



Adventure travel event to focus on multimedia

Adventure Travel Trade Association has unveiled that it will focus on 'visual storytelling' at this year's Adventure Travel World Summit (ATWS). The event, which will be held in Aviamore, Scotland, will hold lectures, workshops and case studies geared towards helping the industry create multimedia strategies. These include topics such as 'visual storytelling' and using social media. "It's crucial for travel marketing professionals, tourism boards and tour operators to start crafting compelling visual stories about who they are and how people are transformed through all forms of adventure, social and eco travel," said ATWS speaker and CEO of Nomadsland Davin Hutchins. "This year, we hope to connect with like-minded folks and devise ways to help the adventure travel industry embrace high-concept HD videos that are more than just marketing videos for a single company... but rather inspiring 'online films' that sell travel immersion to a new breed of traveller."

Registration is available at www.adventuretravelworldsummit.com.