

**ADVENTURE
ELEVATE**

SEDONA
16-18 NOVEMBER 2021



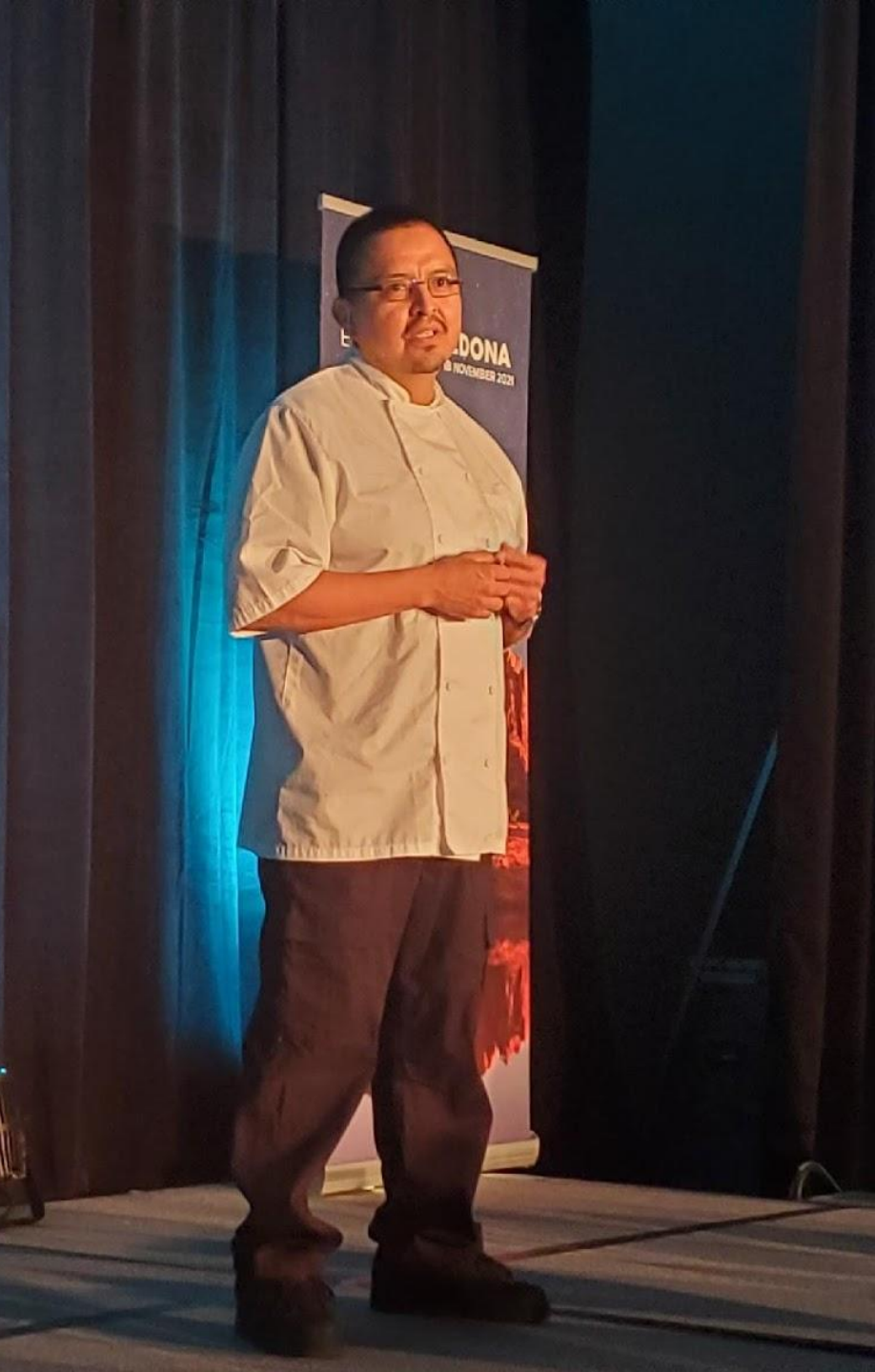
ADVENTURE TRAVEL
TRADE ASSOCIATION

AdventureELEVATE Opportunities

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

Delegates get to:

