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ATTA Names Jens Thraenhart to the 2011 Adventure Travel World Summit Advisory Committee and as a Featured Speaker

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SEATTLE, January 28, 2011 – The Adventure Travel Trade Association today named Jens Thraenhart, President of Beijing-based Dragon Trail as a Featured Speaker and to the Advisory Committee for the [2011 Adventure Travel World Summit \(ATWS\)](#), the adventure tourism industry's annual gathering of executives set for October 17-20 in San Cristóbal de las Casas, Chiapas, Mexico. Dragon Trail is a travel technology and social media marketing company helping travel organizations to reach and connect with sophisticated and affluent Chinese consumers.

Prior to co-founding Dragon Trail, Thraenhart was the Executive Director of Marketing Strategy and Customer Relationship Management for the Canadian Tourism Commission, and Director of Internet Strategy for Fairmont Hotels & Resorts as well as Marketing and CRM for Fairmont's Vacation Ownership division. Specializing in digital and social media marketing for the global travel and tourism industry, he was listed as one of the 'Top 25 Most Extraordinary Sales and Marketing Minds in Hospitality and Travel' in 2004 and 2005.

In addition to Thraenhart, the 2011 ATWS Advisory Committee is comprised of leaders who bring diversity in expertise, geographic and sector representation, including:

- **Scott Adams**, Founder and President, Birchbark Media
- **Dan Austin**, Director, Austin-Lehman Adventures
- **Stephen Austin**, Executive Marketing Director, CPTM (PROMTOUR – Mexico Tourism Board)
- **Ajeet Bajaj**, Managing Director, Snow Leopard Adventures
- **Kelly Bricker**, Chairman – TIES (The International Ecotourism Society), Chairman of the Board – GSTC (Global Sustainable Tourism Council), Associate Professor, Department of Parks, Recreation, and Tourism, University of Utah
- **William (Bill) L. Bryan, Ph.D.**, Co-Founder and Chairman, Off the Beaten Path
- **Tullia Caballero**, Director, S-CAPE Travel
- **Maryann Fernandez**, Founder & President, Philanthropy Indaba
- **Lauren Hefferon**, Founder & Director, Ciclismo Classico
- **Alex Herrmann**, Director Americas, Switzerland Tourism
- **Andy Levine**, Founder and President, DuVine Adventures
- **Monica Malpezzi Price**, Director of International Operations, ExperiencePlus! Bicycle Tours

- **John Sheppard, Director, Outdoor Programs & Outreach, Recreational Equipment Inc. (REI)**
- **Ben Sherman**, Medicine Root, Inc. & Co-founder American Indian/Alaska Native Tourism Association
- **Bruno Giesemann**, President, Argovia Finca Resort

“Jens joins a powerful cross-section of industry leaders who commit personal and professional time, energy and mind share to support the thoughtful and professional development of our growing community,” said ATTA President Shannon Stowell. “We believe our selections carry weight, and we’re especially grateful for their contributions – their convictions, sensibilities and strategic input that helps to ensure the ATTA’s Summit events continue to meet or exceed delegate expectations.”

Advisory Committee members reflect the core composition of the delegation, primarily international tour operators, tourism boards, destination marketing organizations and industry service partners. Selected annually, Advisory Committee members are tasked to provide advice and direction to Summit organizers to ensure their respective sectors of the industry are properly represented at the ATWS. Among their specific responsibilities, Summit advisors provide feedback on Summit plans and activities, facilitate ATWS sessions, and serve as ambassadors before, during and after the Summit.

Entering its seventh year, the ATTA’s Summit executive conferences engage, enlighten, inspire, and energize the leaders of the adventure travel community with networking, business and professional development programs, educational seminars and emerging adventure destination product review opportunities. Summit delegates, who also reflect ATTA’s membership composition, include tour operators and adventure travel ground suppliers, tourism boards and destination marketing organizations, media, travel agents, lodges, and related tourism service organizations.

Partners for the 2011 ATWS, delivered in English with sessions translated into Spanish, include the Chiapas Convention and Visitors Bureau, the State Government of Chiapas and the Tourism Ministry of Mexico and the Mexico Tourism Promotion Board.

Established in 1990, Seattle-based ATTA (www.adventuretravel.biz) is a global membership organization dedicated to unifying, networking, professionalizing, promoting and responsibly growing the adventure travel market. Host of the annual Adventure Travel World Summit (www.adventuretravelworldsummit.com), the ATTA also makes possible www.Adventure.Travel, the traveler’s hub of physical, cultural and nature-based adventure travel and guide to trusted tour operators.

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Sign up to Dragon Trail's newsletter to clients, partners and friends, and we will keep you posted on what we are up to on a regular basis. We might also send you a tip or two once in a while in how to market your travel products to Chinese consumers.

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