

ADVENTURE NEXT

NEAR EAST JORDAN
MAY 15-17, 2017



ADVENTURE TRAVEL
TRADE ASSOCIATION

"I've traveled around the world, but my time in Jordan with AdventureNEXT stands out as one of the most memorable experiences of my life, thanks to the endless adventure options, otherworldly landscapes, Jordanian hospitality, and the many meaningful conversations with fellow travelers and locals alike."

- Sunny Fitzgerald, Academic Experiences Abroad

AdventureNEXT Near East Opportunities

AdventureNEXT helps put emerging destinations on the adventure map. Countries or regions that want to position themselves as attractive for their natural or cultural resources or unique activities may host an AdventureNEXT, which offers local suppliers the chance to present themselves to international buyers and media through a Tour Operator MARKETPLACE and also by hosting adventure FAM trips. AdventureNEXT has keynote speakers and workshops designed especially for regional issues and delegates looking to professionalize and expand their adventure product offerings.

- **Explore Jordan and neighboring countries**
- **Connect with industry professionals from predominantly the Middle East, USA, Canada and Western Europe**
- **Discover best practices and innovations for adventure tourism businesses**
- **Create business partnerships with peers and media**
- **Promote your product, brand and destination**



Revealing New Pathways

The Jordan Tourism Board (JTB) welcomed 250 delegates to the Dead Sea for two days of immersive learning about Jordan and the region's adventure experiences, while also offering networking opportunities with some of the most influential media and inbound and receptive tourism operators in the world.

As the first event ever held in the region for the active and eco-adventure tourism market, the JTB and its long-standing partner the ATTA worked together to deliver an event dedicated to fostering new partnerships for travel professionals in the Near East region.

Centered around the theme "Revealing New Pathways," delegates from 22 countries attended to reveal their innovative travel products to international buyers and media as well as to their colleagues. The "new pathways" may follow traditional routes but be done in new ways, and that is the exciting and innovative approach the people in the Near East and Jordan are taking with tourism in the future.



