

## **For Immediate Release**

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## **Unprecedented Array of Exploratory Adventures Offered in Conjunction with 2008 South America and Europe Adventure Travel World Summits**

### *Host Countries To Showcase the Adventure Travel Potential of Their Destinations*

(SEATTLE, Washington) – June 12, 2008) – In partnership with its host destinations Brazil and Norway, the Adventure Travel Trade Association for the first time is offering pre- and post-conference adventure tour extensions for delegates attending its Adventure Travel World Summit (ATWS) events.

ATTA's first Adventure Travel World Summit (South America) will be held in São Paulo, Brazil, Sept. 3-6. Between October 21-25, the ATTA will hold its second, the Adventure Travel World Summit-Europe, in Norway aboard Hurtigruten's MS Midnatsol, an expedition passenger ship.

Along with partnering tourism boards and tour operators in Brazil and Norway, the ATTA is offering an unprecedented array of familiarization trips for Summit delegates to coincide with the conferences. Each of the more than 20 adventure excursions offered between the two Summit events vary between two and nine days and are intended as new product scouting opportunities to reveal unique and authentic adventures for future development.

Nominal fees will be charged for all adventures in Brazil. In Norway, adventure excursions will be made available at no cost for tour operators, specialty adventure travel agents and journalists, while nominal fees will be charged to other Summit delegates and guests.

Before the ATWS-South America program, the ATTA, the Brazilian Ecotourism and Adventure Travel Trade Association (ABETA), and EMBRATUR, the Brazilian Tourism Board are providing a compelling blend of Brazilian nature, adventure, culture and discovery by offering 15 itineraries to more than 20 destinations, including World Heritage Sites, National Parks and Biosphere Reserves. Following the official Summit's conference close in Brazil, all Summit delegates on September 7<sup>th</sup> also may participate for free in a series of five, "Adventure

Day” options including rafting, trekking, zip-line, and orienteering options the day after the conference.

Delegates attending the Norway Summit have a choice of a variety of multi-day adventure outings both prior to and after the shipboard conference. Activities include a wild reindeer safari, sea kayaking, guided hiking, skiing, kayaking, rafting, climbing, glacier trekking, fishing and cultural immersion among others. ATTA’s Summit in Norway aboard the Midnatsol is a voyage from Tromsø to Bergen via Norway’s fjords. Special on-shore opening and closing events will be held in Tromsø and Bergen respectively, and the voyage includes numerous port-city visits, including special on-shore adventure activities at Trondheim and Ålesund. Upon the close of the event in Bergen on October 25, all Summit delegates will be offered as series of free, guided in-city cultural adventures prior to the official closing of the event.

Familiarization tours are sponsored by the ATTA, Innovation Norway (the Tourism Board of Norway), Fjord Norway, and partners, Tromsø, Bergen and Hurtigruten (formerly Norwegian Coastal Voyage).

According to Chris Doyle, Vice President of the ATTA, "These familiarization trips offer our host destinations the opportunity to fully showcase their adventure travel potential, and to connect visiting operators, agents and journalists with local suppliers. Norway and Brazil recognize the business potential for showcasing their hospitality and adventure options first-hand to the hundreds of industry professionals attending each of these distinct events."

Summit and adventure excursion information is available at [www.adventuretravelworldsummit.com](http://www.adventuretravelworldsummit.com). Delegate registration fees and special transportation and accommodation packages for each Summit vary distinctly between each event.

Major Sponsors of the ATTA and both 2008 Adventure Travel World Summits include ExOfficio travel clothing, Men’s Journal magazine, and W.L. Gore and Associates –makers of Gore-Tex. Key Sponsors include Adventure Central, Alpine Tourist Commission, Best of the Alps, Brazil, Chile, Innovation Norway, and National Geographic Adventure.

Established in 1990, the Seattle-based ATTA ([www.adventuretravel.biz](http://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 Adventure Travel World

Summits, the ATTA provides professional support, development, education, research, marketing, career building, networking and cost saving resources to its members.

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