



# INSPIRATION & MARKET ACTIVATION

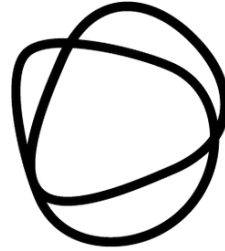
## SUSTAINABLE AND ACTIVE TRAVEL



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION



**Thank you!**



**Visit Finland**



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION





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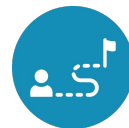
**ADVENTURE TRAVEL**  
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# **ATTA and Finland**

A long journey together





Further build on the collaboration between ATTA and Visit Finland



## 5 Attend AdventureELEVATE Europe 2024 - Kitzbuhel, Austria ✓

- Partnership visibility for Finland
- Representatives from Finland meet with the hosted buyers and media and the global ATTA community
- Networking

4

## Host AdventureFAM or AdventureWeek event ✓

- Invite high quality buyers and media to experience your destination

3

## Attend ATWS 2023 - Hokkaido, Japan ✓

- Partnership visibility for Finland
- Local tour operators meet with the global ATTA community
- Networking

2

## AdventureConnect Finland ✓

- Meet with the local trade in person
- Live discussion about opportunities in the destination

1

## Virtual Meetup ✓

- Meet the local trade virtually
- Introduce ATTA

# Finland & ATTA Journey





**What is ATTA and what the community can offer to you?**



## Mission:

To enable the global travel community to protect natural and cultural capital while creating shared economic value.

## Professional community:

32,000



## Professional Solutions:







# ADVENTURE TRAVEL



"Adventure tourism incorporates and promotes the values of the tourism that we want - a tourism that respects cultural and natural assets, and protects the most vulnerable."

# The evolution of adventure travel



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## 2006

The most representative and most frequently performed activities in adventure trips were **strenuous** and exciting activities that involved **relevant levels of risk**.

The most recognized activities were rock climbing, mountaineering, rafting, sea and river kayaking.

## 2016

**Hiking**, which was not among the top five activities in 2006, **becomes the most valued activity**, with a share of 92.3% of adventure travelers. Backpacking, trekking, sea and river kayaking, and rafting followed.

Hiking was the activity in which adventure travelers participated most frequently, with 45% of mentions.

## 2023

Today, **adventure tourism is more diverse** and seeks experiences linked to culture and unique local experiences.

Walking in a natural environment is the first activity, but it is mixed with wildlife observation, cultural and gastronomic experiences.





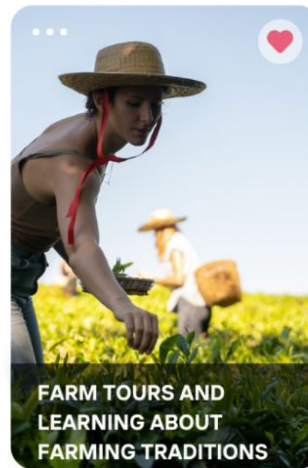
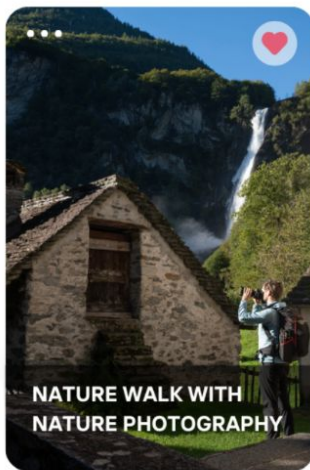
# EXAMPLES OF TRENDING ADVENTURE EXPERIENCES

