April 2004: Shannon Stowell acquires 1990 the ATTA, closing the organization's 1990: Organization founded as doors temporarily for restructuring, the Adventure Travel Society. installs a new management team. 2004 January 2005: ATTA is re-launched, with a January 2005: ATTA partners with Michigan focus on responsibly growing the adventure State University to define "adventure travel industry worldwide. 2005 tourism" through trade and consumer June 2005: First edition of research AdventureTravelNews.com is published. July 2005: ATTA announces Adventure Travel Industry Sourcebook, helping to create a consensus for industry terms. ADVENTURE TRAVEL 2006 1st SUMMIT October 2005: ATTA introduces SUMMIT 2-October 2006: ATTA holds its the inaugural Adventure Travel World second ATWS in Seattle, WA. Summit (ATWS) in Seattle, WA. 2007 2007: ATTA's membership nearly doubled in May 2007: New hires focus on growth in 2007, and corporate sponsorship nearly tripled to Canada, UK, Latin America, Australia, New include Brazil, Canada Tourism, Ex Officio and Qatar Zealand and Portuguese-speaking nations. Airlines. October 2007: ATTA partners with Xola Consulting SUMMIT 3-October 2007: The ATWS is held to produce its Adventure Industry Research in Whistler, British Columbia. 2008 Roundup, the only comprehensive tourism industry research report dedicated specifically to March 2008: ATTA supports Conservation adventure travel. International's Best Practices guides on Mountain Tours, Marine Tours and Tropical Forest Environments May 2008: ATTA membership grows to 382. and distributes them to members. July 2008: New hires focus on growth in Nordic July 2008: ATTA introduces program that pairs North nations, Mexico, Central America and Southeast Asia. American outdoor gear manufacturers with adventure destinations worldwide, where products SUMMIT 4-September 2008: The first ATWS outside are shown and tested in situ. of North America is held in Sao Paulo, Brazil. More than 740 representatives from 33 countries attend. October 2008: The ATTA with The George SUMMIT 5-October 2008: Approximately 200 Washington University and Xola Consulting launch Summit delegates, representing 25 nations, sailed the Adventure Tourism Development Index (ATDI), down the Norwegian coast aboard Hurtigruten's the which ranks countries annually on their MS Midnatsol for the 2nd Summit event of 2008. adventure travel worthiness with ten principles. 2009 January 2009: ATTA launches www.adventure.travel, a consumer web portal designed to drive traffic to members. February 2009: ATTA launches The Hub, a secure online members community, providing a February 2009: ATTA announces its first forum for industry discussions. international branch in Mexico. June 2009: The Archaeological Institute of August 2009 ATTA supports National Vacation Matters America, ARCHAEOLOGY Magazine and the Summit and legislation in the U.S. House of Represen-ATTA release a good practices manual for the tatives to encourage employers to have mandatory visitation of archeological sites. vacation time. October 2009: The Adventure Tourism Market Report August 2009: The International Ecotourism consumer study by The George Washington University, Society (TIES) collaborates with the ATTA ATTA, and Xola Consulting announces Adventure for the 2009 ATWS sustainability forums. Tourism's economic impact is \$89 billion annually. October 2009: ATTA hits 500 corporate SUMMIT 6-October 2009: The 2009 memberships, representing 56 countries. Summit in Charlevoix, Québec, Canada hosts 534 delegates from 42 countries. 2010 March 2010: ATTA executives and board member brief SUMMIT 7-October 2010: The ATWS in Aviemore, leaders of the U.S. Department of Commerce's Office Scotland sees 600 delegates representing more than 50 countries. of Travel and Tourism on the global adventure tourism sector's impact on rural economies. September 2010: ATTA President named to the Global June 2011: The ATTA spearheads the delivery of a request Sustainable Tourism Council's Advisory Board. to the Texas Department of Public Safety to contextualize and downgrade Texas' travel warnings to Mexico. December 2010: At the Green Solutions @ COP16 forum in Cancun, President Calderón SUMMIT 8-October 2011: The ATWS is attended by a announces: "Mexico has to become the 2011 national head of state for the first time, as Mexican champion of adventure travel." President Felipe Calderón inaugurates the 2011 May 2011: ATTA participates in the ISO/TC 228 delegation, lauding adventure travel as a "path to assembly in Italy to help draft standards for correcting inequalities of our country and the world." Adventure Tourism Safety Management Systems, The successful event drew more than 600 professional 2012 Adventure Tourism Information to Clients and delegates from over 50 nations. Adventure Tourism Guide Personnel Competence.