



ADVENTURE TRAVEL TRADE ASSOCIATION



**Best Practices in Human Resource Development
For Adventure Travel Professionals**



Agenda

- 1 Introduction to Adventure Travel
- 2 Value of Community
- 3 Our Services
- 4 Case Studies



CEO Shannon Stowell

Board Member: Adventure Travel Conservation Fund

Board Member: : US Wildlife Trafficking Alliance

Co-Author for National Geographic's: *Riding the Hulahula to the Arctic Ocean*

Past Board Member:: Global Sustainable Tourism Council

Past Board Member:: American Hiking Society





Director Gustavo Timo

ATTA Director, Destination Development
Past Board Member Brazilian National Tourism Board
ISO Project Leader | WTO Instructor

Leads Technical advisory and Education Projects at ATTA
Recent projects include the following destinations:
Jordan, Chile, Estonia, Japan, Central Asia, France, as well
as global reach initiatives for Airbnb Experiences and
WTTC





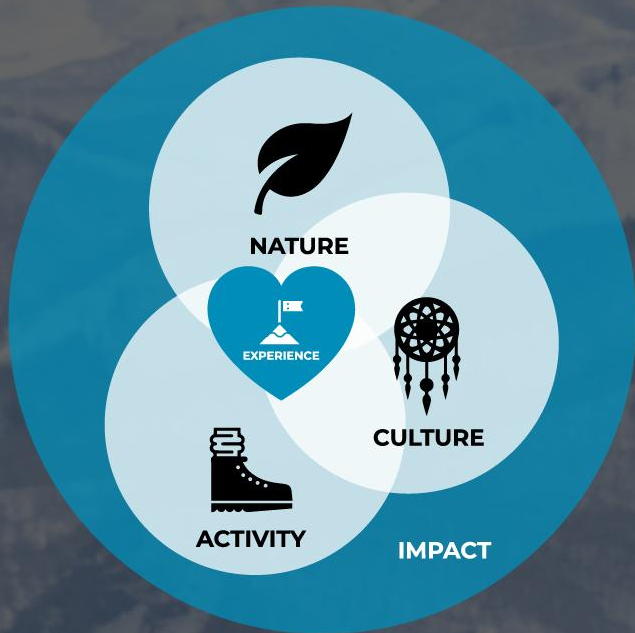
Our Mission

Our mission is to empower the global travel community to protect natural and cultural capital while creating shared economic value.



What is Adventure Travel?

COMPONENTS OF AN EFFECTIVE ADVENTURE TRIP



TRAVELER EXPERIENCE OF ADVENTURE

Adventure Travel Expenditures

Global tourism expenditures =
\$2.3 trillion

Global adventure tourism expenditures =
\$683 billion

U.S. adventure tourism expenditures =
\$96 billion



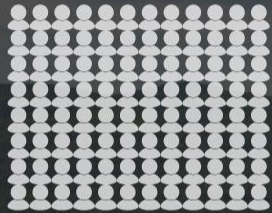
100%

30%

14%

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



COMMUNITY MATTERS





Brace Yourself



ADVENTURE TRAVEL
TRADE ASSOCIATION

JAPAN IS AT THE VANGUARD OF ADVENTURE TRAVEL IN ASIA





WHAT WE DO





ATTA Services





Education

- Destinations Managers
- Tour Operators and Service Providers
- Guides



Custom Onsite Training



Technical Assistance Methodologies



Online and Virtual Training



Train the Trainers Program



CASE STUDIES





Destination Development

Case Studies



ASSESS

Assess potential and commit to adventure tourism strategy

STRENGTHEN

Strengthen capacity: build management skills, develop new products through EDU events and Adventure Advocate Group

EXPAND

Expand local and destination marketing strategies and tactics

**CONNECT
INNOVATE
IMPROVE**

Connect with international and regional trade partners; continue innovating and improving product delivery



