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ATTA Membership Soars; 2007 Adventure Travel World Summit Attendance, Sponsorships, Exhibitions Reach Capacity

(SEATTLE) – OCTOBER 1, 2007 – Membership in the global Adventure Travel Trade Association (ATTA) has more than doubled in the last 12 months, rising to more than 480. Additionally, in its third annual Adventure Travel World Summit being held October 4-7, 2007, in Whistler, British Columbia, Canada, the ATTA has: sold out its executive event at its 500-delegate capacity; sold all of its sponsorship opportunities; and sold out all exhibition space.

Membership in the ATTA, which re-launched January 2005 with approximately 100 members and under new leadership, ended that year with 150 members. Since then, the highest percentage membership increase are reported in the tourism boards/destination marketing organization and tour operator categories – ATTA’s core corporate constituency – recording more than a 200 percent increase since March 2007.

Concurrent with rapid membership growth, ATTA’s third annual Adventure Travel World Summit (ATWS) also reports sizable growth. Registrations for the 2007 Summit have reached its 500 delegate capacity representing 34 countries worldwide, exceeding a 60 percent increase over its first Summit in 2005. As the ATWS has gained momentum and recognition as the industry’s most effective executive forum, delegates, sponsors and exhibitors have returned en masse, drawing increasing interest from new organizations, industries and geographic regions worldwide.

In addition to increases in the size and diversity of the Summit delegation, corporate sponsorship of the ATTA and ATWS has nearly tripled. Summit exhibitor participation also rose – up from 10 in 2005 to more than 65 in 2007.

Surging interest in the adventure travel space is believed to be the culmination of multiple factors. Among them: the timing of the ATTA’s revitalization efforts to

stimulate global cooperation in the adventure travel community; new consumer marketing initiatives underway at the ATTA; increasing industry-wide adoption of sustainable travel practices, widespread societal awareness and interest in healthy and “greening” lifestyles; increasing consumer awareness and interest in more affordable physical, cultural and nature-based travel alternatives to “traditional” holidays; and favorable demographic and psychographic shifts.

With an interest in tapping into an increasingly forward-leaning traveler, nine ATTA Key Sponsors have committed to the highest levels of ATTA and ATWS sponsorship in 2007 to further promote their businesses. Sponsor backing also supports the ATTA’s vision for a progressive and highly networked global adventure travel community dedicated to responsible growth.

New and Returning Key Sponsors of the ATTA and the ATWS in 2007 include:

- Adventure Central – www.adventurecentral.com
- NEW: Alpine Tourist Commission – www.alpseurope.com
- NEW: Best of the Alps – www.bestofthealps.com
- NEW: Brazilian Bureau of Ecotourism – www.bbeco.org
- NEW: Canada Tourism Commission – www.canada.travel
- ExOfficio – www.exofficio.com
- NEW: Innovation Norway – www.visitnorway.com/us
- *National Geographic Adventure* – www.nationalgeographic.com/adventure
- NEW: W.L. Gore & Associates – www.gore-tex.com

New and returning Supporting Sponsors in 2007, the second highest tier of ATTA and ATWS sponsorship include:

- Away.com - - an Orbitz Worldwide property – www.away.com
- NEW: Green Team – www.greenteamusa.com
- *Outside Magazine* – www.outsidemag.com
- Sanofi Pasteur/VaxServe – www.travel-vaccines.com

New and returning ATTA Contributing Sponsors include:

- *ARCHAEOLOGY Magazine* – www.archaeology.org
- Eagle Creek – www.eaglecreek.com

- NEW: Ecuador Tourism Promotion Fund – www.purecuador.com
- Qatar Airways – www.qatarairways.com
- New: Tourism Whistler – www.tourismwhistler.com

Established in 1990, the Seattle-based ATTA (www.adventuretravel.biz) is a global membership organization dedicated to unifying, professionalizing, promoting and responsibly growing the adventure travel market worldwide. ATTA Members include tour operators, destination marketing organizations, tourism boards, travel agents/agencies, guides, lodges/resorts/attractions, media, and service providers. Host of the annual Adventure Travel World Summit, the ATTA provides professional support, development, education, research, marketing, career building, networking and cost-saving resources to its members.

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