



ADVENTURE TRAVEL
TRADE ASSOCIATION

You. We. Nature

14 NOVEMBER, 2023



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slido

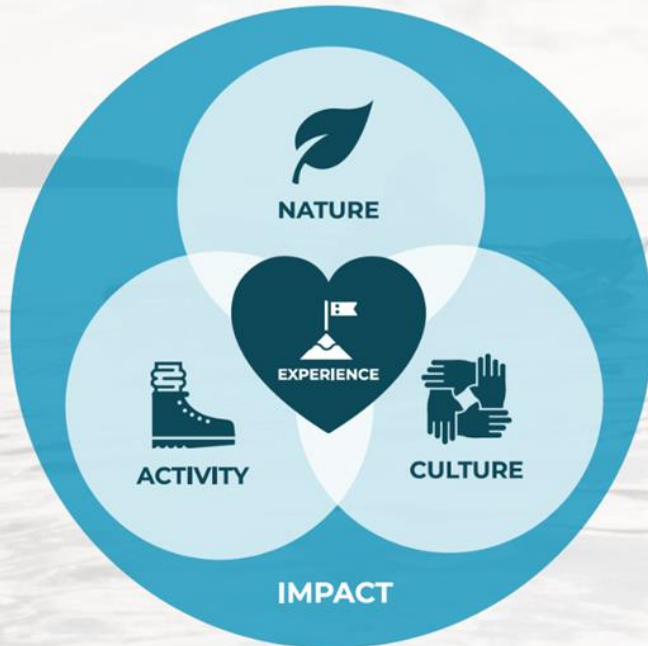


What is adventure travel?

ⓘ Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

What is Adventure Travel?

COMPONENTS OF AN EFFECTIVE ADVENTURE TRIP









A stage performance for the Air Guitar World Championships. Three men are on stage under blue spotlights. The man on the left wears a white jacket and a crown. The man in the center wears a floral lei and a neon green shirt. The man on the right wears a black jacket and devil horns. A large banner in the background reads "AIR GUITAR WORLD CHAMPIONSHIPS" with a logo to the left. The audience is visible in the foreground.

 **AIR GUITAR** ^{® TM}
WORLD CHAMPIONSHIPS



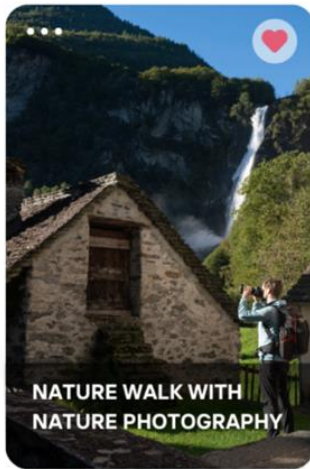


MUSEO

EXAMPLES OF TRENDING ADVENTURE EXPERIENCES

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

Popular Rating Recommended



SUSTAINABLE TOURISM NATURE FOCUSED



“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.”

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WHY ME

- Nature- & activities lover
- Believer & supporter of local communities
- Sustainability-by-default mindset
- 20+ years of sustainable tourism development experience
- 9+ years with Adventure Travel Trade Association
- George Washington University School of Business Master degree



Joined ATTA in 2022



VISIT OULU



Tourist information



Webstore



Oulu2026

The Pohjola route

Travel professionals & Media

Suomi

Translate ▾

Menu



Accommodation



See & Do



Nature & Activities



Eat & Drink



Meetings & Groups



Events & Culture



Search for services

**On the edge of creativity
and nature**



On the edge of creativity and nature





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TRADE ASSOCIATION

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Adventure Travel Trade Association

OUR MISSION

Inspire, connect and empower a global travel community to deliver experiences that protect natural and cultural capital and create shared economic value.



ABOUT ATTA

The Adventure Travel Trade Association is a vital leadership voice and partner for the adventure travel industry around the world.

Membership + Trade

Business Services + Events



WHAT ATTA DELIVERS

The ATTA offers a deep portfolio of strategic solutions and a robust ecosystem of events around the world.

With specialized expertise in [research](#), [education](#), [media](#) and promotion, ATTA offers valuable support for managing a broad set of challenges across many areas of your business.



**CONNECTIONS
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**DEEP INDUSTRY
KNOWLEDGE**



GLOBAL TRUST



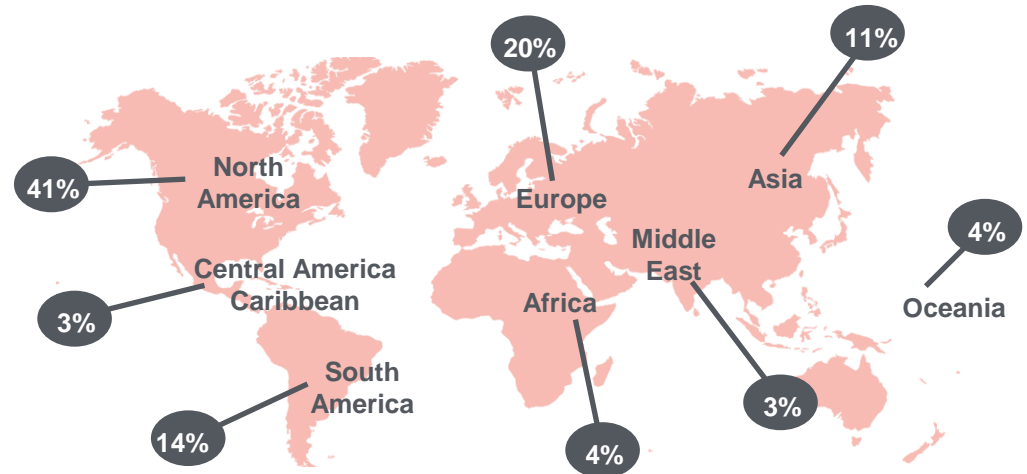
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WHO OUR MEMBERS ARE

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[Learn more](#)

WHERE OUR MEMBERS ARE





ATTA MEMBERSHIP SAMPLE MEMBERS



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



OUR INDUSTRY PROFESSIONALS COMMUNITY

Our community is made up of ~30,000 individual guides, tour operators, lodges, travel advisors, tourism boards, destination marketing and management organizations, outdoor educators, gear companies and travel media who share a belief and commitment to sustainable tourism.