🔍 What type of experience are you looking for? 🗣️ | ✕

**Popular**

Rating

Recommended

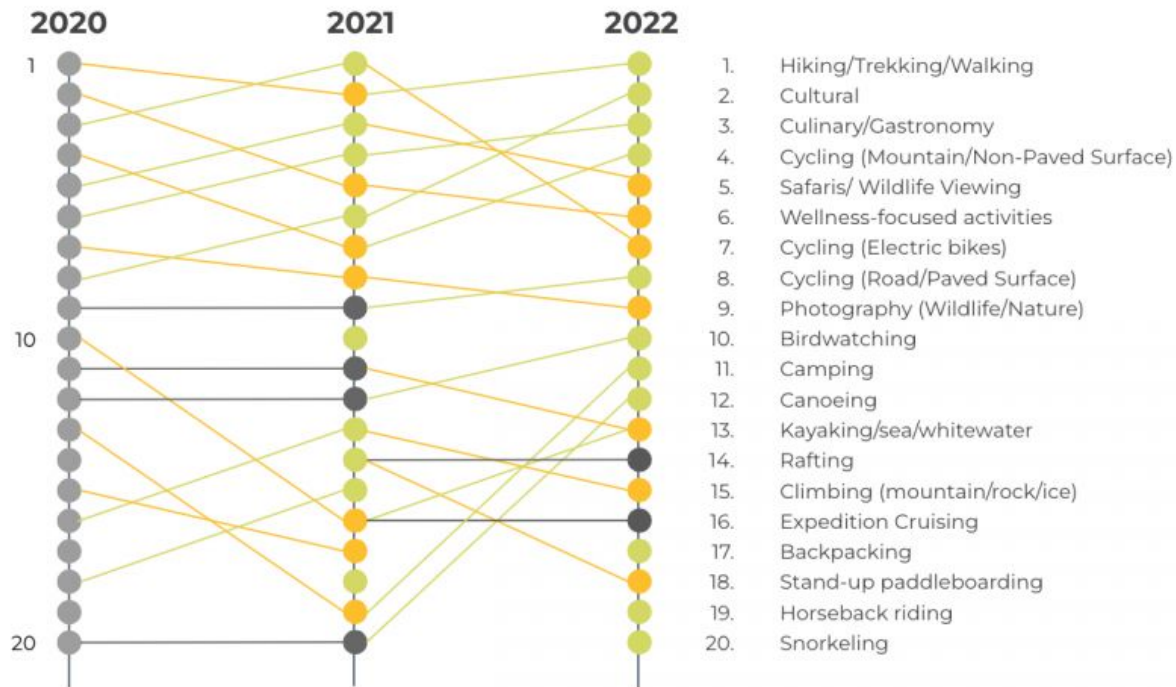




# ACTIVITIES: COMPARING 2020-2022

- Decrease in popularity
- Increase in popularity
- No change

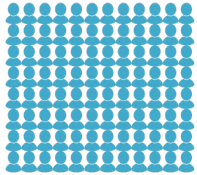
This year, hiking/trekking/walking has returned to the top trending activity. Cultural activities have become much more popular, and culinary/gastronomy and mountain biking have also become more popular. Camping and canoeing were more popular in 2022 than in 2021, returning to 2020 levels. Backpacking, horseback riding, and snorkeling have also increased in popularity in the previous year.





# MARKET IMPACTS

Generating \$10,000 USD in the local economy takes:



Cruise Tourists



Overnight Package Tourists



Adventure Travelers

## Mass Tourism

**14%**

of revenues remain in the country

**1.5** 

local jobs per \$100,00 USD

## Adventure Tourism

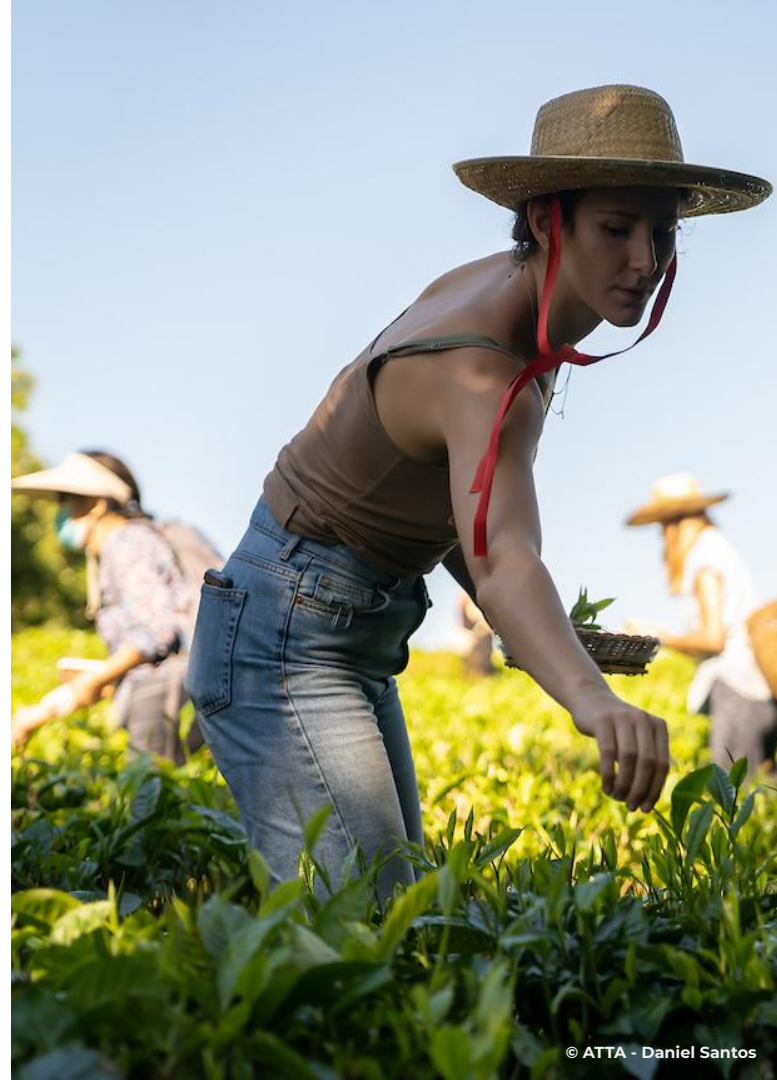
**65%**

of revenues remain in the country

**2.6** 

local jobs per \$100,00 USD

\*based on USAID (2017) research study comparing mass tourism with adventure tourism in Jordan; \*based on World Bank (2015) Strengthening Tourism Competitiveness in the OECS countries: Market Analysis



A group of adventure travelers are crossing a shallow river in a lush, green forest. In the foreground, a person wearing a blue helmet and a blue patterned shirt is being assisted by another person in a green shirt and a cap. They are both wearing backpacks. In the background, other travelers are visible, some sitting on the riverbank. The scene is set in a dense, tropical forest with large ferns and other vegetation.

# OUR COMMUNITY, OPPORTUNITIES & SOLUTIONS



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© ATTA - Hassen Salum





# ATTA MEMBERSHIP SAMPLE MEMBERS



<https://membership.adventuretravel.biz/tourism-boards/active>



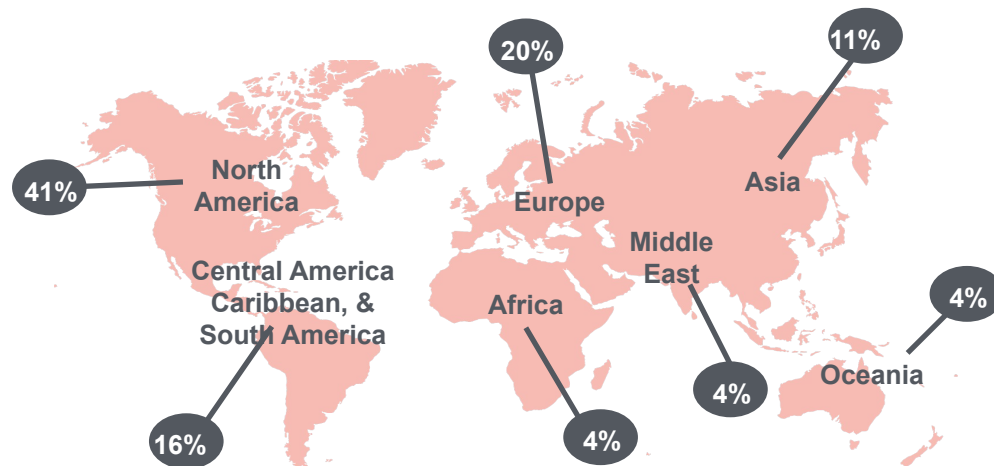
# MEMBERSHIP

ATTA members have access to a global adventure travel community. Connect with a variety of businesses that will help you succeed.