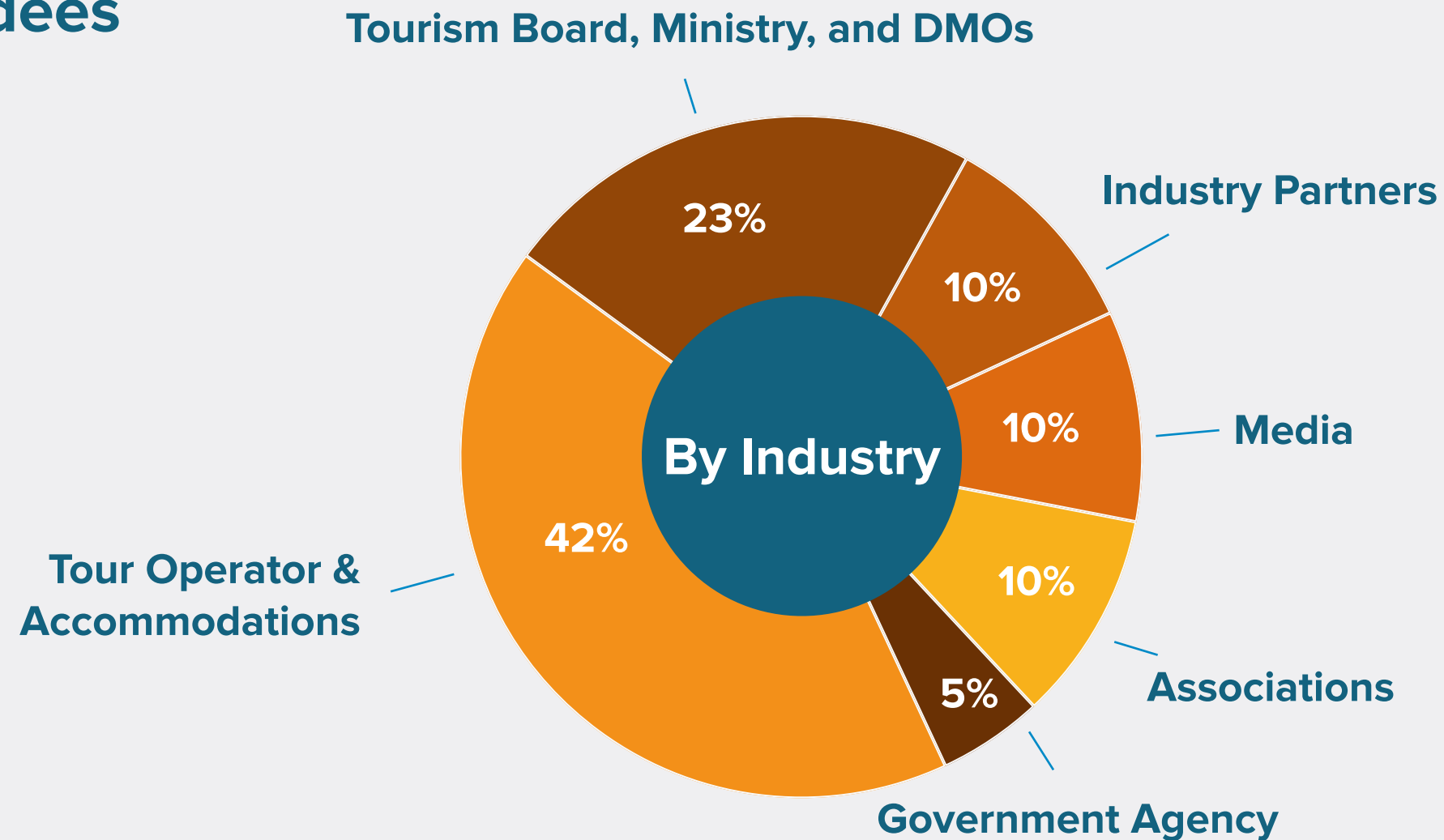
94%

of delegates stated that Jordan matched or exceed their expectations of Jordan as an adventure travel destination

"The people of course, it is always the people. In this case for me it was local people that live in a world so opposite ours in the United States I enjoyed the hospitality of the Muslim world."

- anonymous survey respondent

Attendees



“As media, I plan to write about and promote Jordan as a destination, both for standard travel as well as adventure. On a personal level, I’ve already convinced a handful of friends to go there (for climbing), and I personally plan to return.” - anonymous survey respondent

Attending Buyers

- Academic Experiences Abroad
- Allibert Trekking
- Austin Adventures
- Austin Adventures
- Bamba Experience
- Banjara Camp, India
- Connaissance Travel and Tours
- Cross Country Tours
- Evergreen Escapes International
- G Adventures
- Great Global Adventures
- Heritage Tours Private Travel
- HF Holidays
- Holiday Moods Adventure
- Holidays for Humanity
- Imaginative Traveller
- Intrepid Group
- KE Adventure Travel
- Kim Johnston - Travel Leaders
- Lost World Adventures
- Mountain Travel Sobek
- ROW Adventures
- Saddle Skedaddle Cycling Holidays
- Shikhar Travels India
- Snow Leopard Adventures Pvt. Ltd
- SpiceRoads Cycle Tours
- TCS World Travel
- The Clymb
- Total Fun
- Tripsite.com
- Uncover the World Travel
- Unsettled

Featured Speakers

Speakers from around the world came together to share their insights, stories, and experience. Here are a sampling.

**Tim Greening**

Director & Co-Founder, KE Adventure Travel

“Toolkit: Selling the Near East as an Adventure Destination”

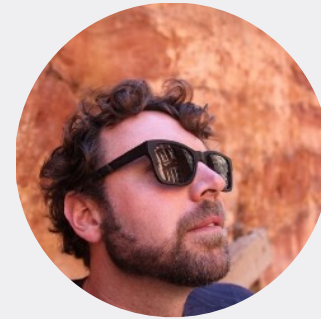
**Shaikha Ebrahim Al Mutawa**

Dubai Department of Tourism and Commerce Marketing (DTCM)

“Near East Innovators Breaking New Ground”

**H.E. Mrs. Lina Annab**

Minister of Tourism & Antiquities, Jordan

**Andrew Evans**

National Geographic

“Revealing New Pathways”