32,000
subscribers



52,000
followers



35,000
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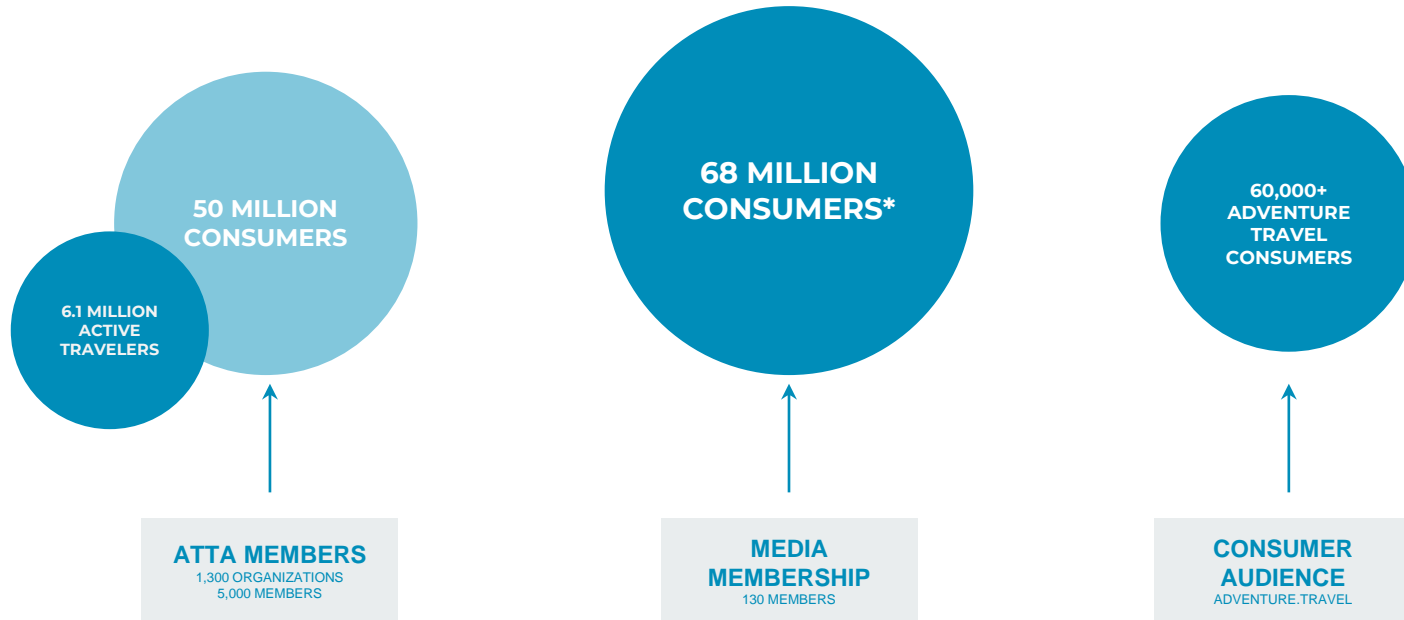
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ATTA AUDIENCE

Total Audience Reach: 100,000,000+





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TRADE ASSOCIATION

ADVENTURE TRAVELLERS - WHO ARE THEY?



ADVENTURE TRAVELER PERSONA

Karen & Mike

AGE Mid
50s

NATIONALITY German |
American
Living in the UK

LIFE Professionally active

INCOME Above average

EDUCATION Professional life Graduate
degrees Personal life



HOME



PASSION

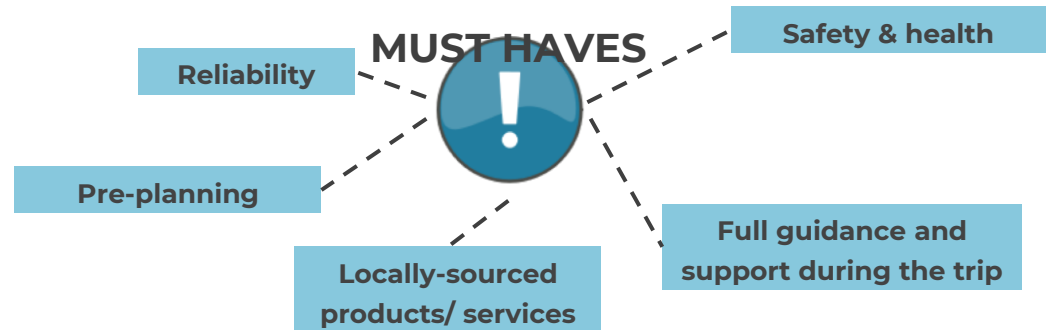




ADVENTURE TRAVELER PERSONA - TRAVEL PROFILE

Karen & Mike

- Preferred TO
- Travel = adventure, discovery, contact with nature and culture
- Travel holidays are the most precious moments of the year





IDEAL HOLIDAYS



- Combine **nature** and **culture** with heavy emphasis on **experiencing** the place and its people.
- Combine convenience and good service with raw contact with nature, pure touch with locals and sense of adventure.
- Fully pre-designed (with TO) itineraries with a small group

- **Balance** between **being active** (biking, hiking, kayaking, etc.) **and connecting with local culture and people.**
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- The ideal itinerary combines **fun with rejuvenation and learning**
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- Read a lot about the **history and culture**, and all attractions on the itinerary but rely heavily on learning even more from **local guide to deepen knowledge and truly connect with the place.**



DECIDING ON THE NEXT TRIP



- Consult with one of their **preferred TO's** (with one of which they always travel).
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FAVORITE MOMENTS FROM KAREN & MIKE'S TRAVELS - CAPTURED ON CAMERA AND SOCIAL MEDIA

Karen
Today at 19:33 · 🌐

Our visit to the 7th-generation family farm in Southern Spain. Amazing freshly-cooked food (in front of us) with vegetables and spices from the garden. Lunch over family stories and a lot of laughter. The wine from the family cellar was outstanding! Bringing some home...
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👍 Like 💬 Comment ➦ Share

👍 🥰 🤔 3,675

Write something... 😊 📷 📺 📧

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We were told that Albania is one of Europe's best kept secrets and yet we are amazed by the beauty and warmth of this place... Biking for three hours to this view...totally worth it (and rewarded with home-cooked lunch in the nearby village)!
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QUOTES FROM KAREN & MIKE

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“Our holidays allow me to expand my own limits and provides me ideas for what gives me the greatest pleasure and how I can best feel at peace in a crazy world.”

What makes this type of travel so addictive is the endless opportunities to learn new skills, try new things, taste new foods, meet fascinating people, and have amazing experiences!