- Explore Sedona, AZ and surrounding region
- Connect with industry professionals from predominantly US and Canada as well as 25 other countries
- Discover best practices and new tools geared toward adventure businesses
- Create business partnerships with peers and media
- Promote their product, brand or destination



FUTURE TOGETHER

Over **230** adventure travel industry professionals from **27** countries gathered from November 16-18 for the sixth annual in-person event **AdventureELEVATE** in the beautiful region of Sedona, AZ.

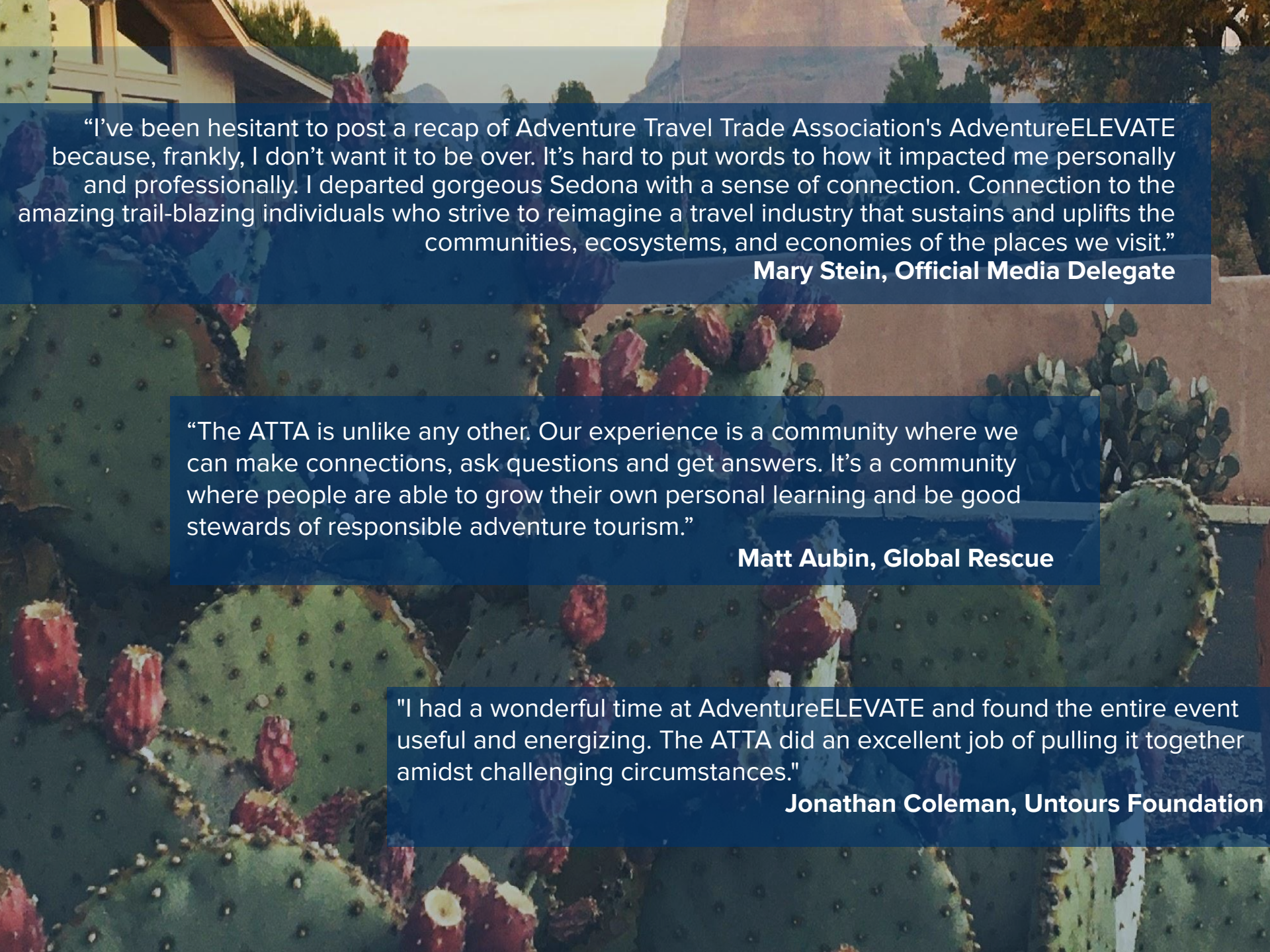
Considered one of North America's most important and practical professional adventure travel events, the AdventureELEVATE event invited participants to turn a sharp eye toward the evolving industry dynamics affecting their professional and personal life each and every day.