Destination Development

Case Studies

Step One: Assessment

ASSESS

STRENGTHEN

EXPAND

CONNECT
INNOVATE
IMPROVE

DESTINATION: CHILE
ORGANIZATION: MINISTRY OF TOURISM
PROJECT IMPLEMENTED: 2020

Chile Develops Roadmap for Strategic Improvements

- ATTA's engaged ISO-experts who work with destinations to evaluate local legislation and help adventure tourism become regulated based on global best practices: **Gap Analysis and Benchmarking Reports**
- Reviewed existing **standards** and proposed improvements
- **Roadmap for Training, Guides Certification, Companies Safety Management, Leadership & Governance, enforcement**
- Communication and consultation process with **more than 1600 companies involved**



We believe that Chile has a lot of room to continue growing and being competitive in this area. That is why it is essential to work seriously and responsibly so that the regulation of the practice of adventure tourism in Chile is in line with the highest international standards.

José Luis Uriarte
Subsecretary of Tourism



Destination Development

Case Studies

Step Two: Strengthen

ASSESS

STRENGTHEN

EXPAND

CONNECT
INNOVATE
IMPROVE

DESTINATION: JORDAN
ORGANIZATION: USAID LENS/MINISTRY OF TOURISM
PROJECT IMPLEMENTED: 2018/2019

Jordan implements guide training program and technical assistance for companies

- **Establish consensus on safety and sustainability management** for companies and guiding standards at the national level
- **Improve adventure guides competencies** in Jordan based on guides training and train the trainers programs
- Improve adventure companies practices on SMS by **implementing the ISO 21.101** on its operations



Jordan Train the Trainer and SMS in Companies

“Do not underestimate the value that comes from the local community. If they feel they have a stake, they will give so much more.”

Nabil Tarazi, owner of EcoHotels

DESTINATIONS: Hokkaido, Nagano, Okinawa, Kyushu
ORGANIZATION: JTB
PROJECT IMPLEMENTED: 2017/2018/2019/2020

Education programs that supports capacity building for Japan Stakeholders

- **Customized programs** - education programs developed specifically for the destinations needs
- **In person and Virtual training** - Itinerary development, experiences design, guides training, safety management
- Self assessment tools, market readiness and coaching through the learning process



