



ATC

ADVENTURE TRAVEL CONFERENCE 2016

22 JANUARY 2016
Olympia Conference Centre, London

TODAY'S ADVENTURE TRAVELLER:
Trends, Challenges & Opportunities

Wanderlust
Inspirational Travel Media

**ADVENTURE
TRAVEL SHOW**
OLYMPIA LONDON 23-24 JANUARY 2016
ADVENTURESHOW.COM

TTG MEDIA



The UK's Business and Networking Event for Adventure Travel

Adventure travel is the fastest growing sector of the travel industry. Today's travellers are increasingly looking for life-enhancing experiences, to push their personal boundaries and step outside their comfort zone, to connect with nature and the outdoors. These are the travellers who are first into a destination when it opens, who are first to return after a crisis, who seek authentic experiences, whose money filters out into local communities.

CAN YOU AFFORD TO MISS OUT?

The Adventure Travel Conference is the UK's only B2B event to bring together CEOs, owners, and senior marketing and product staff to discuss and explore new trends and business opportunities in this fast growing travel sector, that encompasses walking, cycling, discovery and nature holidays. www.adventuretravelconference.co.uk

ADVENTURE TRAVEL CONFERENCE 2016

TODAY'S ADVENTURE TRAVELLER - TRENDS, CHALLENGES & OPPORTUNITIES

EVENT FORMAT

The Adventure Travel Conference is an intense 1-day business event that consists of:

- A main conference track, plus breakout seminars and workshops
- Exhibition area
- Networking breaks
- An evening networking session

It's a simple idea – we bring together the people who drive the adventure and specialist travel industry from the UK

The 2016 Conference will look at the Adventure Traveller, today and tomorrow. Who is the adventure traveller? How do you decide where to go and how? How do we

reach them? Are they being served? What are the trends in the industry? What are the challenges? And what are the opportunities?

Plus: Case studies; Spotlight sessions on success stories; opportunities to hear from and quiz leading industry mentors

Plus: Networking, networking, networking!
www.adventuretravelconference.co.uk



For more information contact: **Claire Antell**, Claire.Antell@adventuretravelconference.co.uk, + 44 (0)7958 218784

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"I was very happy with the outcome of the conference - it achieved everything I hoped for"

Chris Lee, Papua New Guinea (sponsor of ATC 2015's Dragon's Den session).

Get involved through sponsorship

Through sponsorship of the Adventure Travel Conference your business will be associated as a key supporter of the UK's only dedicated conference for this travel sector. Sponsorship packages start from as little as £500 with a guide of opportunities outlined as below:

- Lead sponsor: **£10,000**
- Networking reception sponsor: **£7,500**
- Welcome area sponsor: **£1,000**
- Notebook & pens: **£750**
- Lanyards sponsor: **£1000**
- Coffee breaks sponsor: **£1,000** per break
- Lunch sponsor: **£3,500**
- Refreshments & lunch sponsor: **£5,000**
- Speed-dating breakfast at venue **£1,500**
- Recharge Zone sponsor: **£1,000**
- Delegate bag sponsor: **£1,500**

- Marketing material/product included in delegate bag: **£500**
- Workshops & break-out sessions: **£2,000**
- Breakout Room: Includes branding in room and opportunity to showcase your product: **£1,000**
- Exhibitor table: **£975**
- Currency exchange sponsor: **POA**
- Visa advice sponsor: **POA**
- Travel insurance sponsor: **POA**
- Integrated sponsorship with the Adventure Travel Show: **POA**

Note: VAT to be added as applicable

These opportunities are only a starting point. To discuss what is included, or to tailor-make a package that achieves your goals, contact Claire Antell: Claire.Antell@adventuretravelconference.co.uk, + 44 (0)7958 218784

LEAD SPONSOR

To include:

- Pre-event: branding on the ATC website. Dedicated press release announcing sponsor's involvement. Inclusion on conference press releases and eshots.
- Branding on the programme and graphics
- Slideshow or video to be shown in in the Auditorium during the breaks
- Access to meeting room for face to face connection with delegates
- Marketing material at the event or in the delegate bag
- Post-event: Inclusion on press releases, the website and the Adventure Travel Factfile (B2B website for the sector)
- Access to the contact details of registered delegates

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Who goes?

- Tour Operators
- DMCs
- Tourist Boards / DMOs
- Travel agents
- Gear companies
- Ancillary Services
- Media

The 2016 Delegate List included:

- 360 Expeditions
- Acacia Africa
- Adventure Marketing Academy
- AITO
- Amazonas Explorer
- AST Systems
- Bamboo Travel
- Battered suitcase Limited
- Berghaus
- Black Mountain Ltd
- Brighter Group
- British Standards Institute
- Buffalo Tours
- Chameleon Worldwide
- Charity Challenge
- Cicerone Press
- Custom Europe Trip
- Destination Quebec
- Discover Adventure
- Discover the World
- Do the North
- Dragoman
- Drive Albania
- Expedition Travel AB
- EXO Travel
- Explore
- G Adventure
- Grand American Adventures
- Haiti Tourist Board
- HF Holidays
- Hurtigruten

3 GREAT REASONS TO BE THERE

- 1** Quality time with the people that matter. Connect with key decision-makers from the Adventure Travel industry.
- 2** Smart working. One day of intense new business opportunities under one roof.
- 3** Brand awareness matters. Make sure it's your destination front-of-mind at the Adventure Travel Conference and not your competitors!

- Icelandic Mountain Guides
- iCrossing
- Imaginative Traveller
- Inntravel
- Intrepid Travel
- Kasbah du Toubkal
- KE Adventure Travel
- LATA
- Legends of the Wild
- Lotus PR
- Macs Adventure
- Malta Tourism Authority
- Nalubale Rafting
- Naturally Africa
- Nomad Travel Store
- Oasis Overland
- Overlanding Patagonia
- Papua New Guinea Tourism Authority
- PEAK
- Pioneer Madagascar and Borneo
- Royal Geographical Society
- Quebec Tourism
- Ramblers Worldwide Holidays
- Rohan
- Senderos
- Songlines Music Travel
- Sunvil

- Swaziland Tourism
- SwimQuest
- Tasermiut South Greenland Expeditions
- The Artisan Travel Company
- The Crees Foundation
- The Natural Travel Collection
- The Visa Machine
- Tour de Force - Adventure Logistics
- Tourism Authority of Thailand
- TransIndus
- Travel PR
- Travel The Unknown
- Trinidad & Tobago Tourism
- TTG Media
- Tucan Travel
- Visit Jordan
- Wanderlust Travel Media
- Water by Nature
- Wild Dog Design
- Wild Frontiers

The Organisers

The Conference is put on by **Escape Events**, organisers of the *Adventure Travel Show*, in collaboration with **Wanderlust Travel Media**, publishers of the UK's multi award-winning *Wanderlust* magazine.



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