The intimate, tightly focused event wove together interactive workshops, inspiring plenary discussions, and networking opportunities with plenty of time for fresh air and adventurous exploration in and around Sedona. Manifesting the event theme **REVIVE**, delegates walked away feeling reinvigorated, ready to approach their businesses from a new perspective.



98%

of delegates feel the time and
resources spent on attending
AdventureELEVATE is of value
to them and their organization



“I’ve been hesitant to post a recap of Adventure Travel Trade Association's AdventureELEVATE because, frankly, I don’t want it to be over. It’s hard to put words to how it impacted me personally and professionally. I departed gorgeous Sedona with a sense of connection. Connection to the amazing trail-blazing individuals who strive to reimagine a travel industry that sustains and uplifts the communities, ecosystems, and economies of the places we visit.”

Mary Stein, Official Media Delegate

“The ATTA is unlike any other. Our experience is a community where we can make connections, ask questions and get answers. It’s a community where people are able to grow their own personal learning and be good stewards of responsible adventure tourism.”

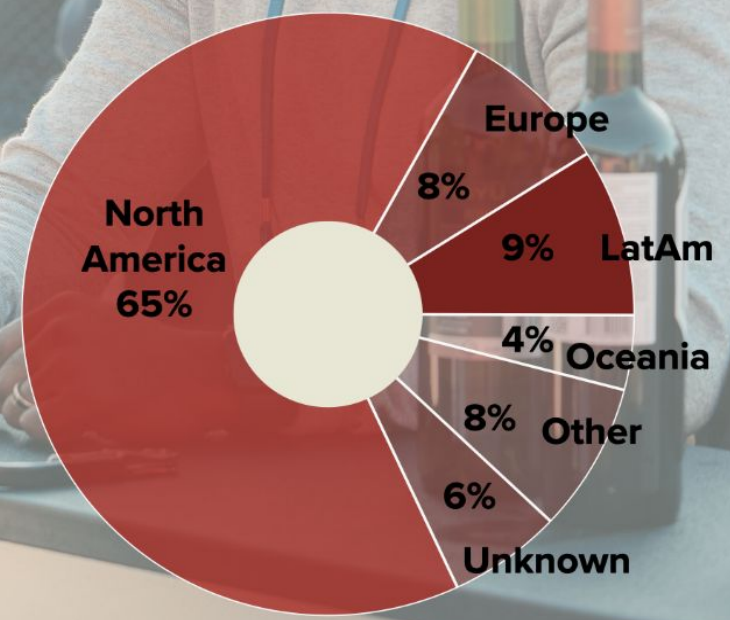
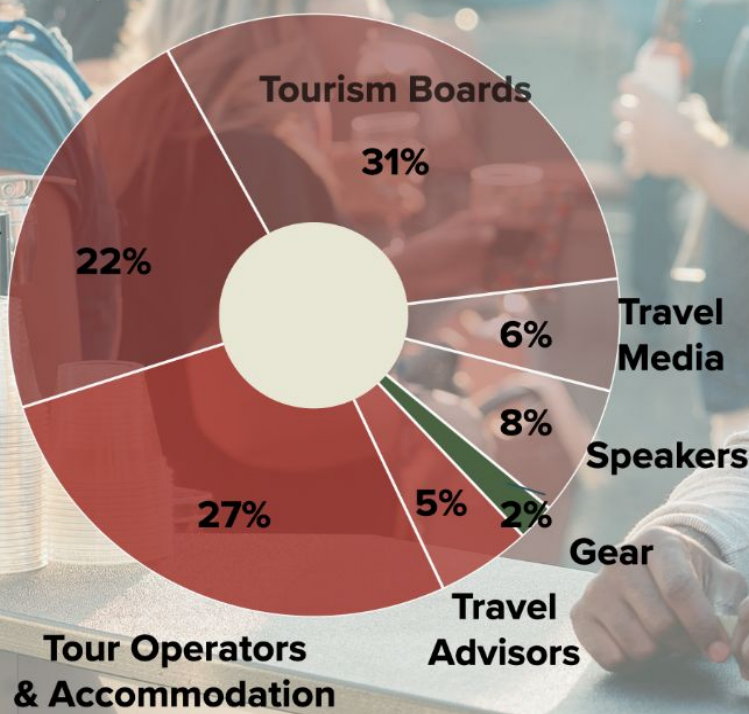
Matt Aubin, Global Rescue

