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## [Easto named to Adventure Travel Trade Association advisory board](#)

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Wilderness Scotland co-founder and CEO Paul Easto has been named on the advisory board of the Adventure Travel Trade Association (ATTA).

“Global leaders often rise to the surface by being at the centre of influence as they work to bring various industry groups together for a common cause,” said ATTA President Shannon Stowell. “We saw this trait in the Wilderness Scotland team, and Paul, with these proven characteristics, is an obvious selection to join the ATTA board. Paul’s involvement will help us stay more relevant and connected to a location where we’ve held an Adventure Travel World Summit.”

Easto also currently serves as an active champion for local and strategic development of the industry and advises public and private sectors throughout Europe on best practices in sustainability and marketing.

“In the three years that Wilderness Scotland has been members of the ATTA, I have seen Shannon and his team grow in stature and influence,” said Easto. “I am sure that the ATTA will play a significant role in shaping the travel industry in the coming years and I am delighted to be able to contribute to their mission.”

Established in 1990, the Seattle-based Adventure Travel Trade Association, with nearly 700 members worldwide, serves as the adventure tourism trade hub for tour operators, destination marketing organizations, tourism boards, specialty travel agents, guides, accommodations, media and service providers.

See [www.adventuretravel.biz](http://www.adventuretravel.biz) and [www.wildernessscotland.com](http://www.wildernessscotland.com)

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