

ADVENTURE TRAVEL WORLD SUMMIT '07

FINAL REPORT

Attendees

ATWS '07 brought together the leadership of the adventure travel industry: **505** adventure travel executives (a **21% increase** over 2006) – all industry influencers and decision-makers.

Over the course of their entire sponsorship, **Key Sponsors** of the event received an estimated **719,000 quality impressions** via a variety of channels (including web, email, print, and more) to this key audience of industry leaders.

<i>Delegate Type</i>	<i>Total</i>	<i>Percent</i>
National and Int'l Tour Operators	209	41.5%
Industry Partners (air, internet, etc.)	139	27.6%
Media (trade, mass, freelance, etc.)	60	11.8%
Tourism boards and CVB's	41	8.2%
Adventure Agents	21	4.2%
Other*	34	6.7%
TOTAL	505	100.0%

“ATWS '07 had more networking and with higher caliber participants. And it was dynamic and palpable; it felt like everyone you met was a potential asset to your business – or at least someone worth knowing well.”

— Courtenay Rooks,
Managing Director: Paria Springs

*‘Other’ includes volunteers, ATTA staff, government agencies, and individuals.



ATWS delegates represented 35 nations from around the globe, including Brazil, Canada, China, Croatia, England, Jordan, Norway, Switzerland, Thailand, Spain, New Zealand, Trinidad and Tobago, The United States, and Uzbekistan.

Sponsor R.O.I.

In addition to exhibiting, ATTA sponsors reaped a broad array of multi-channel brand-building and promotional opportunities.

Branding

Sponsors were thanked and recognized via:

- 750 printed programs (Key Sponsors listed on front and rear covers, all on rear cover)
- Logos listed on three 60 s.f. banners
- Logo projections for all sponsors on 9'x12' presentation screens during meals, before keynote presentations, and during breaks
- Verbal recognition via P.A. to Delegates
- Logos posted in several pre-summit emails totaling more than 67,000 unique receipts by adventure travel executives



Special Promotions

Sponsors utilized the ATWS for product sampling, demos, and giveaways. Several companies and tourism boards, including Alpine Tourist Commission, Best of the Alps Eagle Creek, ExOfficio, Fjord Norway, Hurtigruten, Innovation Norway, National Geographic Adventure, Qatar Airways, and W.L. Gore and Associates gave away outdoor gear, print advertisements, flights, adventure trips, and cruises.

Gift bags given to *every* ATWS delegate included free product coupons, discount coupons, travel gear, insect repellent and sunscreen product samples and water bottles.

Dedicated Programs

Some sponsors dedicated their support of ATWS '06 to specific speakers, initiatives, or events. These dedicated sponsorships included:

"[The Summit] was the most valuable time spent at a travel meeting in the 30 years I have been in the business!"

— Judy Allpress,
Marketing, The
Wayfarers

destinations

- **Sustainable Travel International, National Geographic Adventure, Virtuoso, and VAST:** Green Summit Initiative
- **Outside Magazine:** The Day Outside
- **Fjord Norway:** Opening Lunch
- **Ecuador Tourism Promotion Fund:** Lunch Reception
- **AdventureLink:** Cybercafe
- **Modern Traveler Magazine:** Kaleidoscope program
- **Canadian Tourism Commission, Alpine Tourist Commission/Best of the Alps, and Brazil:** evening receptions with fabulous food, drink, and entertainment representing their

Impressions

Over the course of their entire sponsorship, **Key Sponsors** received an estimated **719,000 quality impressions**. ((Please note that these impressions are with qualified adventure travel professionals. Further, all impression figures are based on actual data and conservative estimates.))

Intangibles

Involvement in the ATWS demonstrates your organization's commitment to creating community within the once-fragmented adventure travel industry. It also provides your business additional credibility, growth opportunities, and helps both strengthen the voice of the adventure travel community and add to our industry's fast-paced and growing momentum.

"This year's ATWS was the best so far. I met so many interesting people who were just a wealth of information and whom I'll keep in touch with and potentially use their services. You're doing a great job and it's an absolute pleasure to be involved as a Member."

— Trish Sare, Founder and Director:
Bikehike Adventures

Summits 2008

ATTA staff are already planning and developing strategies for the fourth-annual Adventure Travel World Summit '08 (date and location TBD) and the inaugural Adventure Travel Summit – South America 2008 (Sao Paulo, Brazil; early September). Continue to tap into the potential of this fast-growing industry – and its even faster-growing trade association – by being a part of next year's Summits and their expected **1,150** adventure travel executives (550 North America, 600 South).



Each Summit has been a significant improvement over the last, and we expect no less next year. We hope to see you there!