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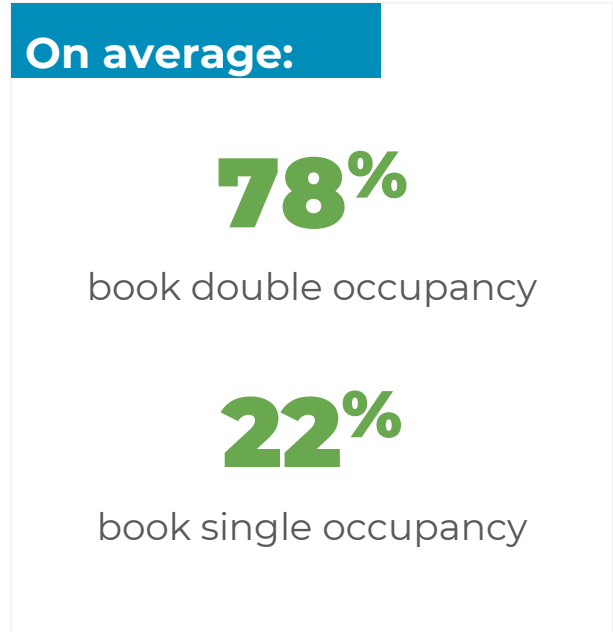
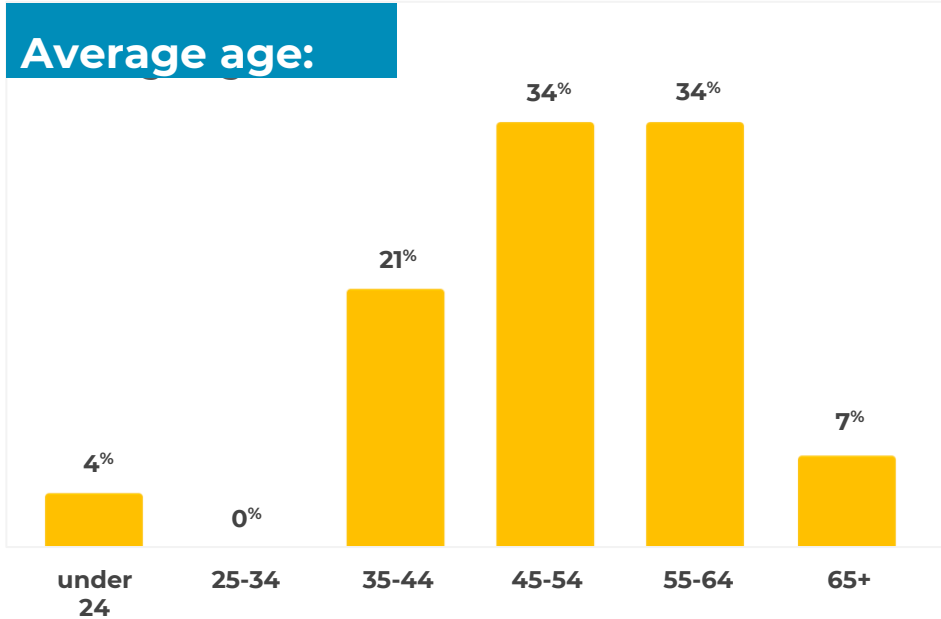
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“Physical and spiritual wellness is really important these days so with travelling we look to restore our sense of wellness”

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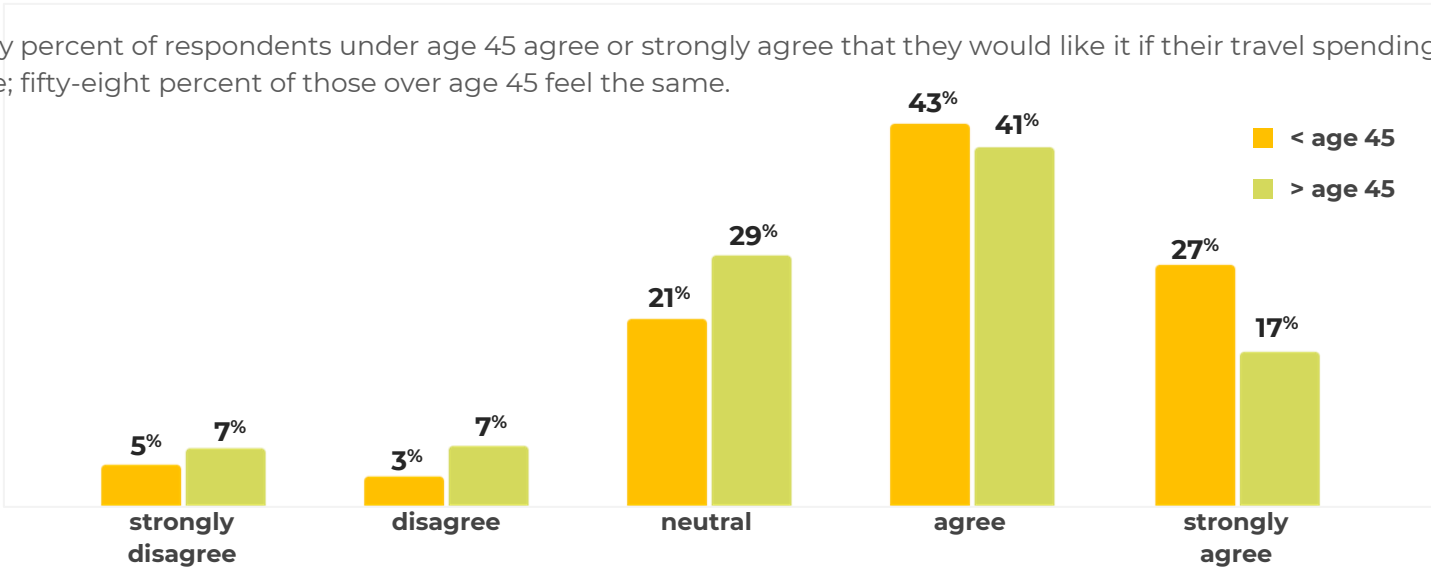
Base: All buyer respondents excluding those left blank (n=68)

Source: 2023 Adventure Tour Operator Snapshot Survey



CLIMATE IS ON THEIR MIND: “I would like it if I knew my travel spending helped support climate restoration.”

