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Adventure Travel World Summit Set for October 4-7, 2010 Attracts Record Interest

Posted By [Chisa Boonmee](#) On September 24, 2010 @ 6:04 am In [MICE](#) | [No Comments](#)

The Adventure Travel Trade Association (ATTA) today reported that the 2010 Adventure Travel World Summit set for October 4-7 in Aviemore, Scotland, has attracted higher-than-anticipated early registrations, participants in its business-to-business marketplace, and record numbers of journalists and nations represented, eclipsing marks set at its prior six Summits.

Aviemore, host to the first Adventure Travel World Summit to be held in the UK, is nearing its 600-delegate limit for the executive conference. The ATTA and VisitScotland, partners in delivering the four-day conference, indicate that the destination itself, the Summit's innovative agenda and world-class presenters, combined with higher than normal early registrations and an at-capacity marketplace have contributed to heightened interest for the event in the greater Cairngorms National Park region. ^[1]

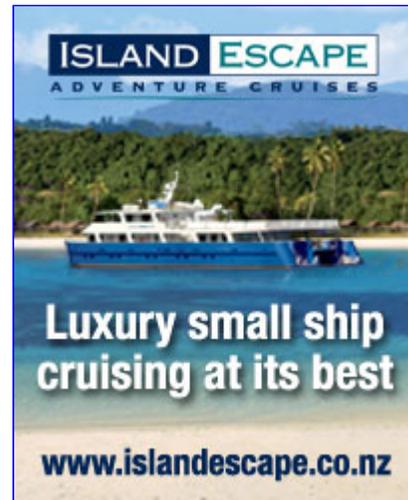
Mike Cantlay, Chairman of VisitScotland, said, "In partnership with the Cairngorms National Park, VisitScotland is delighted to be hosting the seventh Adventure Travel World Summit. Holding this prestigious event in Aviemore will allow us to show that Scotland is one of the top adventure travel destinations in the world. This is a pivotal moment for tourism worldwide, especially for this progressive sector and its leaders who will be in the Highlands to address its responsible development."

The 2010 ATWS has already attracted record numbers of:

- * Inbound tour operators, lodges and destinations exhibiting in the event's marketplace, dubbed the AFAR Exchange, a sold-out, day-long business marketplace featuring 95 organizations representing 42 countries;
- * Pre-Summit registrations, with more than 550 delegates;
- * Global representation, with more than 50 countries already accounted for;
- * Europeans, with more than 30 percent of delegates originating from Europe, nearly twice that of previous Summit events, and
- * Media outlets (40+) than at previous ATTA conferences;

Introducing experts from outside the tourism industry – a key tenant of the ATTA's Summits – also has spurred increased delegate interest. For 2010, new voices from the retail, film, outdoor recreation, journalism, education and academic sectors figure into the Summit agenda. New programs slated for the conference include an open forum in which the topic is selected by the delegates ahead of the Summit, new networking events that bring journalists together with delegates, and special emphasis on social media, film, photography and videography educational programs.

Creative content and increased delegate participation has simultaneously influenced increased sponsor support, with sponsor commitments rising in value. Special culinary, cultural and experiential activities are being integrated into mealtime sponsorships, including sponsor



support from Alpine Tourist Commission, Best of the Alps, Brazil, Cairngorms National Park, Ecuador, Chile, (The) Highland Council, Jordan, Mexico, Norway, Palestine, Quebec and Scotland. Meanwhile, the 2010 AFAR Exchange, a business-to-business marketplace sponsored by AFAR adventure magazine, was sold out in less than four months after booking opened in April.

Host destination for the 2010 ATWS is Visit Scotland and the Cairngorms National Park Authority. Major Sponsor and Official Outfitter of the ATTA, Eddie Bauer First Ascent also will be the Presenting Sponsor of the 2010 ATWS Day of Adventure.

Few delegate seats remain available for the Summit. Registrations are available at www.adventuretravelworldsummit.com ^[2].

Established in 1990, the Seattle-based ATTA (www.adventuretravel.biz ^[3]) is a global membership organization dedicated to unifying, networking, professionalizing, promoting and responsibly growing the adventure travel market. ATTA members include tour operators, destination marketing organizations, tourism boards, specialty travel agents, guides, accommodations, media and service providers. Host of the annual Adventure Travel World Summit executive trade conferences (www.adventuretravelworldsummit.com ^[2]), the ATTA also makes possible www.Adventure.Travel ^[4], the traveler's hub of physical, cultural and nature-based adventure travel and guide to trusted tour operators from around the globe.

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[1] Image: <http://www.islandescape.co.nz/>

[2] www.adventuretravelworldsummit.com:

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[4] www.Adventure.Travel: <http://www.adventure.travel/>

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