

2008



Adventure Travel World Summit — South America

September 3-6

Imigrantes Exhibitions Center, São Paulo, Brazil

WHAT

The 2008 Adventure Travel World Summit - South America (**2008 ATWS-SA**) will bring together 500-600 executives for a four day, adventure and eco-tourism trade-only business conference in São Paulo, Brazil. The timing, content and location ensure a powerful event that will help those who wish to generate rapid business growth.

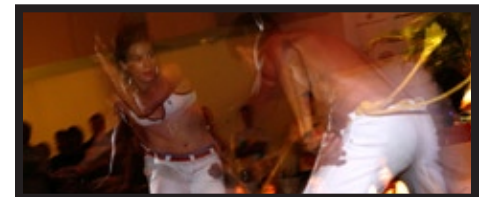
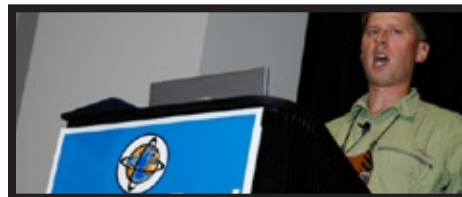
ATWS-SA brings together the global adventure travel community to:

- Bring global visibility to Brazil, specifically, and to South America, in general, as adventure and eco-travel destinations;
- Increase business for adventure and eco-travel companies throughout Brazil and South America;
- Improve the business skills of Brazilian and South American adventure and eco-travel companies;
- Improve networking and relationships between Brazil, South America and the Northern Continent; and
- Raise industry-wide awareness and investment in community-based tourism initiatives worldwide, especially in Brazil and South America.

Held in conjunction with Brazil's trade and consumer Adventure Sports Fair – which draws thousands of companies and expects more than 70,000 consumers to visit the event – the **2008 ATWS-SA** will:

- Strengthen ties between the South American adventure travel industry and the global marketplace;
- Help to professionalize the industry; and
- Become the central meeting place for companies, professionals, government, press, investors, and NGO's for business oriented meeting and networking.

ATWS-SA will offer an entire day dedicated to a buyers-suppliers marketplace which will help to connect Brazilian and South American companies with North American, European and Asian companies interested in investing in the region. Additionally, conference sessions include subject matter that builds business skills including such things as: sustainable tourism, travel trends, marketing, Internet marketing, customer acquisition strategies, partnership building, standards and certifications, guide training, agent training, customer relationship management, cash flow, and risk management.



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The industry's first **2008 ATWS-SA** is co-organized by the global Adventure Travel Trade Association (ATTA) and its Association Partner, the Brazil Ecotourism and Adventure Travel Association (ABETA), with support from The Tourism Minister of Brazil and EMBRATUR - The Brazilian Tourist Board. Attendees include decision makers representing tour operators, destination marketing organizations, tourism boards, travel agents, accommodations, media and service organizations with a vested interest in the adventure travel industry.

WHERE

Imigrantes Exhibitions Center (Centro de Exposições Imigrantes), São Paulo, Brazil

WHEN

September 3 – September 7 (pre- and post-Summit FAM trip options will be available)
September 3 – travel/arrival day with 7PM Opening Ceremonies & Keynote
September 4 – Summit business sessions
September 5 – Summit business sessions
September 6 – Marketplace & Closing Keynote
September 7 – Day of Adventures and/or immediate departure for adventure travel
FAM and press tour extensions of 2-6 days (details to be announced)

HOW

Registration open as of February 25th! Check in at www.adventuretravelworldsummit.com regularly for Summit updates and to sign up for Summit alerts.



Sensational!

EXOFFICIO



Men's Journal

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