Sponsors & Exhibitors

Key Sponsors

Adventure Central
Alpine Tourist Commission
Best of the Alps
Brazil
Canada Tourism Commission
ExOfficio
Innovation Norway
National Geographic Adventure
W.L. Gore and Associates

"I thoroughly enjoyed the Summit. It was a great opportunity to learn and understand more about the adventure travel industry's trends and continued growth."
— Juan Camilo Caicedo,
Leisure Market Manager,
North/Central America; LAN
Airlines

Supporting Sponsors

Away.com - an Orbitz Worldwide property
Green Team
Outside Magazine
Sanofi Pasteur/VaxServe



ATWS sponsors increased threefold from 2006, adding new Key Sponsors the Alpine Tourist Commission, Best of the Alps, Brazil, Canada Tourism Commission, Innovation Norway, and Gore-Tex.

Contributing Sponsors

Archaeology Magazine
Eagle Creek
Ecuador Tourism Promotion Fund
Qatar Airways
Tourism Whistler

Sponsors

AdventureLink
Adventures in Travel Expo
Fjord Norway
Green Living Project
Modern Traveler magazine
Overseas Printing Corporation
Perimeter Transportation Ltd.
Quotient Marketing
TRAK Kayaks
VAST
Virtuoso

Exhibitors:

A'ba County, Chengdu Province	Hurtigruten	Tourism Ireland
Aboriginal Tourism BC	M.H. Ross Travel Insurance Services	Tourisme Quebec
AIG Travel Guard	MEDEX Global Group, Inc.	Tralliance
Air Greenland	Mixpo	Travel Manitoba
Air New Zealand	New Headings	Travel Oregon
All Patagonia	NW Territories/Nunavut/Yukon	TravMedia.com
Argentina Tourism	Outdoor Industries Women's Coalition	USI Travel Insurance Services
Aventure Ecotourisme Quebec	Redwood Adventures	Ventura CVB
blurb.com	ROAM Adventures Inc.	VISIT FLORIDA
Conservation International	Squamish Lil'wat Cultural Centre	Weld Creative
Countorwear	Sustainable Travel International	Whistler Outback Adventures
Finland	Topas Adventure Travel Bolivia	whistlerbikeguide.com
Green Living Project	Topas Adventure Travel Denmark	

Attending Tour Operators

A Bridge to China / Arctic Odysseys	Canadian River Expeditions / Nahanni	Island Expeditions Co.	Stanford Alumni Assoc.
Active Fiji / Tui Tai Adventure Cruises	River Adventures	I-to-I Volunteer Travel	Sun International Resorts
Admira Property Mngmt	Canadian Snowmobile and All Terrain Adventures	Journeys Mexico	Surtrek
Adriatic Kayak Tours	CC Africa	Journeys International	The Core
Adventure Canada	Chapman Incentive Adventures	KE Adventure Travel	The Explorers Club
Adventure Collection	Ciclismo Classico	L.L. Bean Outdoor Discovery Schools	The Wayfarers
Adventure Council	Coast Mountain Guides	Lindblad Expeditions	Thomson Family Adventures
Adventure Life Journeys	Costa Rica/Nicaragua Expeditions	MacQueen's Island Tours	Thomson Safaris
Adventures Incorporated	Costanoa	Madagascar: Cortez Travel & Expeditions	Tierra Del Volcan / Volcanoland
Adventures Within Reach	Country Walkers	Micato Safaris	Topas Adventure Travel
All Patagonia	Cruise North Expeditions	Mongolian Travel	Tracks & Trails
Alltournative	Cruise West	Mountain Lodges of Peru	Travel Ecuador
Alpine Ascents Int'l	Destination Americas	Mountain Travel Sobek	Trek Travel
American Museum of Natural History Expeditions	Destination Himalaya	Myths and Mountains	Tucano Reps. Peru Latin Trails
American Safari Cruises	Discover France / Pure Adventures	Natural Habitat Adventures	Unbound Travel, Inc.
AMTAVE	Dolphin Charters	Nepal Mountaineering Assoc.	Uncharted Outposts
Aranui	Dynamic Tours	Nery Consulting	Venturas & Aventuras
Archer Group	Earthwatch Institute	Nomadic Expeditions	Viaventure Central America
Arizona Outback Adventures	Ecuador Adventure	Northern Outdoors	Vivo Int'l Adventures
Asian Trekking	EIS - European Incoming Services	O.A.R.S.	Volcanoes Safaris
ABETA	Elements Hotel & Spa	Orange Torpedo Trips	Wanderlust Consulting
AuroraEco - Viagens Ativas	ENF Canada / Excursions Nouvelle	Orion Expedition Cruises	Warbelow's Air Ventures
Austin-Lehman Adventures	Entree Canada	Paddling Ontario Alliance	Western River Expeditions
Aventure Ecotourisme Quebec	Euro-Bike and Walking Tours	Paradise Taveuni	Whistler & Blackcomb Mountain Resorts
Backroads	Explorandes	Paria Springs	Whistler Alpine Guides
BikeHike Adventures	Explorers 3 Adventures / EverGreen Escapes	PEPY	White Mnt Adventures
Biosfera Brasil	First Choice Expeditions	Polar Star Expeditions	Wilderness Tourism Assoc. of the Yukon
Blackcomb Helicopters	Gateway to Egypt	Quark Expeditions	Wilderness Travel
Borton Overseas	Geographic Expeditions	Redwood Adventures	Wildland Adventures
Boundless Journeys	Go South Adventures	REI Adventures	Windigo Aventure
Brazil Discovery Active Travel	Great River Journey	Rio Hiking	Rios Tropicales
Buffalo Tours	GuidetoAdventures.com	Rios Tropicales	ROW Adventures
Butterfield & Robinson	Hurtigruten	Royal Canadian Pacific	Royal Canadian Pacific
Canadian Mountain Holidays	Inkaterra	Say Hueque / Tours in Argentina & Chile	Say Hueque / Tours in Argentina & Chile
	Intrepid Travel	Scott Walking Adventures	Scott Walking Adventures
		Southern Explorations	Southern Explorations
		Squamish Lil' Wat Cultural Centre	Squamish Lil' Wat Cultural Centre