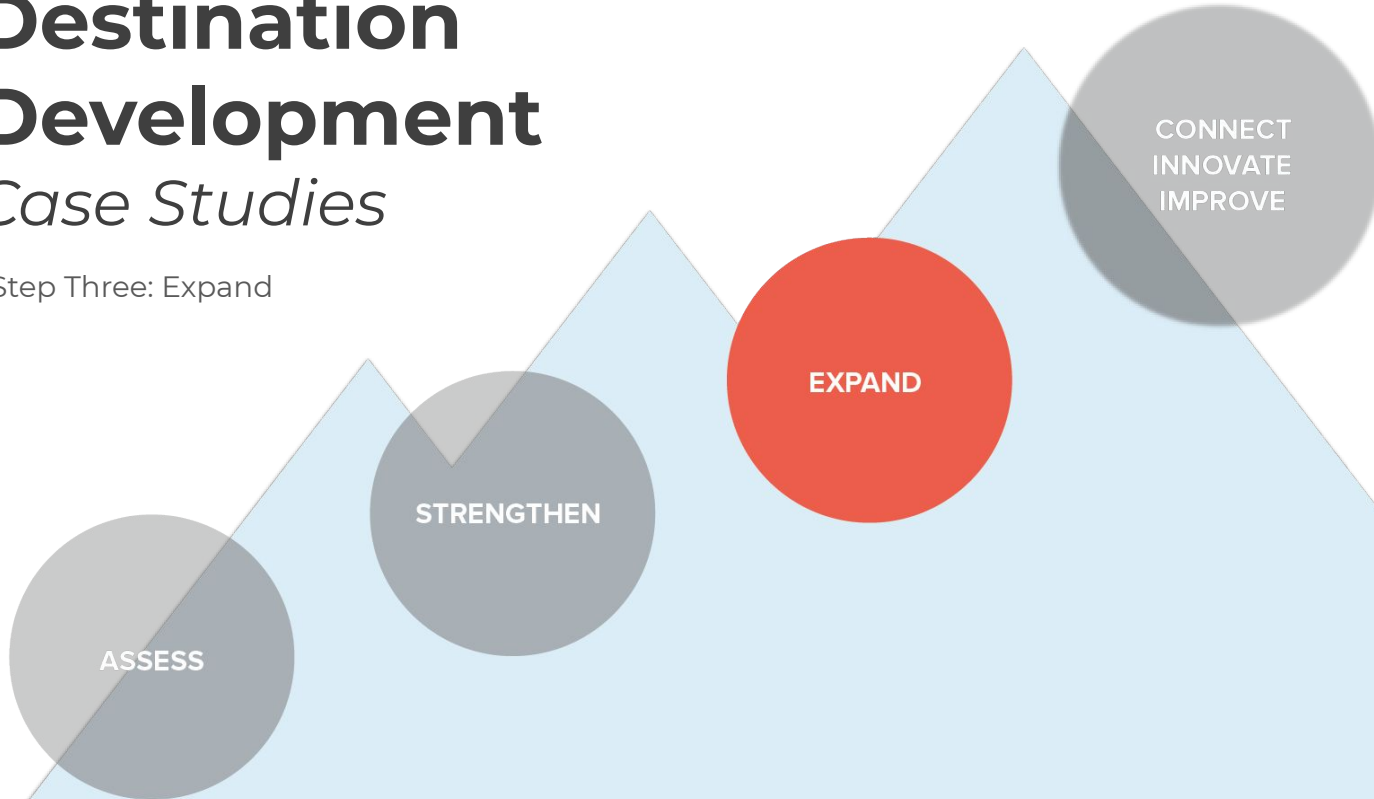
Adventure EDU In Japan



Destination Development

Case Studies

Step Three: Expand



DESTINATIONS: Hokkaido
ORGANIZATION: JTB
PROJECT IMPLEMENTED: 2019

Destination Showcase, Buyer and Media Exposure, Education and Promotion

- In February, 2019, in Japan's Lake Akan region, ATTA held **a market activation project that includes education and promotion**
- The trip resulted in **new itineraries, new business alliances** between Japanese and American travel businesses.
- The new itineraries were developed using a capacity building approach where ATTA experts worked closely with Japanese suppliers



Japan Adventure Week

DESTINATIONS: Hokkaido
ORGANIZATION: JTB
PROJECT IMPLEMENTED: 2020

International Video Campaign

- In 2020, JTB and Japan's Ministry of Economy hired the ATTA to **showcase two of its National Parks** — Aka-Mashu and Chubu-Sangaku National Parks
- The ATTA built an content strategy for the two parks, based on the organization's market expertise adventure travelers
- The videos are being used for digital advertising to provide international exposure for adventure travelers