## WHO OUR MEMBERS ARE

- Tour Operators 57%
- Adventure Media 20%
- Tourism Board, DMO 8%
- Travel Advisors 5%
- Industry Partners 6%
- Accommodations 2%
- Association Partners 1%
- Gear Suppliers 1%

## WHERE OUR MEMBERS ARE



[Explore more](#)



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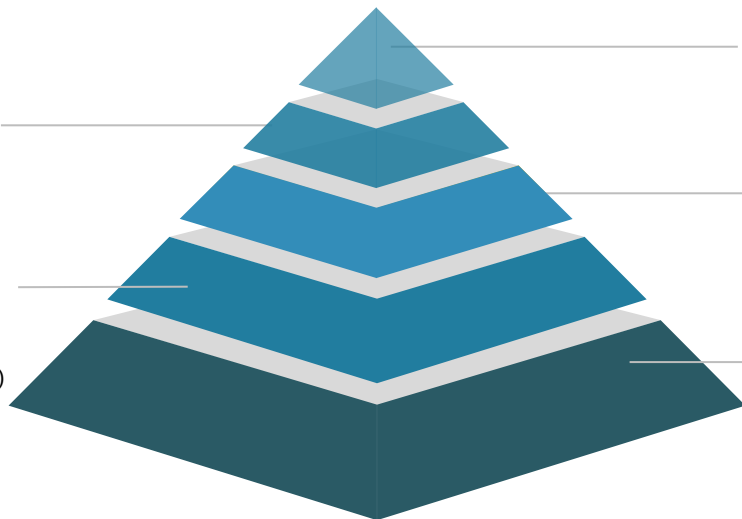
## Category of membership in ATTA's community

### ATTA Ambassadors

- **By invitation only (Individual)**
- **Active Business/professional member**
- Organize virtual Think Tanks and AdventureConnect events as a way to facilitate member and industry networking within their region.

### Professional Membership

- **USD 150/person/year**
- Networking-HUB(Individual access)
- Knowledge(Online education/Research/Webinar)
- Discounts(Education/gear shop)



### Adventure Champions

- **Business member over 15 years (Company)**
- **Vanguards of the adventure travel industry**

### Business Membership

- **Price starts at USD 350/company/year**
- Networking-HUB( [Access for all staff](#))
- Exposure ([ATTA logo](#)/Trade/Comsumer)
- Knowledge(Online education/Research/Webinar)
- Discounts([Events](#)/Education/gear shop)

### Community Membership

- **Free individual access**
- Knowledge(Research/Webinar)



<https://members.adventuretravel.biz/>



HUB Home

Members ▾

HUBShare ▾

Groups ▾

Marketplace ▾

My Benefits ▾

Help ▾



## Companies

Company Type ▾

Business Model ▾

Headquarters ▾

Destination of Operation ▾

Order By

Newest Members ▾

☐ Adventure Champions

Lawrence Friedman - JayLawrence Travel



Sango Private Game Reserve



Inclusive Morocco



AdventurUs Women

Janel Velandra - Capital Area Travel Leaders



GALAPAGOS SEA STAR TRAVEL



Gear Tips Outdoor

Motherson Travel Treks & Expedition Pvt. Ltd.

# ATTA's Guide - Sustainability Resource Center

## Sustainability Resource Center

Welcome to ATTA's Sustainability Resource Center! This platform is designed for our community to embark on a journey of discovery, empowerment, and knowledge in the field of sustainability. Discover our selection of resources!



As we tread a path toward a more sustainable future, we understand that knowledge is the guiding light, and this Center will serve as the gateway to a world of insights and innovations.