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Adventure Traveler Spend

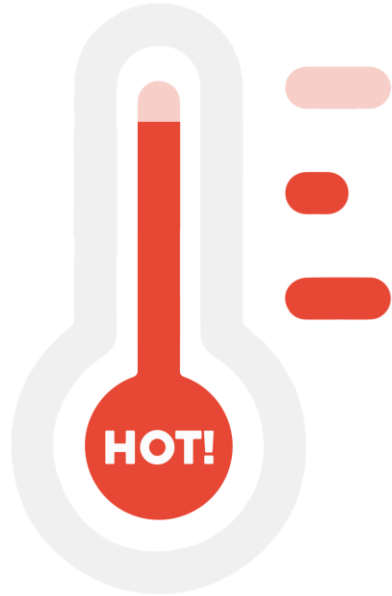
(per person)



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Source: 2023 ATTA Adventure Travel Industry Snapshot Report

“HOT” TRENDING **MOTIVATIONS** FOR ADVENTURE TRAVEL



1. New Experiences



2. Go Off the Beaten Track



3. To Travel Like a Local



4. Cultural Encounters



5. Adventure Travel as a Status Symbol



6. Wellness/Betterment Goals



7. Pampering and Luxury



8. To Go On Popular Adventures
(NEW in top 10)



9. Digital Detox (Unplug)



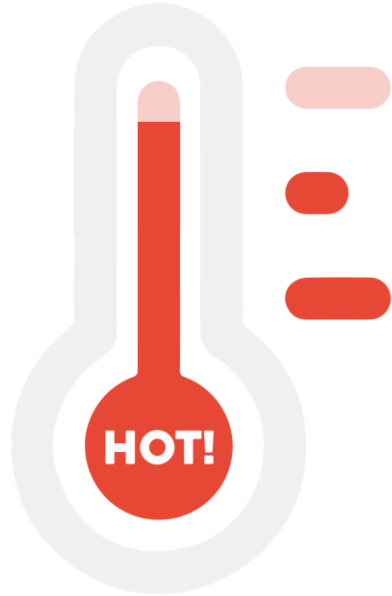
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Q: What is your organization's perception of the following consumer motivations, based on consumer demand and bookings in 2022 and going into 2023?

Base: All respondents excluding those left blank (n=120)

Source: 2023 Adventure Tour Operator Snapshot Survey

“HOT” TRENDING ADVENTURE ACTIVITIES



1. Hiking/Trekking/Walking



2. Cultural



3. Culinary/Gastronomy



**4. Cycling (mountain/
non-paved surface)**



5. Safaris/wildlife viewing



6. Wellness-focused activities



7. Cycling (electric bikes)



8. Cycling (road/paved surface)



9. Photography (wildlife/nature)



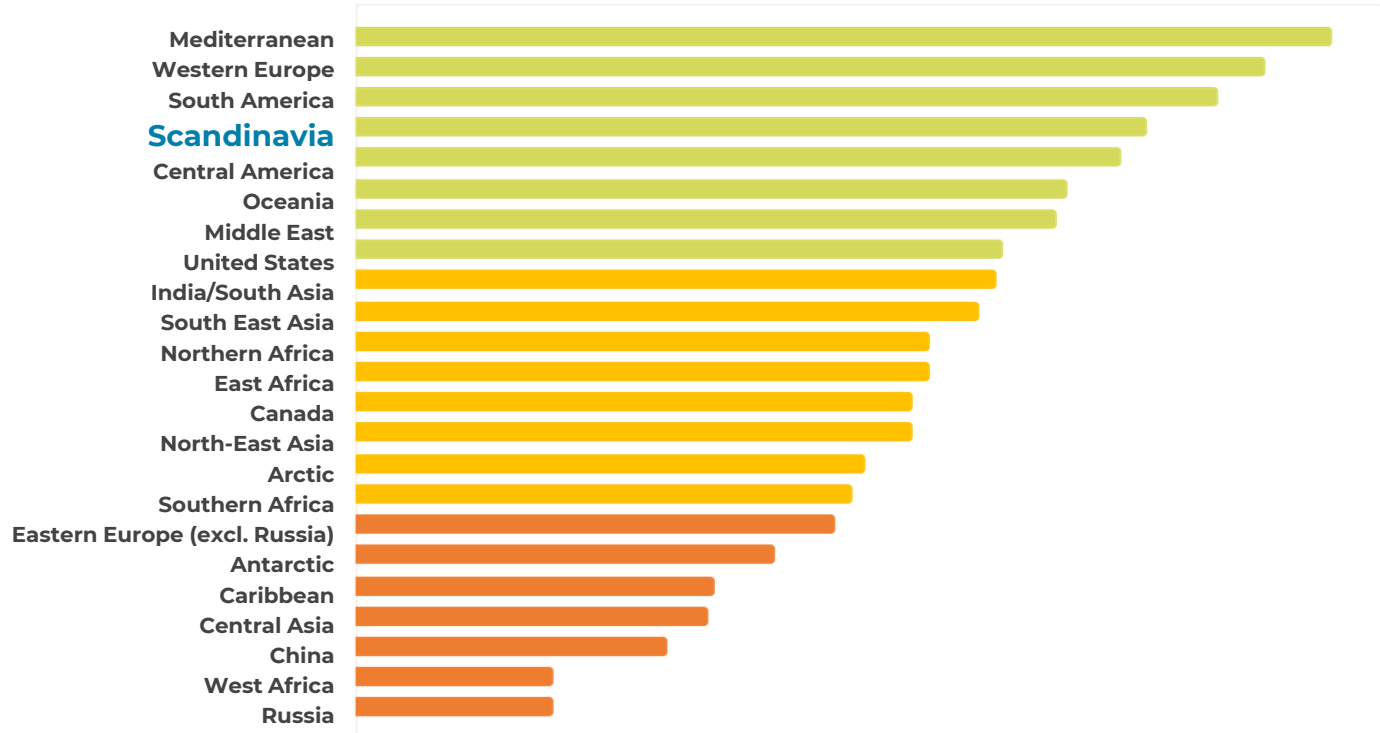
10. Birdwatching (NEW in top 10)

Q=: What is your organization’s perception of adventure travel activity trends, based on consumer demand and bookings in 2022 and going into 2023?

Base: All respondents excluding those left blank (n=120)

Source: 2023 Adventure Tour Operator Snapshot Survey

HOTTEST TRENDING DESTINATIONS



Q: What regions of the world are you seeing customer changes of interest in booking, based on consumer demand and bookings in 2022 and going into 2023?