"It is really inspiring to hear about the new tendencies, the behavior of the market, new marketing strategies, new distributors and specially the experiences of the leaders of the adventure travel industry. The Summit was fantastic and makes me return to my office with lots of new ideas – and refilled with the adventure spirit."

— Rafael Mayer, Director: Say Hueque Travel

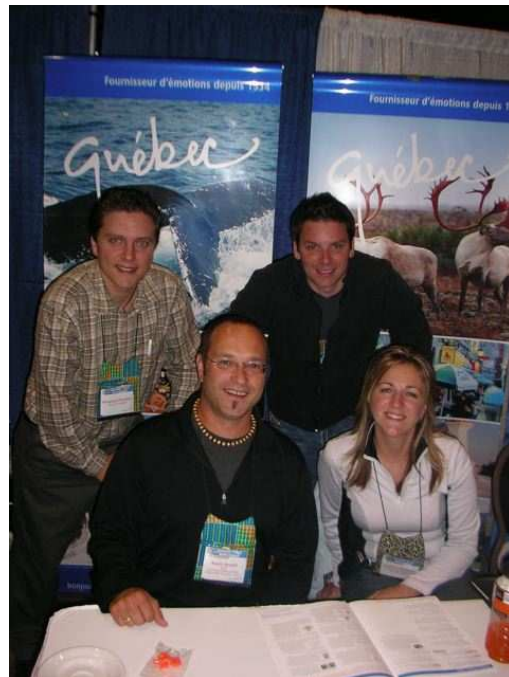
Attending Media & Destinations

Attending media:

Adventure Travel Media Source	www.GreatOutdoors.com	Pilot Film & Television
Africa Travel Magazine	Green Living Project	<i>Bicycling/Runners' World</i>
Archaeology Magazine	GSA Travel Magazine	TravelMole
CheapFlights.com	Men's Journal	Travel'n On Radio Show
Edmonton Sun Newspaper	Modern Traveler Magazine	Up! Magazine
Everett Potter's Travel Report	National Geographic	USA Today
Explorasport Adventure Media	National Geographic Adventure	WETA Globe Trekker
Explore Magazine	Northwest Cable News	www.karenkefauver.com
Global BC	Outpost Magazine	
Go Outside	Outside Magazine	

Attending destinations:

Aboriginal Tourism Association of BC
Alpine Tourist Commission
Argentina Tourism
Best of the Alps
Canadian Tourism Commission
Cariboo Chilcotin Coast Tourism
Ecuador Tourism Promotion Fund
Embratur - Brazilian Tourism Office
Finnish Tourist Board
Fjord Norway
Idaho Division of Tourism Development
Innovation Norway
Jordan Tourism Board
Kentucky Department of Tourism
Nepal Tourism Board
Ogden / Weber Convention / Visitors Bureau
Oregon Tourism Commission/Travel Oregon
PromPeru
Switzerland Tourism
Tourism British Columbia
Tourism Ireland
Tourism Quebec
Tourism Whistler
Travel Manitoba
Travel Montana
Vancouver, Coast & Mountains Tourism Region
Ventura Visitors and Convention Bureau
VISIT FLORIDA
Wales Tourist Board
Wyoming Travel & Tourism



“The summit was great, providing us with many opportunities to connect with adventure travel companies and better understand the adventure travel market.”

— Indira Palomino,
Adventure Travel Specialist,
PromPeru