Below, you'll discover the most recent sustainability resources from various ATTA channels, chosen to follow three guiding principles:

### EDUCATING

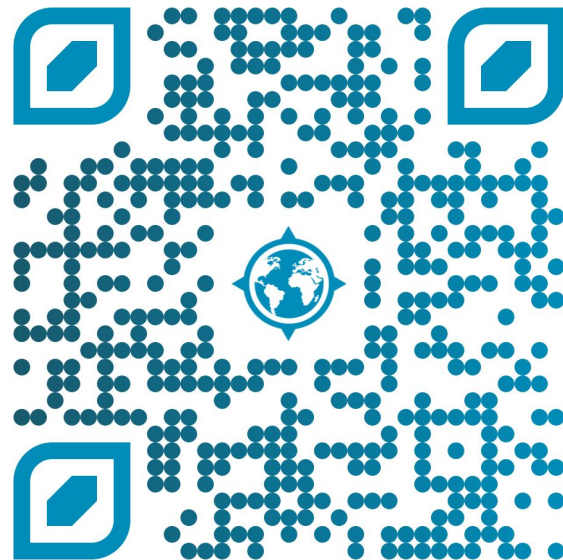
Educating the adventure travel community on urgent sustainability matters

### EQUIPPING

Equipping individuals and organizations to take action

### EMPOWERING

Empowering travelers to contribute to take meaningful sustainable practices





# RESEARCH

## Research

Research is one of the most important contributions we make to our community and the broader travel industry. Our research team partners with destinations and brands to sponsor trendspotting, industry-leading, and media-worthy reports on issues, and we're also available for custom research projects to help you meet your goals.

Get in Touch



## What We Do

Our adept researchers conduct everything from large-scale surveys to custom, boutique fact-finding projects to help our partners understand their clientele and succeed at scale.

### IDENTIFY

gaps in the market

### CREATE

goals to take your organization to the next level

### UNDERSTAND

and analyze your target audience

### CLARIFY

where your destination stands on a global scale

### INCREASE

brand awareness with a researched-backed approach



7 February 2024

Industry Outlook 2024: The Key Trends, Challenges, and Issues Shaping Adventure Travel

ATTA News

Featured Article

Industry Voices

Research



22 November 2023

New Adventure Travel Development Index (ATDI) Coming in 2024

ATTA News

Featured Article

Business Development

Research



25 October 2023

Impressions of Vanuatu: Perceptions and Potential of Adventure Travel in the Island Nation

ATTA News

Featured Article

Business Development

Research

Oceania



5 July 2023

ATTA Releases 2023 Annual Industry Snapshot Report

ATTA News

Featured Article

Research

<https://solutions.adventuretravel.biz/research>



# EDUCATION

## Education

Bring valuable training programs to your community led by experienced practitioners who teach from their own experiences. Custom AdventureEDU programs are led by professionals within the adventure travel community and not only help elevate your suppliers' offerings and business savvy, but help foster community among like-minded companies that should be working together. At previous AdventureEDU programs, we've worked with tourism boards to bring together high-quality groups of suppliers in pursuit of a common goal and facilitated community development beyond expectations.

[Get in Touch](#)



## What We Do

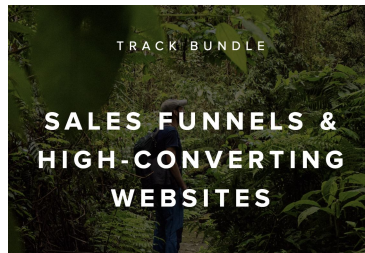
ATTA's approach includes a multi-format solution: a wide range of sector-relevant content including safety and risk management, adventure guide training, experience and service design, product development, and much more. In order to make the content delivery more effective, we use a customized combination of educational formats. This proven methodology enhances audience performance and supports practical implementation.

AdventureEDU is ATTA's hands-on learning program, with a robust portfolio of training solutions to help your destination thrive and become more competitive, whether you're still at an early stage of growth in the adventure travel market or you are already a global leader. These tailored programs are designed to improve destinations' market readiness and help suppliers and entrepreneurs position themselves for success in the industry.

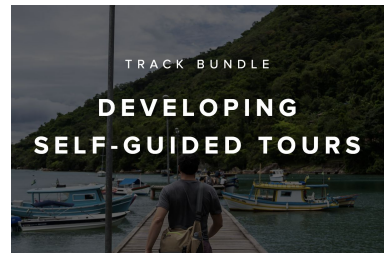
From self-paced online courses to custom, in-person training events to help your best suppliers improve and attract more high-quality visitors, we can help you identify areas where training can take your destination to the next level and then execute a plan to get there.