**Muna Haddad**

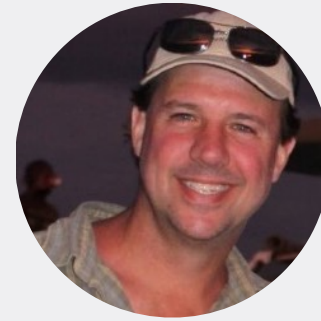
Managing Director / President, BARAKA / Jordan Trail Association

“Hidden Gems: Near East Adventure Product Innovations”

**Martine Btaich**

President, Lebanon Mountain Trail Association

“Immersive Storytelling”

**Keith Sproule**

Executive Director, Abercrombie & Kent Philanthropy

“Sustainable Adventure Businesses: Lessons from the Near East”

AdventureNEXT Near East Content

91%

average rating of good to excellent for sessions at this year's AdventureNEXT Near East



"I loved the sessions related to responsible/sustainable travel, loved the opening dinner setting, and loved the chance to meet so many other like-minded adventurers...especially the local ones."

- anonymous survey respondent



Jordan

While celebrated for its vast desert landscapes and the world famous UNESCO site, Petra, Jordan is much more than the sum of these two well-known sites. In an effort to showcase the country's tremendous adventure tourism potential to delegates, Jordanian ground operators thoughtfully crafted two to six-day itineraries featuring a combination of iconic landscapes and sites, off-the-beaten path places, distinctive experiences, and active adventures available to travelers. Delegates joined Pre-AdventureNEXT Adventures to actively immerse themselves and discover the depths of Jordanian hospitality, the variety of flavors in its cuisine, and the diversity of its landscape while evaluating potential product to sell and collect story ideas for widespread media distribution.



Perception of the Near East

68% of attendees had NOT been to Jordan before the 2017 AdventureNEXT Near East.

96% of attendees say that Jordan as an adventure travel destination somewhat or fully exceeded their expectations.

95% of attendees say that they will strongly recommend Jordan and the Near East region to their clients/friends/partners.

90% of attendees agree that they have a more favorable perception of Jordan as an adventure travel destination after AdventureNEXT Near East.



“Petra— This is like nowhere in the world. I travel extensively, 100 countries, and have seen many of the world wonders. This one left me staggered.”

- anonymous survey respondent

Pre-Adventures in Jordan

Nine Pre-Adventures throughout Jordan were offered as part of the AdventureNEXT Near East experience:

PRE 1 - THE JORDAN TRAIL ACTIVE TOUR

PRE 2 - EXPERIENCE FEYNAN ECOLODGE, JORDAN'S GREAT ESCAPE

PRE 3 - JORDAN NORTH TO SOUTH - A CULTURAL EXPERIENCE

PRE 4 - WADIS AND WHEELS - WET AND WILD ADVENTURE: HIKE AND BIKE

PRE 5 - DANA TO PETRA: 6-DAY TREK ON THE JORDAN TRAIL

PRE 6 - AN INNER AND OUTER ADVENTURE IN JORDAN

PRE 7 - CYCLING JORDAN: AMMAN TO PETRA VIA THE DEAD SEA

PRE 8 - ACTIVELY EXPLORING JORDAN'S WADIS" AMMAN TO AQABA

PRE 9 - WADI GHUWAIR TREK



91% of delegates rated their
Pre-Adventure as good to excellent

80% of delegates would recommend
their Pre-Adventure to other people

"The vast beauty of Wadi Rum and the ability to explore on foot or camel [was a highlight]. Even exploring in a jeep can be exciting."
- anonymous survey respondent



“The pre-adventure was the perfect introduction, as it allowed not just to experience part of Jordan but to quickly mix and bond with a varied group of peers from different parts of the industry (writers, photographers, tour operators and travel agents were all on my trip). This got everyone inspired for the main event itself and helped networking, introductions and so on. The fact that the event was relatively intimate in size meant that it was then easy to arrange meetings with people, or have serendipitous encounters.”

- anonymous survey respondent

AdventureNEXT Near East Value

We value the time, commitment and resources used by every delegate who attends AdventureNEXT Near East and for that reason ATTA creates an environment for sharing, learning, and inspiring one another where our delegates and partners leave the event with actionable and tangible results.