Base: All buyer respondents excluding those left blank (n=66)

Source: 2023 Adventure Tour Operator Snapshot Survey

[Click here](#) 

slido



Imagine: Karen & Mike spent five days in Oulu region; their best friends are asking them to describe their experience with a single word - what is the word you hope them to use?

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OULU'S ADVENTURE INGREDIENTS

*happiness*

*sustainability*

*technology*





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TRADE ASSOCIATION

SO... WHAT'S NEXT?

WELCOME TO ATTA





UPCOMING EVENTS

Business Members receive discounted member pricing on tickets. Buyers will also have opportunities to be hosted at events.

Events May Include:

- Pre or Post Multi Day Adventures
- Day of Adventure
- One-on-One Pre-Scheduled Meetings
- Opportunities to pitch your stories to media
- Inspiring Keynote Speakers
- Educational Workshops & Roundtables
- Opportunities to connect and network with peers and media.



AdventureWeek Okinawa

9 - 16 November 2024





5

Further build on the collaboration between ATTA and Visit Finland

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 Roadmap



18 January 2024

AdventureConnect Matka Finland 2024

Helsinki Expo and Convention Centre



🕒 11:00 AM - 1:00 PM

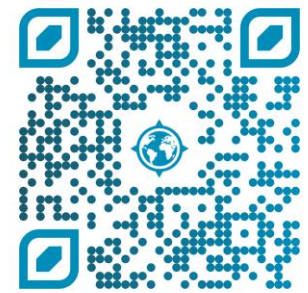


Join the Adventure Travel Trade Association™ at [Matka Travel Fair](#) for an AdventureConnect event. Take the opportunity to connect and network with ATTA industry experts, local adventure travel leaders in this casual networking atmosphere.

Seats are limited and registration (below) is required.

Interested to learn and network? Reserve your seat now, bring your business cards and join us on 18 January. See you there!

If you are not yet an ATTA member, you will need to sign up as a free Community Member in order to register for this event. This will only take one minute. Click the button below to go through the process. For current members, please sign in to register.



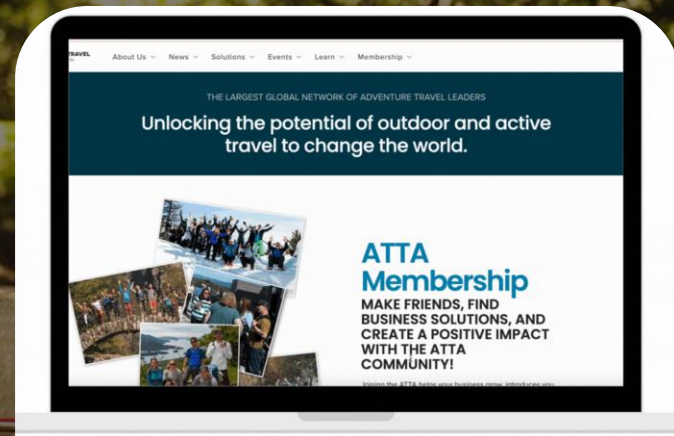
ADVENTUREWEEK
FINLAND
26 AUGUST - 4 SEPTEMBER 2024





Ask us anything!

Use the chat to ask your question or unmute...



VISIT OUR WEBSITE

<http://www.adventuretravel.biz>



GERGANA NIKOLOVA
Regional Director
Europe & Central Asia

gergana@adventuretravel.biz



ADVENTURE TRAVEL
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Kiitos :)

slido

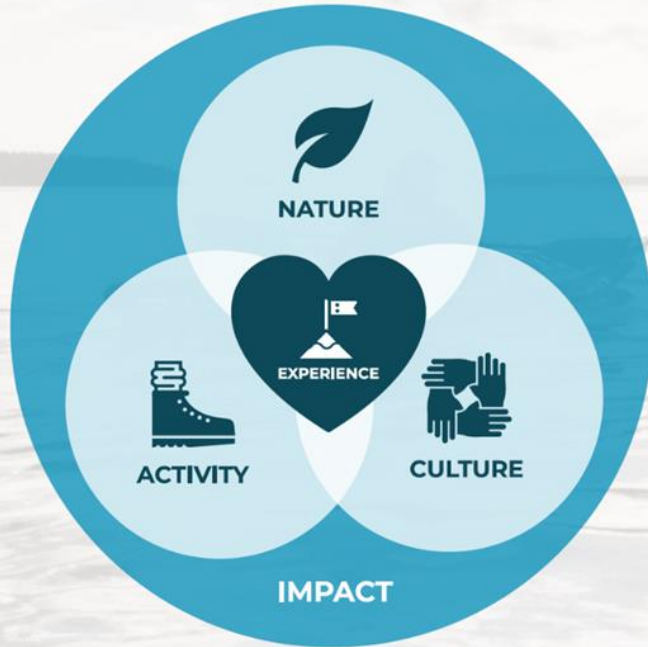


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 **AIR GUITAR** ^{® TM}
WORLD CHAMPIONSHIPS