Our educators are best-in-class practitioners: adventure travel company owners, expert guides, and DMOs whose experience informs best practices worldwide.

Some of the current online self-paced courses:



[SALES FUNNELS & HIGH-CONVERTING WEBSITES](#)



[DEVELOPING SELF-GUIDED TOURS](#)



[Safety & Risk Management](#)

# **SIGNATURE EVENTS**



6-8 May 2024

AdventureELEVATE

**Quito, Ecuador**

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Register and Purchase Tickets - OPEN

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Hosted Buyer Applications - CLOSED

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Hosted Media Applications - CLOSED



7-10 October 2024

Adventure Travel World Summit

**Panama City, Panama**

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Register and Purchase Tickets - OPEN

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Hosted Buyer Applications - CLOSED

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Hosted Media Applications - CLOSED



11-13 June 2024

AdventureELEVATE

**Asheville, North Carolina**

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Register and Purchase Tickets - OPEN

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Hosted Media Applications - CLOSED

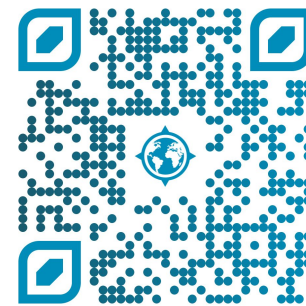


**ADVENTURE  
ELEVATE®**

**EUROPE**

KITZBÜHEL • AUSTRIA

21-23 MAY 2024



**Registration closes soon - only 50 tickets left!**



# MARKET ACTIVATION



AdventureFAM



AdventureWeek



AdventureNEXT

## Market Activation

Our range of customizable market activation programs enables destinations to immerse globally-recognized journalists, outbound tour operators, and travel advisers into unforgettable itineraries. Buyers and media who have participated in programs like AdventureWeek and AdventureNEXT have included host destinations on "world's best" lists and created high-yield itineraries attracting travelers who bring more value to destinations by spending more with local businesses than with international hotels and vendors. On average, more than two-thirds of the money spent by adventure travelers while on vacation stays in the local community where they spent it.

Get in Touch



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## What We Do

If you are seeking ways to expose your destination to new, adventure-focused buyers or gain more traction in specific markets, give us a call. We can help you find the right program, curate attention-grabbing itineraries, and invite the right buyers and media. We also activate our Storytelling team to capture compelling narratives that attract travelers eager to explore innovative destinations.

### INTRODUCE

destinations to new markets

### INCREASE

a destination's adventure travel profile

### FORGE

lasting partnerships with buyers and media

### SUPPORT

new product innovation and education

### IMPROVE

the supply chain's capacity and professionalism to meet market expectations

### CREATE

world class storytelling marketing content

### ADVISE

on best in class adventure business sustainability practices

<https://solutions.adventuretravel.biz/market-activation>

# MARKET ACTIVATION EVENTS



25 August - 2 September 2024

AdventureWeek

**Finland**

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Hosted Buyer Applications - CLOSED

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Hosted Media Applications - CLOSED



9-16 November 2024

AdventureWeek

**Okinawa, Japan**

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Hosted Buyer Applications - OPEN

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Hosted Media Applications - OPEN



20-22 November 2024

AdventureNEXT

**Nadi, Fiji**

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Hosted Buyer Applications - OPEN

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Hosted Media Applications - OPEN



