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### Associations

The two organizations will explore trends in adventure travel  
PhoCusWright and the ATTA pioneer new research in adventure travel  
Thursday, April 22, 2010

**PhoCusWright**, the travel industry research authority on the evolving dynamics that influence how travelers, suppliers and intermediaries connect, announced a partnership with the **Adventure Travel Trade Association (ATTA)**, a 550+ member trade group dedicated to the sustainable development of adventure travel worldwide.

Through the partnership, the two organizations will explore trends in adventure travel, one of tourism's most vibrant and promising sectors representing an estimated US\$52 billion in outbound tourism from North and South America and Europe. PhoCusWright and the ATTA will produce groundbreaking new research that empowers tourism industry leaders to make informed strategic decisions and investments. The research will be released in an upcoming PhoCusWright Special Report: *When They Get There (And Why They Go): In-Destination Events, Attractions & Activities*.

*"This pioneering research project will help us more completely define the value of the adventure travel*



industry and better understand consumer perceptions and spending behaviors in this burgeoning sector," said **Shannon Stowell**, president of the Adventure Travel Trade Association. Adventure travel encompasses aspects of physical, cultural and environmentally-based travel and includes thousands of unique activities and destinations around the world.

When They Get There (and Why They Go), the new Special Report from PhoCusWright set for completion in the fourth quarter of 2010, evaluates the dynamics of all in-destination events, attractions and activities including the adventure travel niche. *"The report delivers key data on activities and attractions and will really be the first to define this vital yet understudied sector of the travel economy,"* says Douglas Quinby, PhoCusWright senior director, research. PhoCusWright and the ATTA will be the first to deliver key research related to these aspects of adventure travel. The findings are expected to shape the way tourism enterprises connect with travelers for years to come.

[Vicky Karantzavelou](#) - Thursday, April 22, 2010

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