



CANADIAN TRAVELLER - Following Southern Information

I'm a Traveller



I'm an Agent

[Home](#) [Subscribe](#) [Destinations](#) [Experiences](#) [Education](#) [Issues](#) [Contests](#)


[Canadian Traveller](#) > [Education](#) > [How To Sell](#)

## See You In Chiapas - Southern Mexico State To Host 2011 Adventure Travel World Summit

Chiapas, the southern-most state in Mexico, has won the bid to serve as Destination Host to the Adventure Travel Trade Association's (ATTA) eighth annual Adventure Travel World Summit, an assembly of 600 adventure tourism professionals, which will be held October 17 to 20 in San Cristóbal de las Casas.

Announced by the ATTA and Mexican tourism officials October 7 during the closing ceremonies of the 2010 Adventure Travel World Summit (ATWS) in Aviemore, Scotland, ATTA reported its decision came after extensive review of several sites throughout North America. In addition to meeting all prerequisites outlined in the bidding process, Chiapas won the 2011 ATWS bid primarily for its partnership orientation and readiness and willingness to press forward on progressive adventure tourism development, as well as for the tremendous potential benefits to the local tourism economy and the ATTA's members worldwide.

Partners for the 2011 ATWS include the Chiapas Convention and Visitors Bureau, the State Government of Chiapas and the Tourism Ministry of Mexico and the Mexico Tourism Promotion Board.

"The Summit ties in directly with Mexico's overall tourism strategy because we want to complement the world's understanding of Mexico as a sun and beach destination to show a side of Mexico that is even more exotic and diverse naturally and culturally," said Antonio del Rosal, marketing coordinator for Mexico's Tourism Board. "For years, we've witnessed the bottom-line positive effects of the ATTA's impact on destinations which have previously hosted Summits such as Brazil, Quebec and Norway, and we believe such global attention on Chiapas next year will help usher in a new era of responsible tourism for Mexico."

Entering its seventh year, the ATTA's Summit 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.

Representing varied business disciplines, headliners for the adventure tourism industry's principal annual conference will address tourism trends, digital marketing, entrepreneurship, corporate social responsibility, indigenous tourism, values-driven business models, and demand creation.

Presenters for the 2011 Adventure Travel World Summit, themed, "Prosper with Purpose", and their respective talks include:

**Maryann Fernandez – Founder & President – Philanthropy Indaba:** Fernandez explores how deeper-impact corporate social responsibility, traveller's philanthropy and volunteer programs succeed in an environment rich in mutual respect, shared values, and community empowerment.

**Leilani Latimer – Director, Sustainability Initiatives – Sabre Holdings:** Through the lens of global strategy, marketing and business transformation, Latimer shares insights into how to create demand for sustainable product, while challenging problematic perceptions and stereotypes.

**Bruce Poon Tip – Founder – GAP Adventures:** Poon Tip reveals his first-hand account of the artistic process of being an innovative and successful entrepreneur, of creating a company that represents one's own personality, the people who work within the business, and the spirit of an industry.

**Ben Sherman – President- Medicine Root, Inc.:** Sherman shares ancient, universal values of native peoples and describes how to incorporate these values into practical, progressive and successful cultural preservation, environmental stewardship and community development models.

**Jens Thraenhart – Co-founder & President – Dragon Trail:** Previously with the Canadian Tourism Commission and Fairmont Hotels & Resorts, Thraenhart offers the industry's most comprehensive briefing on outbound Chinese tourism trends, followed by proven demand-generation strategies made possible through multi-cultural relevancy, social media and digital marketing solutions.

**Tensie Whelan – President – Rainforest Alliance:** Whelan illustrates how using the power of markets, and connecting, educating and training the trade and consumers, helps to conserve forests and spur sustainable industries and economies worldwide.



St George is the gateway to Zion National Park, where family fun includes short scenic hikes and a Junior Ranger Program.

Credit: St George Area CVB

Last year an estimated 600 delegates, primarily tour operators, destination marketing organizations, tourism boards, media, agents, adventure lodges and service organizations (e.g., transportation, technology, marketing, etc.), representing more than 50 countries, attended ATWS events.

Early Bird Registration, ends April 15. Visit [www.adventuretravelworldsummit.com](http://www.adventuretravelworldsummit.com).

### More Adventure

Adventure travel can be risky business – but that's all part of the thrill. Whether it's scaling slick rocks in the canyons of Zion National Park or plumbing the depths in search of sharks and rays off the coast of Belize, the key is the adrenaline rush. Here are two sensational spots for adventure junkies that will challenge even the toughest tourists.

### Canyons, Cliffs & Monoliths

Named "Utah's Dixie" for its temperate climate, St. George is the business and cultural centre for southwest Utah, and is a major gateway to nearby Zion National Park. A vibrant city just 145 kilometres north of Las Vegas, St. George caters to visitors with an active lifestyle with its great hotels, spas, unique shopping, outdoor pursuits and restaurants.

Just 61 kilometres from St. George, Zion National Park is known for its incredible canyons, hanging gardens, waterfalls and enormous stone monoliths that rise 600 to 900 metres above the canyon floor. With a total of 2.5 million visitors per year, Zion is the most popular park in the state.

For families, Zion offers a number of short, scenic hiking trails including Weeping Rock, Emerald Pools and the Riverside Walk. Zion is popular with hikers and rock climbers from around the world wanting the challenge of ascending awesome vertical climbs via challenging trails to reach lofty peaks.

St. George, Utah and the Zion National Park area offer many exciting events. Upcoming major events include the St. George Marathon, The Ironman and the Huntsman World Senior Games.

More information on St. George Utah and Zion National Park can be found at [www.utah.com](http://www.utah.com)



Sun Breeze Hotel in Belize is offering your clients a \$100 credit on its 7-night adventure package.  
Credit: Sun Breeze Hotel

### Waves, Caves & Atolls

The Sun Breeze Hotel, a u-shaped Spanish-style oceanfront property on Ambergris Caye in Belize, overlooks the Caribbean Sea and the second largest Barrier Reef in the Western Hemisphere. Adventure activities include diving the famous Blue Hole at Lighthouse Reef, Turneffe Atoll, snorkeling "shark and sting ray alley", cave tubing, fishing or exploring the countless Mayan ruins. Currently on offer is US \$100 OFF PP/DBL on all 7 Nights Adventure Packages for clients who mention the write-up in Canadian Traveller. Find more information on the Sun Breeze Hotel at [www.sunbreeze.net](http://www.sunbreeze.net)



[More articles on How To Sell >>](#)





**Destinations**

[Africa](#)  
[Asia](#)  
[Caribbean](#)  
[Central America](#)  
[Europe](#)  
[Middle East](#)  
[North America](#)  
[South America](#)  
[South Pacific](#)

**Experiences**

[Adventure](#)  
[Cruising](#)  
[Eco/Green](#)  
[Family](#)  
[Golf](#)  
[Shopping](#)  
[Weddings & Honeymoons](#)

**Education**

[Airlines](#)  
[How to Sell](#)  
[Industry News & Events](#)  
[News](#)  
[Selling With Steve](#)  
[Steve Crowhurst](#)  
[Travel Insurance](#)

**Magazine**

[Subscribe](#)  
[Issues](#)

**Canadian Traveller**

[About](#)  
[Contact](#)  
[Privacy Policy](#)  
[XML Sitemap](#)