# ADVENTURE<sup>WEEK</sup> **FINLAND** Oulu and Ruka-Kuusamo

**25 August - 2 September 2024**



# Value of **AdventureWeek**

**Leverages** exploratory journeys to better connect world-class operators and journalists

**Assists** emerging adventure destinations **with education and training** across the supply chain

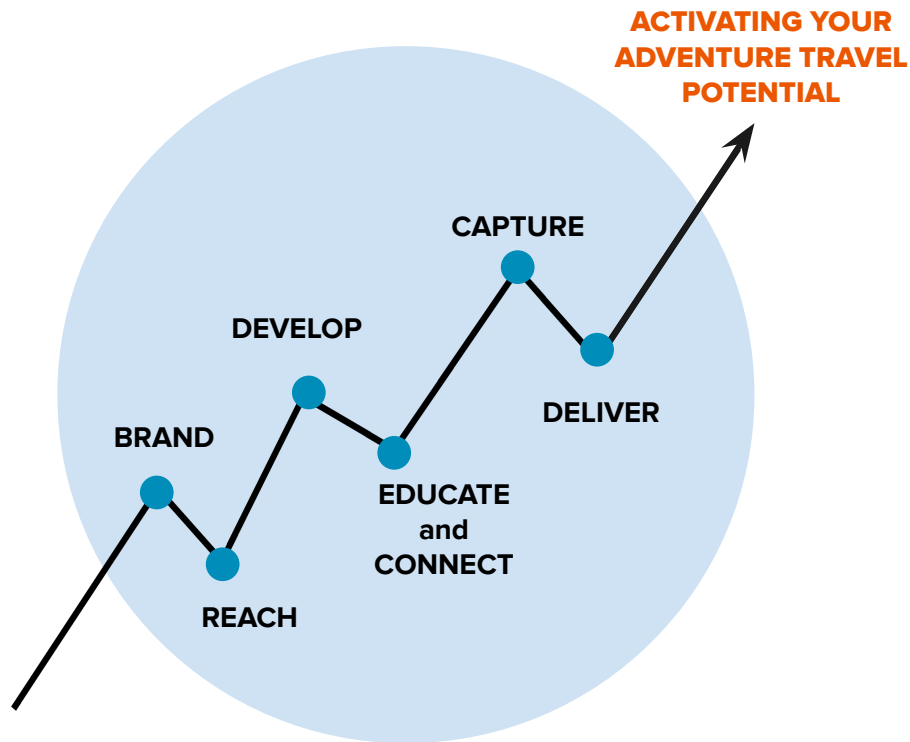
**Reveals** to trade and consumers promising **new responsible tourism** destinations

**Prepares** a destination for international standards on **quality and safety**

**Connects** public-private sector for future collaboration

Innovates future tour product with **advice from international outbound experts**

# AdventureWeek Objectives



**BRAND** your region as a premier adventure travel destination, and support local economic development by engaging and networking active and responsible service providers.



**REACH** the adventure travel community through highly targeted publicity generating communications and social media buzz.



**DEVELOP** a successful adventure itinerary that meets the requirements and needs of vetted tour operators and media, and gather real time market intel to support your destination strategy.



**EDUCATE and CONNECT** your region's community of adventure providers through a Marketplace(s) where they meet with targeted buyers and media.



**CAPTURE** your adventure brand story via an ATTA selected storytelling team.



**DELIVER** digital assets meeting your destination's and on the ground operators' strategic needs, and stimulate public-private sector interactivity and collaboration.





# What's next for you?

**1**

**Ask questions now**

**2**

**Contact us**

**3**

**Plan your involvement with us and your region**

**4**

**We would like to learn from you**

**5**

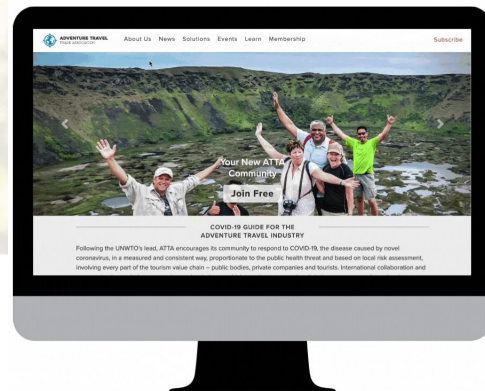
**...**





**Ask us anything!**

Use the chat or Q & A sections  
to ask your question...



**Visit our website to learn more about us,  
subscribe to receive news from us or  
check where our next event is**

<http://www.adventuretravel.biz>



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**KIITOS! THANK YOU  
AND WE LOOK FORWARD TO OUR JOINT MARKET ACTIVATION  
JOURNEY WITH YOU!**