industry events
- Gear giveaways & Storytelling videos & photos
- Mentions from the stage
- Speaking opportunities & video exposure



# Social Media Buzz

Between April 26th 2018 and June 5th 2018 there were **2,254** mentions. 1,398 of these were original mentions reaching a potential audience of **819,526**. In addition, 491 unique profiles made a total of 856 reshares spreading the mentions to an

additional **8,158,739** people.



## Delegates were asked about their best experience at AdventureNEXT Near East in a survey, highlights included:

- Everything... the pre-adventure, the conference, the post adventure... intense and very productive, as usual!
- The locals! Meeting Bedouins in their homes. Making friends with Jordanians. And just the joy and hospitality of the people.
- Connections made with fun, likeminded, inspiring people.
- The Dana-to-Petra trek. It offered a rare look at the country's rugged, remote beauty, and introduced us to the local culture in a way travelers won't experience at the major tourists sites.
- I loved the authenticity of the experiences and the interactions with Jordanians.
- Riding a camel in Wadi Rum and sitting on the trail and talking with two little Bedouin girls on a walk from Feynan Lodge.
- Meeting Jordanians and seeing how much they love their country through the lens of their excitement about adventure travel.
- The whole event was fantastic. The marketplace was great and really useful. The talks were good, the time to connect with others.
- General immersion with similar minded people helps provide inspiration for business development.
- The speakers were really good, provided connection to the place and inspired change.
- Everything was absolutely amazing but the final dinner and the feeling it generated, I really didn't want that moment to end. It was amazing to be surrounded by so many wonderful people.





# ATTA TEAM

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\*Did not attend AdventureNEXT Near East 2018



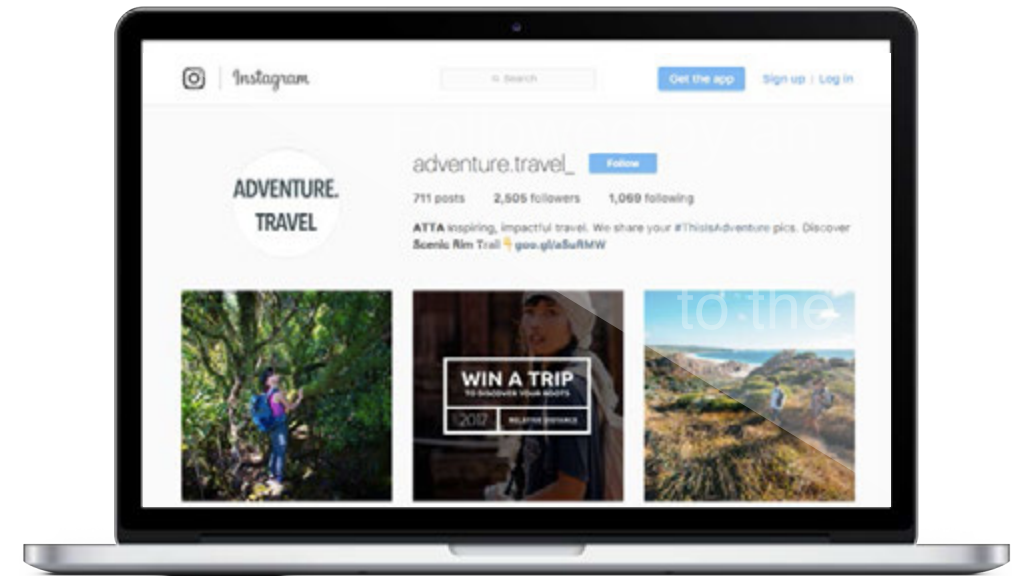


# ABOUT ATTA

Established in 1990, the Adventure Travel Trade Association (ATTA) serves over 1,000 members in 100 countries worldwide. Members predominantly include tour operators, tourism boards, specialty agents and accommodations with a vested interest in the sustainable development of adventure tourism.

The ATTA delivers solutions and connections that propel members towards their business goals and the industry toward a responsible and profitable future.

Through its regional AdventureConnect and AdventureNEXT events and annual Adventure Travel World Summit and AdventureELEVATE trade conference, the ATTA excels in professional learning, networking and partnering services. With expertise in research, education, adventure travel industry news and promotion, members of the ATTA receive competitive opportunities that help establish them as leaders in adventure tourism.



Find us on Instagram @adventure.travel\_

## THE ATTA'S WEB PROPERTIES



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION

The ATTA's homepage online at [www.adventuretravel.biz](http://www.adventuretravel.biz)



**ADVENTURE**  
Travel News

The adventure travel industry's source of trade news online at [www.adventuretravelnews.com](http://www.adventuretravelnews.com)



**ADVENTURE**  
.TRAVEL

The traveler's guide to finding adventure at [www.adventure.travel](http://www.adventure.travel)



**ADVENTURE**  
HUB

The HUB is ATTA's Online Members Community at <http://members.adventuretravel.biz>





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