Japan's National Parks

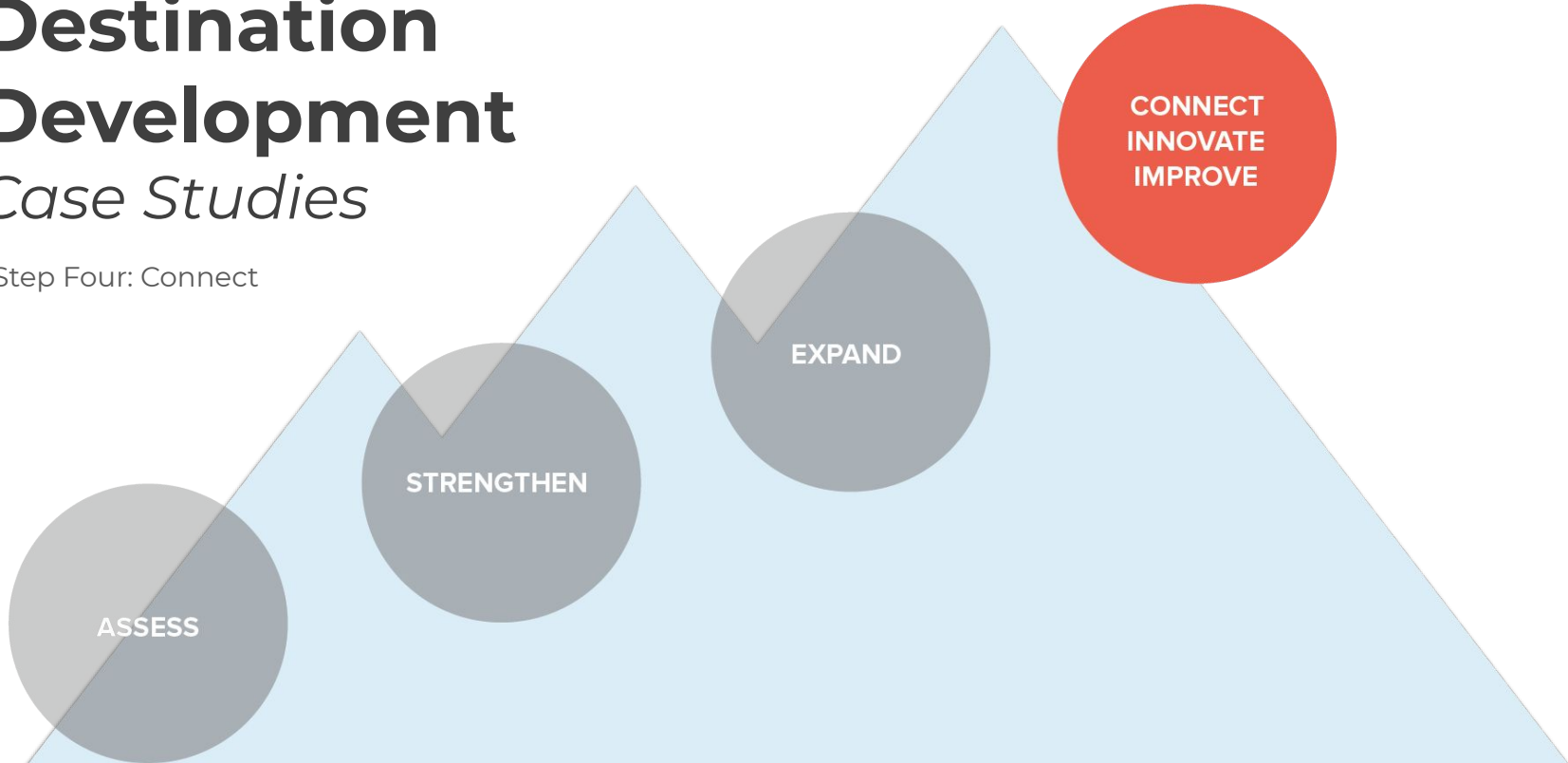




Destination Development

Case Studies

Step Four: Connect



COUNTRY: Japan
ORGANIZATION: JNTO/ HTO
PROJECT: 2021

Education, Market Connections and community development

- **Education** - world class speakers and local champions gather to share best practices, business insights and trends
- **Market activation** - buyers coming from the main outbound markets to meet with the best local suppliers
- **Media connections** - media gives exposure to the stories from the field
- **Adventures** - delegates experience the best the destination has to offer.

Adventure Travel World Summit

Hokkaido, Japan 20-23
September 2021

WAYS TO GET INVOLVED

01 FREE COMMUNITY MEMBERSHIP
adventuretravel.biz/community

**02 GET ADVENTURE TRAVEL WORLD
SUMMIT UPDATES**
adventuretravel.biz/events/summit/japan-2021/

03 FREE ADVENTURE TRAVEL TRADE NEWS
adventuretravelnews.com

THANK YOU FROM THE ATTA TEAM

WEBSITE & EMAIL

Visit us: adventuretravel.biz

Email: partnerships@adventuretravel.biz