Overall level of satisfaction with the inaugural AdventureNEXT Near East: **8.4** out of 10

Average number of new, valuable contacts made by delegates at AdventureNEXT Near East: **5-10**

94% of delegates stated that there was ample available networking time

78% of attendees stated the likelihood of their company creating new innovative adventure travel products in the future within Jordan was guaranteed or nearly guaranteed

"[My best experience] I still have to say is the connections made...both new and old. Those are what I will take with me personally forever and what will help my company from a business perspective. Secondly, it would be my own perception of the region. I still cannot believe our sheltered misconceptions [in the U.S.], which I am now ready and willing to fight."

- anonymous survey respondent

All Delegates

Delegates ranked their reasons for attending AdventureNEXT Near East as:

1. Partnership/Sales
2. Community/Networking
3. Professional Development
4. Media relationships
5. Inspiration



94%

of delegates stated that the time and resources spent on attending AdventureNEXT Near East is of value to them and their business.

After attending AdventureNEXT, **41%** of delegates see their business in the Near East's adventure tourism economy as “strong participants with skills and knowledge that will help us succeed”, while **30%** of delegates see themselves “as new entrants, ready and able to step into adventure tourism.”

“I really enjoyed the lunches when I had the opportunity to talk with the speakers and operators. And I enjoyed the marketplace very much--meeting operators from other countries was rewarding and educational. The same goes for the time before and after dinners, when people could gather in small groups and meet each other.”

- anonymous survey respondent

Marketplace

Marketplace gives delegates the opportunity to have one-on-one meetings with the attending buyers and media at AdventureNEXT Near East.

93% of delegates rated Marketplace as good to excellent



"The Marketplace allowed me to connect deeper to the ATTA community."
- anonymous survey respondent



Attending Media

Editorial media, journalists, photographers and influencers from around the world came together to learn about the Near East and find new story ideas to share with their audiences. Here are a sampling of the media who attended:

- **Annie Griffiths**, National Geographic
- **Brandon Presser**, Travel Expert, TV Host, Writer
- **Nancy Bouchard**, PhD, Backpacker
- **MaSovaida Morgan**, Lonely Planet
- **Tim Neville**, Outside Magazine correspondent / The New York Times contributor
- **Lola Akinmade Åkerström**, Geotraveler Media



“As media, I plan to write about and promote Jordan as a destination, both for standard travel as well as adventure. On a personal level, I've already convinced a handful of friends to go there (for climbing), and I personally plan to return.” - anonymous survey respondent

Partner Attendees

- Gained awareness of their destination/product to industry influencers and media
- Increased credibility within the adventure travel industry
- Valued as adventure travel industry champion
- Achieved intimate networking support, facilitated by ATTA