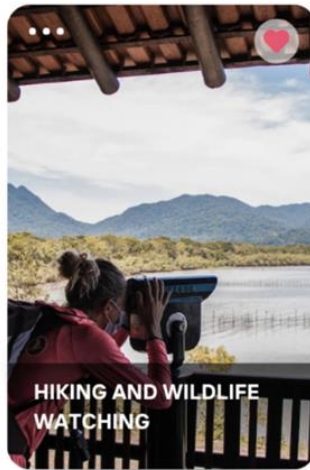


MUSEO

EXAMPLES OF TRENDING ADVENTURE EXPERIENCES

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

Popular Rating Recommended



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Meetings & Groups



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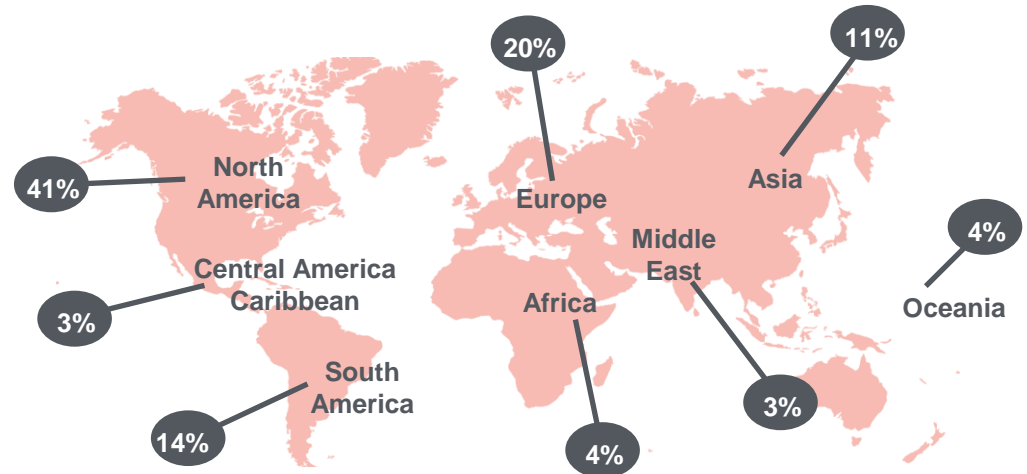
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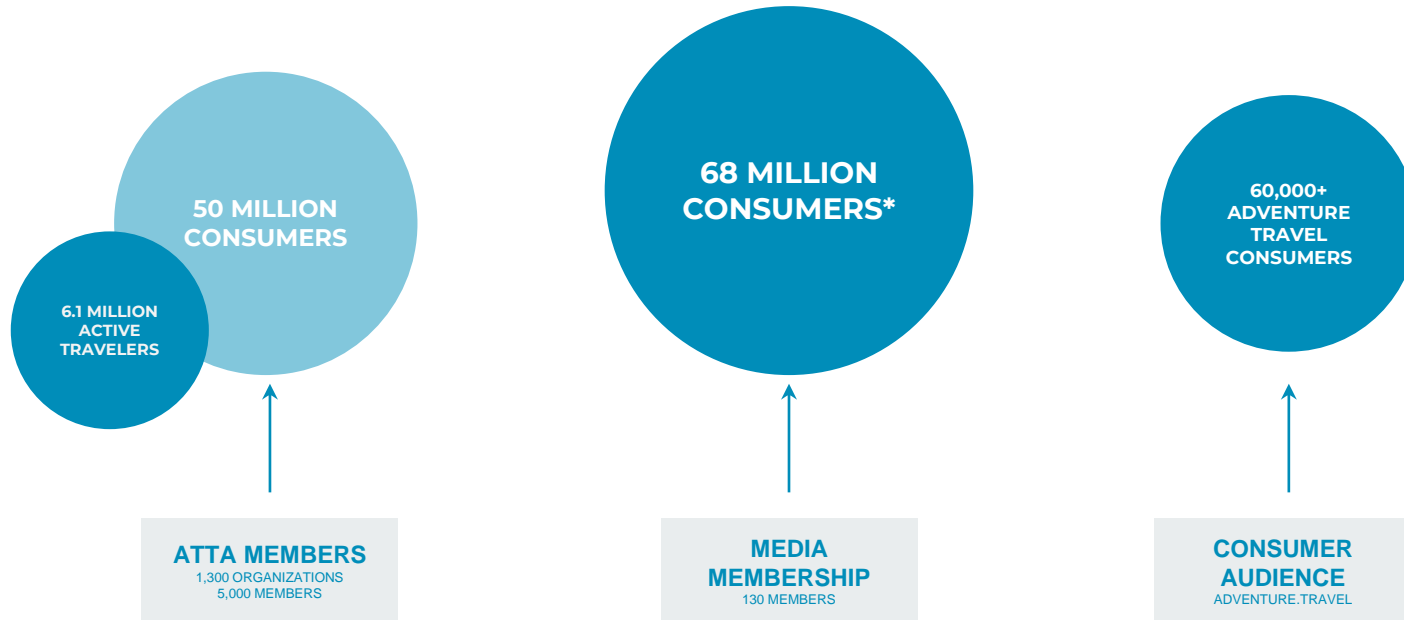
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ADVENTURE TRAVELLERS - WHO ARE THEY?



ADVENTURE TRAVELER PERSONA

Karen & Mike

AGE	Mid 50s
NATIONALITY	German American
LIFE	Living in the UK
INCOME	Professionally active
EDUCATION	Above average
HOME	Graduate degrees
	Empty nesters



Professional life

Personal life



PASSION



ADVENTURE TRAVELER PERSONA - TRAVEL PROFILE

Karen & Mike

- Preferred TO
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- Travel holidays are the most precious moments of the year

MUST HAVES





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FAVORITE MOMENTS FROM KAREN & MIKE'S TRAVELS - CAPTURED ON CAMERA AND SOCIAL MEDIA