"I had a wonderful time at AdventureELEVATE and found the entire event useful and energizing. The ATTA did an excellent job of pulling it together amidst challenging circumstances."

Jonathan Coleman, Untours Foundation

ATTENDEES

230 delegates attended the 2021 AdventureELEVATE in Sedona, AZ



AdventureELEVATE by the Numbers

230

delegates from around the globe

27 countries

represented by ELEVATE delegates

3,762 website visits

567+ meetings discussing new products and common challenges at AdventureExchange

“The orientation of ATTA and those attending made conversations easy and focused and really facilitated our ability to discuss story opportunities while being on the same page. I look forward to working with you in the future and being a part of what is clearly a well run, intelligent organization.”

- Clive Pursehouse, official media delegate



Sedona, Arizona

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

This year, **143 DELEGATES** went on several one day Day of Adventures offered by REI Adventures before the AdventureELEVATE opening to experience what the region has to offer.



"The Day of Adventure is the perfect icebreaker!"
- **Ann Becker, Travel with Ann**

"There is a sense of kinship and reliance among the ATTA Community. The vibe on site was vibrant and energetic."
- **Steve Lima, G Adventures**

*"I have found the community of ATTA friendly, open and helpful. The event was a place to learn, grow and find **your people** in 1.5 days."*
- **R.J. Cardon, Maricopa County Parks**

"I don't know any other industry that has the spirit of generosity that the ATTA community has!" - **Richard Weiss, Strategic Travel Consulting**

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.

98%

of delegates will or would consider attending another ATTA event in the future

77%

of delegates state that they would recommend attending AdventureELEVATE to a colleague

77%

of delegates rated their Day of Adventure experience in Sedona, AZ as **Good** or **Excellent**

86%

Overall level of satisfaction with this year's event

78%

of delegates stated that the available networking time was **Good** or **Excellent**

84%

of buyer and media delegates rate their AdventureEXCHANGE appointments as **Good** or **Excellent**

AdventureELEVATE Value

PANAMA
LIVE FOR MORE

"My first experience at AdventureELEVATE in Arizona represented an excellent opportunity to showcase the innovations Panama has been implementing in the country with a tourism model that focuses on the empowerment of local communities, as well as the regeneration of our biocultural heritage. I found that ATTA members were genuinely interested in tourism experiences that place communities at the center of development and that contribute to the regeneration of ecosystems, targeting today's discerning travelers, one of the fastest growing segments in tourism worldwide."