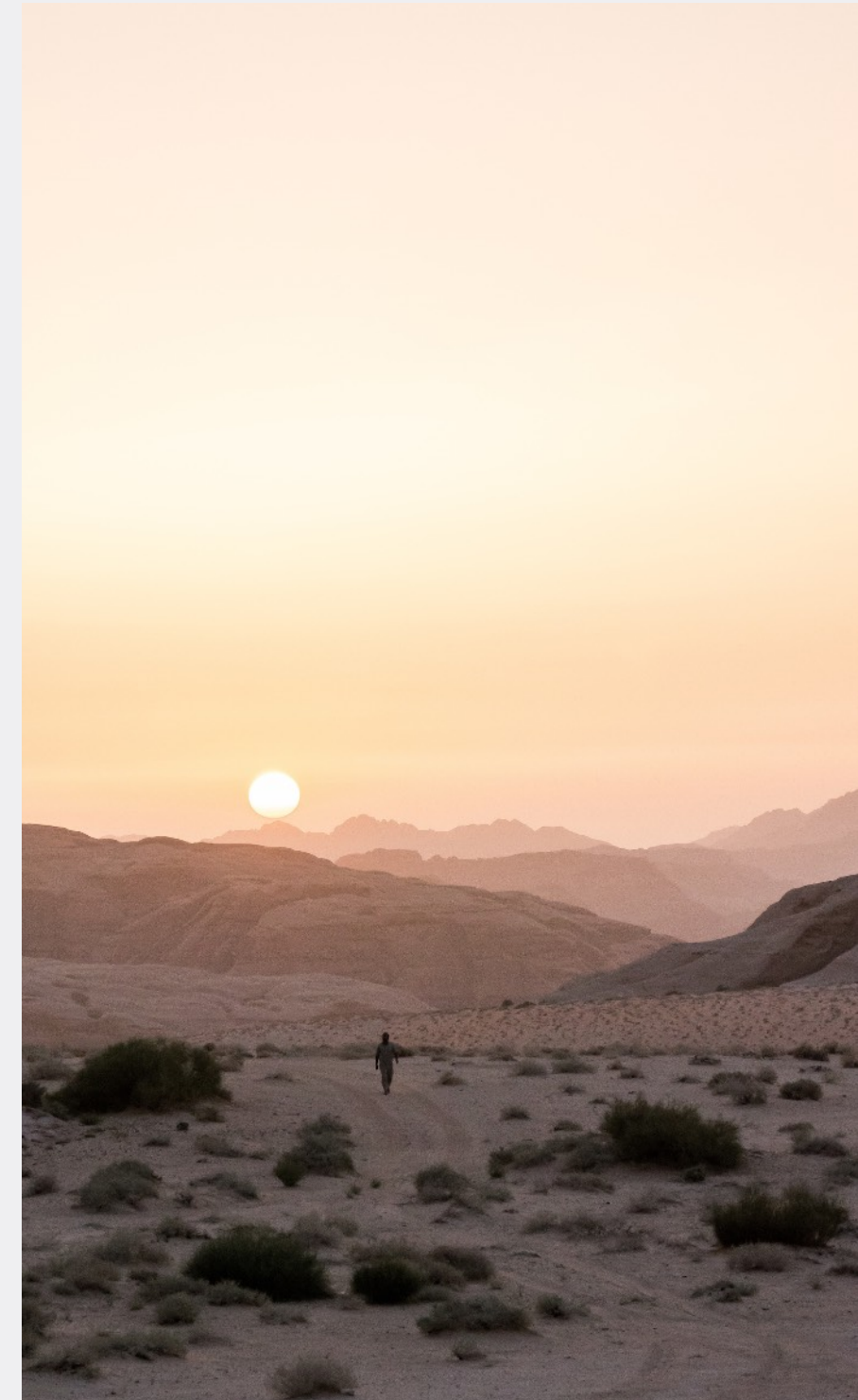
"I believe that [the Near East is a] destination well-suited for our clients, but it will take some time to bring business there. We have to start somewhere and this - attending AdventureNEXT and gaining some destination knowledge and finding partners - was the first step."

- anonymous survey respondent

Host Destination Exposure

Partner Branding Prior to and During AdventureNEXT Near East Included:

- Press releases and articles in AdventureTravelNews
- AdventureNEXT Near East landing page
- Promotional and dedicated emails sent to up to 23,000+ industry professionals
- AdventureNEXT Near East online agenda and in AdventureNEXT event mobile app
- Ongoing social media exposure
- Event exposure via hosted meals, banners, visuals on screens, logo exposure
- AdventureNEXT Near East mentioned by ATTA staff at other ATTA and industry events
- Gear giveaways & Storytelling videos & photos
- Mentions from the stage
- Speaking opportunities & video exposure



Media Reach

The social buzz and resulting stories from the event resulted in the following reach:

2.1 million through social media

42.8 million through digital earned media

6.7 million through print media



AdventureNEXT Near East Partners

Our sponsor partners' involvement is key to the success of AdventureNEXT Near East. A clear return on investment is important and, for that reason, we match our partners with the opportunities that we think will best showcase their destination or brand.

Sponsors utilized AdventureNEXT Near East for product sampling, networking and lead generation, brand building and promotions, while other sponsors dedicated support to specific speakers, initiatives or events.



AdventureNEXT Near East Partners





“Being able to experience Jordan alongside the people that call it home [was my favorite experience at AdventureNEXT Near East]. The people were the most welcoming, kind-hearted, and genuine people I have ever met.” - anonymous survey respondent

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