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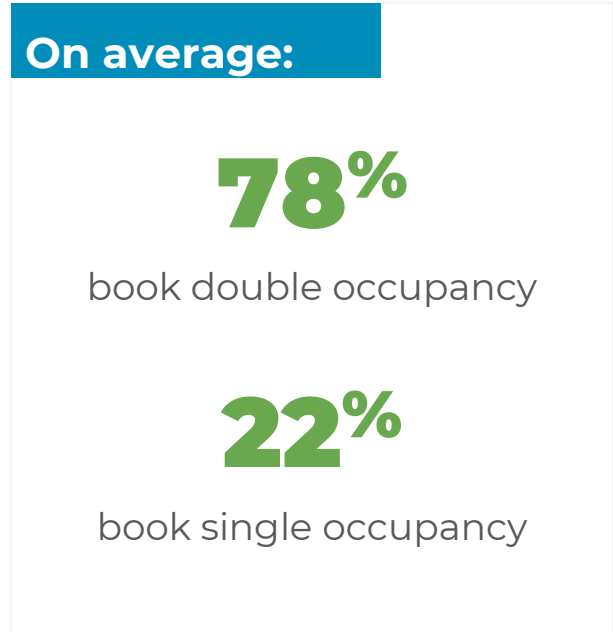
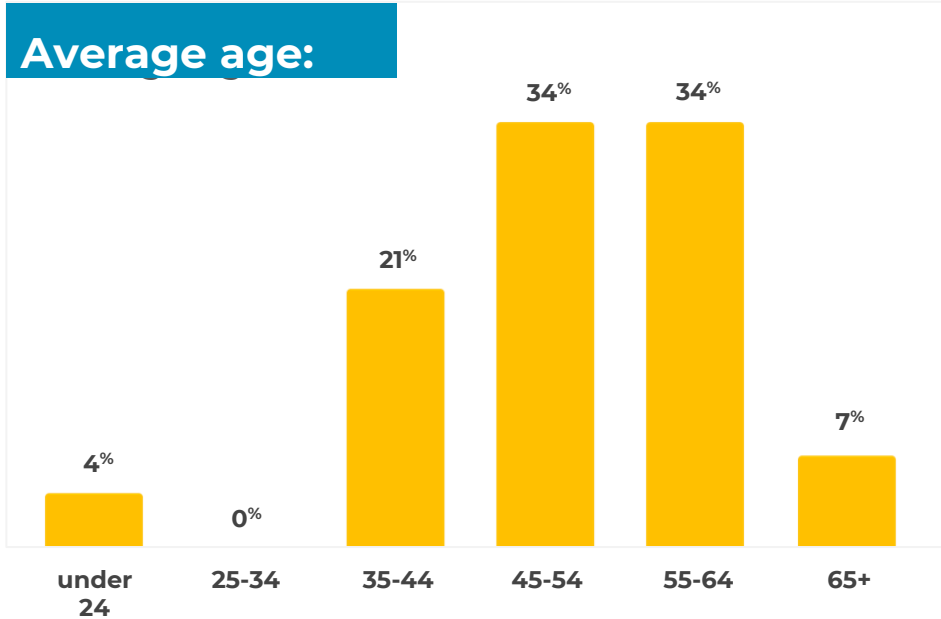
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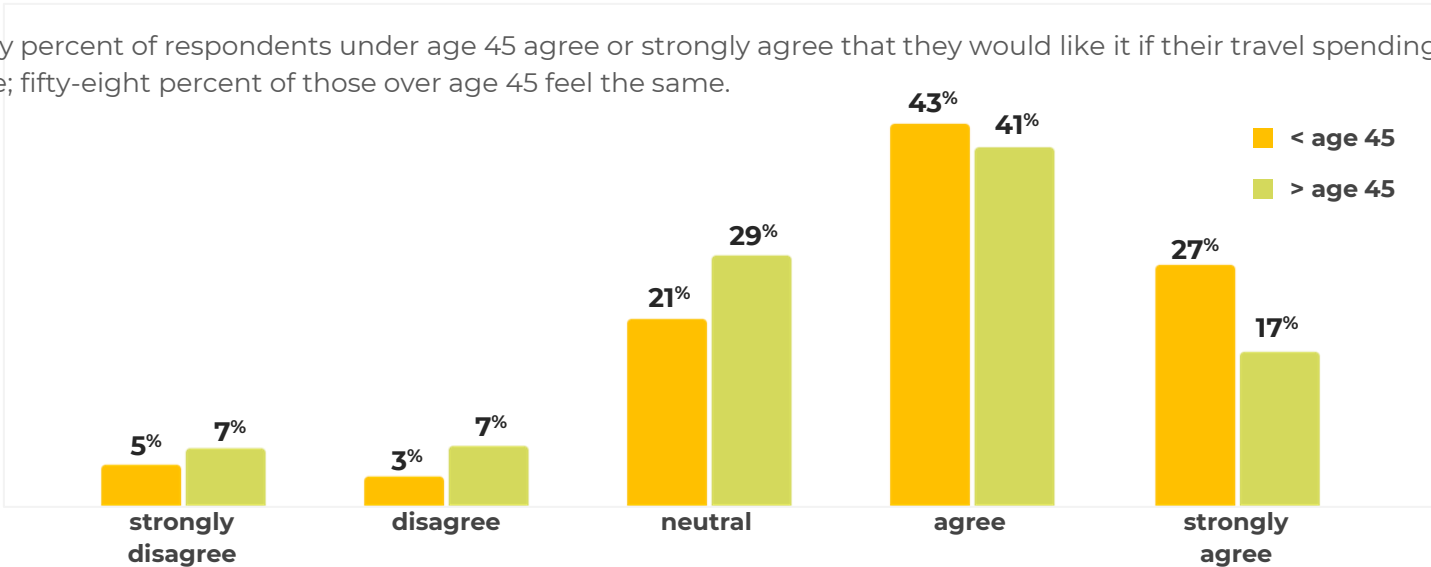
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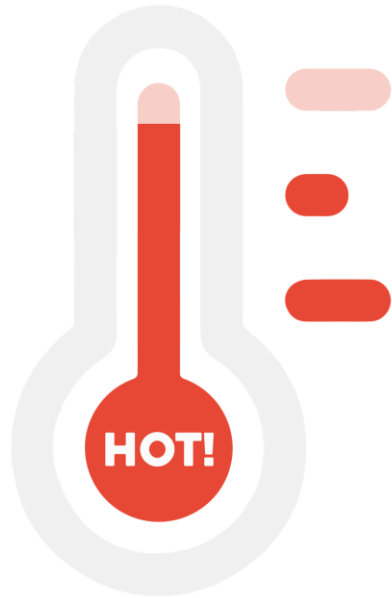
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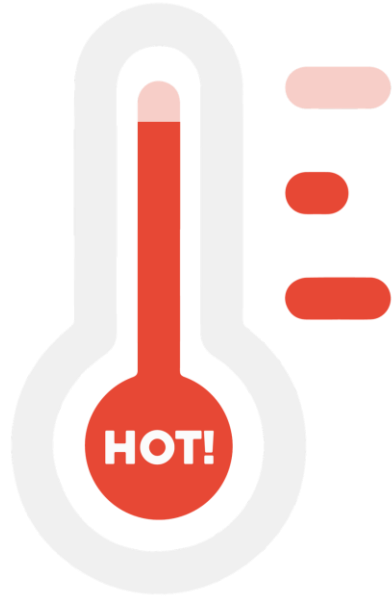
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1. Hiking/Trekking/Walking