Ivan Eskildsen-
Minister of Tourism of Panamá

OPPORTUNITIES TO MEET OFFICIAL MEDIA

AdventureELEVATE delegates had the opportunity to meet the official 2021 media delegates throughout the event - specifically at **AdventureExchange** and **MediaConnect**.

All delegates had the opportunity to pre-schedule dedicated one-on-one meetings with fellow delegates—including media—at Thursday's AdventureExchange through the event networking platform. At Wednesday's MediaConnect session, they met with a curated group of adventure-minded media, influencers and bloggers one-on-one to pitch story ideas, and learn about and explore marketing opportunities.

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 champions
- Achieved intimate networking support, facilitated by ATTA

Partner Attendees

“I am enormously grateful to ATTA for the concern and management prior to Chile's participation in AdventureELEVATE Arizona. Without a doubt, commitment is an important factor when it comes to ensuring success in participating in international actions, and from Chile we have always found it in ATTA. Participating in ATTA was a challenge due to COVID19, however, the team in charge of the administration of the event together with all the related stakeholders, made everything very fluid, dynamic and attractive for those of us who are looking to do business.

AdventureELEVATE was a very profitable event, where Chile was able to expose its beauty, where Chile was able to show its products, where Chile was able to carry out new tourism promotion campaigns, and where Chile was able to expand its network of contacts in the North American market.”

Franz Muller Sarmiento - Strategic Partnership Director for Sernatur Chile





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 30,000+ industry professionals
- ELEVATE online agenda and in ELEVATE 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
- Giveaways
- Mentions from the stage

When delegates were asked about their best experience at AdventureELEVATE in a survey, highlights included:

“Making friends on a beautiful five mile Day of Adventure hike outside Sedona was an ideal way for this newcomer to feel welcome and ready to engage comfortably with networking, sessions and food/beverage functions.”

“Getting to see everyone at AdventureELEVATE in Sedona felt like the beginning of a new day for our industry. So great to get together and talk with such passionate, engaged, and positive people. The value of being at these events never ceases to amaze me...everything we do is about relationships and being at AdventureELEVATE proved that!”

“I just loved the DNA session where we could meet people we possibly wouldn't otherwise. Please keep that in every ATTA event!”

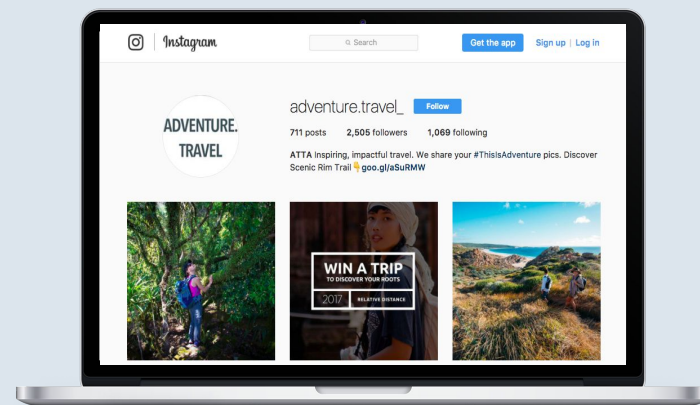
“It was so powerful being in the travel force field once again at AdventureELEVATE in Sedona. After two years of virtual events, being together in person was invaluable—so many new friends, stories, and ideas came out of it. The energy and connections created at AdventureELEVATE in Sedona will fuel us well into 2022 and beyond.”



ABOUT ATTA

Established in 1990, the Adventure Travel Trade Association (ATTA) serves over 1,100 members in more than 85 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
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The ATTA's homepage online at www.adventuretravel.biz



ADVENTURE
Travel News

The adventure travel industry's source of trade news online at www.adventuretravelnews.com



ADVENTURE
.TRAVEL

The traveler's guide to finding adventure at www.adventure.travel



ADVENTURE
HUB

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

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*Did not attend ELEVATE 2021