



ADVENTURE TRAVEL TRADE ASSOCIATION (ATTA) TO HOST 2005 ADVENTURE TRAVEL WORLD SUMMIT IN SEATTLE

“Beyond Survival: Co-creating the Future of Adventure Travel”

(May 25, 2005) – SEATTLE – The Adventure Travel Trade Association

(www.adventuretravel.biz) today announced that its inaugural *Adventure Travel World Summit* will be held in Seattle, Washington, on October 16, 17, and 18, 2005, at the Bell Harbor International Conference Center on Elliot Bay.

The ATTA Summit (www.adventuretravelworldsummit.com) “*Beyond Survival: Co-creating the Future of Adventure Travel*” is designed for industry executives to define their individual and collective futures by addressing critical industry issues, including trends, research, marketing, partnering, operations, sustainability, and funding. The Summit, which builds upon 12 previous World Congress on Adventure Travel events previously hosted by the ATTA in the 1990s, offers more than 30 in-depth sessions, interactive learning, and networking opportunities meant to fuse big-picture vision with everyday practicality.

Leaders from the World Bank, Orbitz, Yahoo, TBWA\Chiat\Day, NBC, MSN.com, Virtuoso, Cingular, Robyn Waters Trends, and other respected leaders and experts from within and outside the adventure travel and outdoor industries are scheduled to present during the three-day Summit. Day one of the 2005 Summit includes an unprecedented opportunity for attendees to raft, hike, climb, fly-fish, and participate with adventure experts and colleagues, while days two and three feature interactive learning, strategy, planning, visionary, and networking sessions.

“Bringing people together to collaborate and develop a shared vision is long overdue and precisely what our industry requires to reinvigorate smart, responsible and sustainable growth,” said ATTA President Shannon Stowell. “Increased demand for industry research, leadership, and marketing efforts, backed by the current rebound in travel overall, makes this a must-attend event.”

Hosted by the ATTA, the *Adventure Travel World Summit* serves industry executives and decision makers of domestic and international tour operators, destination marketing organizations, tourism boards, and travel agencies worldwide. Specialty adventure travel agents, lodge, resort, and attraction owners also are expected to participate, along with media, travel, tourism and recreational governmental agencies, plus marketing and technology service organizations serving the adventure travel

industry. To ensure the quality and effectiveness of the Summit experience, attendance is limited to 500 participants.

“The adventure travel industry is still relatively young and shaped by fiercely independent visionaries, and thus the industry remains fragmented,” said Richard Bangs, IMAX “Mystery of the Nile” adventure film director and co-founder/owner of Mountain Travel Sobek. “The ATTA is strategically setting out to bring together the common initiatives, objectives, and goals of the entire industry and to work as an advocacy partner and marketing mechanism to help raise the tide so that all adventure businesses benefit.”

The 2005 Adventure Travel World Summit Advisory Committee is comprised of 18 industry executives representing tourism boards, domestic and international tour operators, travel agencies/agents, retailers, gear manufacturers, and governmental and non-profit industry organizations.

Online registration is accessible at www.adventuretravelworldsummit.com. Early-bird Registration is \$650.00 U.S. for ATTA Members, \$850.00 for non-members. Registration Fees (after June 15, 2005) are \$750.00 U.S. for ATTA Members and \$950.00 for non-members.

Sponsors of the Adventure Travel World Summit include Orbitz.com, ExOfficio, and Eagle Creek.

Seattle-based ATTA (www.adventuretravel.biz) is a strategic membership organization dedicated to raising the profile of adventure travel globally. The ATTA, established in 1990, provides valuable services, knowledge, and connections that help ATTA members succeed in their businesses, thereby helping the industry grow.

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*Conference speakers, sessions and events are subject to change.

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