2. Cultural



3. Culinary/Gastronomy



**4. Cycling (mountain/
non-paved surface)**



5. Safaris/wildlife viewing



6. Wellness-focused activities



7. Cycling (electric bikes)



8. Cycling (road/paved surface)



9. Photography (wildlife/nature)



10. Birdwatching (NEW in top 10)

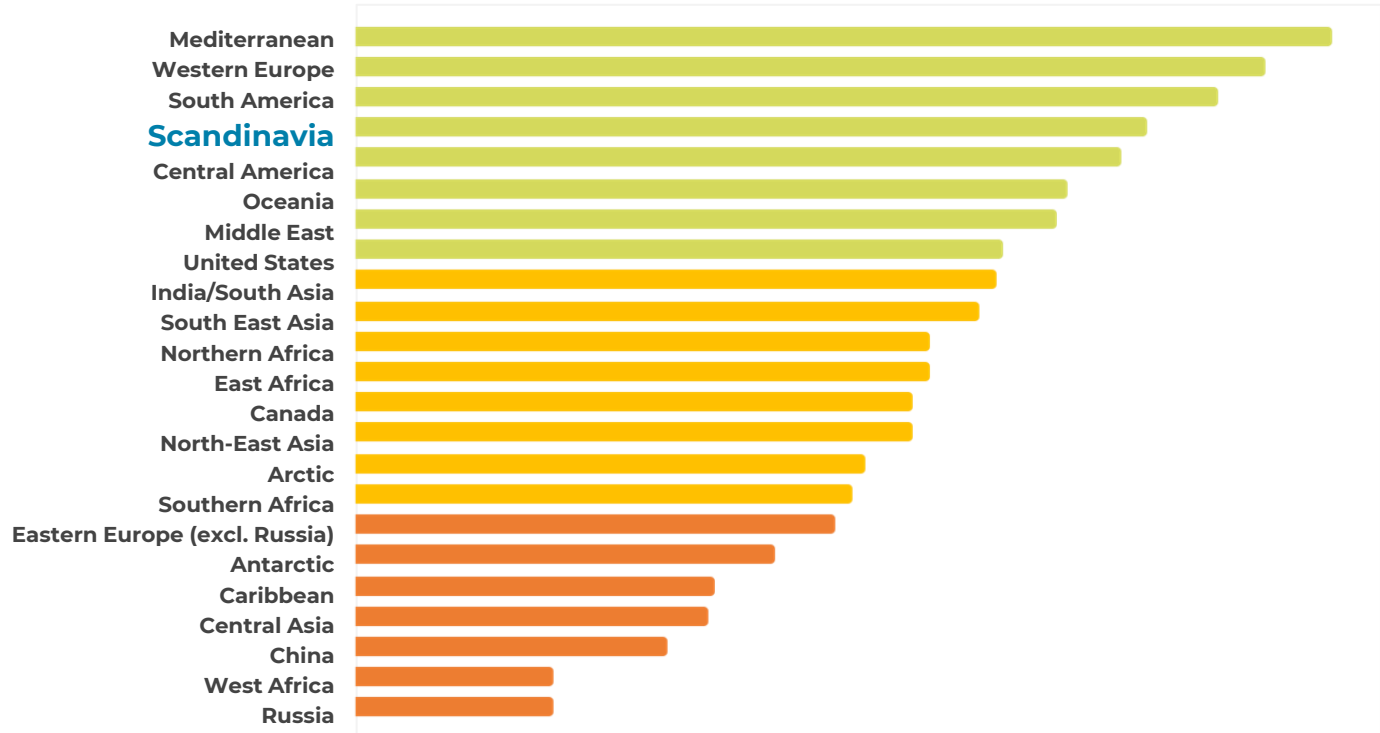
Q=: What is your organization’s perception of adventure travel activity trends, based on consumer demand and bookings in 2022 and going into 2023?

Base: All respondents excluding those left blank (n=120)

Source: 2023 Adventure Tour Operator Snapshot Survey



HOTTEST TRENDING DESTINATIONS



Q: What regions of the world are you seeing customer changes of interest in booking, based on consumer demand and bookings in 2022 and going into 2023?

Base: All buyer respondents excluding those left blank (n=66)

Source: 2023 Adventure Tour Operator Snapshot Survey

[Click here](#) 

slido



Imagine: Karen & Mike spent five days in Oulu region; their best friends are asking them to describe their experience with a single word - what is the word you hope them to use?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

OULU'S ADVENTURE INGREDIENTS

*happiness*

*sustainability*

*technology*





ADVENTURE TRAVEL
TRADE ASSOCIATION

SO... WHAT'S NEXT?

WELCOME TO ATTA





UPCOMING EVENTS

Business Members receive discounted member pricing on tickets. Buyers will also have opportunities to be hosted at events.

Events May Include:

- Pre or Post Multi Day Adventures
- Day of Adventure
- One-on-One Pre-Scheduled Meetings
- Opportunities to pitch your stories to media
- Inspiring Keynote Speakers
- Educational Workshops & Roundtables
- Opportunities to connect and network with peers and media.



AdventureWeek Okinawa

9 - 16 November 2024





5

Further build on the collaboration between ATTA and Visit Finland

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 Roadmap



18 January 2024

AdventureConnect Matka Finland 2024

Helsinki Expo and Convention Centre



🕒 11:00 AM - 1:00 PM

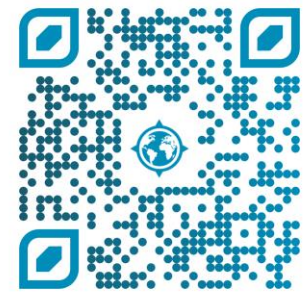


Join the Adventure Travel Trade Association™ at [Matka Travel Fair](#) for an AdventureConnect event. Take the opportunity to connect and network with ATTA industry experts, local adventure travel leaders in this casual networking atmosphere.

Seats are limited and registration (below) is required.

Interested to learn and network? Reserve your seat now, bring your business cards and join us on 18 January. See you there!

If you are not yet an ATTA member, you will need to sign up as a free Community Member in order to register for this event. This will only take one minute. Click the button below to go through the process. For current members, please sign in to register.



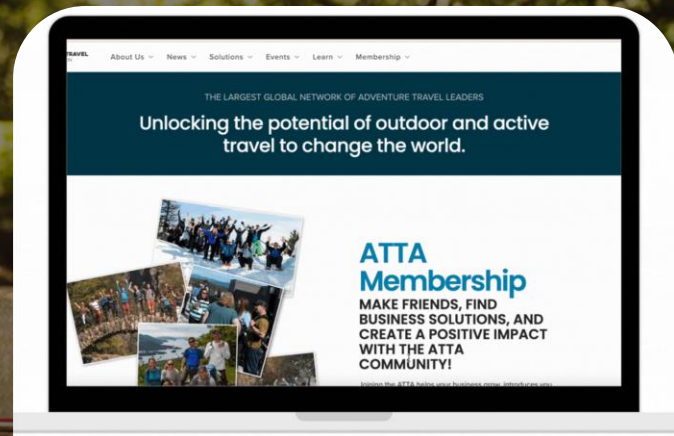
ADVENTUREWEEK
FINLAND
26 AUGUST - 4 SEPTEMBER 2024





Ask us anything!

Use the chat to ask your question or unmute...



VISIT OUR WEBSITE

<http://www.adventuretravel.biz>



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ADVENTURE TRAVEL
TRADE ASSOCIATION



Kiitos :)