

ATMEX PROGRAM

2013

Collaboration/
Competitiveness/
Commercialization

EXPO // AUGUST 14 - 17 // 2013 // VERACRUZ
TRADE DAYS - August 14 - 16 | CONSUMER DAY - August 17

Welcome to Adventure Travel Mexico !

This August tour operators from around the world will converge in Mexico for the second annual Adventure Travel Mexico event. Through educational sessions and networking with internationally based tour operators and media, destinations and operators throughout Mexico will expose their unique adventure travel products while all operators will meet Mexican consumers on August 17th.

The Adventure Travel Trade Association in collaboration with the Secretary of Tourism, Government of the State of Veracruz and Mexico Tourism Board designed this event to feature adventure travel offerings and to provide Mexican operators with some of the latest trends, best practices and success stories from around the world. It is the only event of its kind in Latin America to date.

The themes of this year's ATMEX remind us all what drives us to succeed and what is necessary for a sustainable adventure travel industry. Competitiveness drives us to look deeply at our mission, commercialization reminds us to build our businesses with care, and collaboration is at the heart of everyone's ultimate success. It is our pleasure to work with our Mexican partners in another successful event that tells the beautiful story of Mexican tourism and the people and places behind it.

ADVENTURE ON!

Mr. Shannon Stowell
President, Adventure Travel Trade Association



Collaboration
Competitiveness
Commercialization



THURSDAY, AUGUST 15

MYSTERIES OF THE MEDIA REVEALED

OLMECA 5

Adventure travel companies need the Media to be able to their story. However for most companies large well known Media outlets seem to be out of reach. Learn some of the secrets from the voice of an expert on how to leverage content as a vehicle to get your story into some of the top international publications.

Berne Broudy

ATLAS OF PROTECTED NATURAL AREAS IN VERACRUZ

OLMECA 4

The importance of natural areas will be addressed by Dr. Rodriguez, who is a researcher for Tropical Research Center of La Universidad Veracruzana

Ernesto Rodríguez Luna

10:00 -
10:30

COFFEE BREAK

LOBBY

10:30 -
11:30

CONCURRENT SESSIONS #2

TRANSFORMING PEOPLE THROUGH THEIR EXPERIENCE WITH NATURE

OLMECA 7

The outdoors is a powerful scenario. It exposes us and places us in a state where we are eager and ready to listen and to learn. Operators have a responsibility to share their love for nature in a way that we can change peoples hearts and create ambassadors, stewards and leaders.

Fred Crema

PRIVATE AND PUBLIC PARTNERSHIPS FOR DESTINATION DEVELOPMENT

OLMECA 6

Local communities are the owners and the keepers of some of the most pristine natural wonders in the world. However, in many cases, they are challenge with lack of resources, lack of preparation and lack of opportunities in general. Learn how the public-private model for the successful development of adventure travel operations in these communities has come about.

Erika Harms

DO YOU KNOW YOUR CLIENT ? CUSTOMER RELATIONSHIP IS THE KEY FOR YOU BUSINESS SUCCESS

OLMECA 5

Understanding your consumer or consumers is critical for successful adventure travel companies. Learn some techniques used by experts on how to identify what your consumer needs.

Jonathan Nicholson

Luis Vargas

BEST ECO TRAVEL IN MEXICO

OLMECA 4

Join three of the best Eco travel focused operators in Mexico for 3 fifteen minutes sessions describing their product offerings.

Pueblos Mancomunados - María García

Yucatan - Jorge Romero

Oaxaca - Alma López

11:30 -
12:00

COFFEE BREAK

LOBBY

12:30 -
13:00

RIBBON CUTTING AND TOUR IN THE EXHIBITION ATMEX 2013

TAJIN HALL

12:30 -
14:00

MARKETPLACE SESSION #1

TAJIN HALL

14:00 -
16:00

OPENING LUNCH.

ULÚA 2 & 3

16:00 -
18:00

MARKETPLACE SESSION #2

TAJIN HALL

18:00 -
19:00

KEYNOTE ADDRESS

NAMIBIA: SUCCESSFUL CASE STUDY

ULÚA 4 & 5

Keith Sproule

20:00

DINNER ON OWN

Suggestions: Portales de Veracruz, Portales de Boca del Río, Café de la Parroquia y Malecón de Veracruz, Mariscos Villa Rica Mocambo, La Estancia de Boca, Il Veneziano, Vinissimo, La Mera Madre.

ADVENTURES

THURSDAY, AUGUST 15

AUGUST 10-13

ADVENTURE FAMS THROUGHOUT MEXICO

Please visit www.atmex.mx for more information.

TUESDAY, AUGUST 13

TRANSFER

Transfer to Veracruz (Boca del Río province)

WEDNESDAY AUGUST 14

DAY OF ADVENTURE

7:30 -
17:00

Delegates will have the opportunity to divide into small groups and visit some of the unique attractions the region has to offer, like the reefs in Boca del Río, the dunes at Chachalacas or caves and kayaks in crystal clear water.

14:00 -
18:00

REGISTRATION AND NAMETAGS

South lobby WTC Veracruz

19:00

WELCOME COCKTAIL

Plaza Balderas. Boca del Río, Veracruz

9:00 -
10:00

CONCURRENT SESSIONS #1

A NEW APPROACH FOR ADVENTURE TRAVEL - PRODUCT INNOVATION, NEW MARKETS, NEW BUSINESSES.

OLMECA 7

Customers evolve every day. There is endless demand for new products. Company's abilities to identify new trends and not just passing fads will guarantee their ability to design solid new products. Join us in this session to learn how innovation is critical for adventure operators.

Lázaro Mediavilla

LEVERAGING THE ADVENTURE TRAVEL SECTOR - TRAINING, TRAINING, TRAINING - UNDERSTAND THE IMPORTANCE OF TRAINING FOR ADVENTURE TRAVEL

OLMECA 6

Adventure travel has come of age. Consumers are more experienced and sophisticated and safety is of paramount importance. Learn our experts how to gain a competitive edge through successful training and how to minimize risk through safety management.

Richard Weiss

Jean Claude Razel



FRIDAY, AUGUST 16

BEST TREKKING DESTINATIONS IN MÉXICO OLMECA 4

Mexico's varied geography, climate and topography create a unique and compelling offering of trekking experiences. Join us for 3 fifteen minute sessions with some of Mexico's top operators who offer trekking throughout Mexico.
Jalisco - Mauricio Margules
San Luis Potosí
Chihuahua - Eric Jafet

18:00 - 18:30 COFFEE BREAK
LOBBY

CONCURRENT SESSIONS #4 TOURISM DEVELOPMENT THROUGH NATURE OLMECA 7

AMTAVE will generically review how territory and local development can be transformed into a resource for adventure, rural and eco-tourism.
AMTAVE- Dalila Calvario

BENCHMARK NATURE DESTINATION MANAGEMENT OLMECA 6

Learn about the nuts and bolts of the Namibian success story. What the major challenges were, and how they have worked to overcome them.
Keith Sproule

BRANDING AND STORYTELLING OLMECA 5

Successful marketing entails a company's ability to tell its story in a way that is unique, compelling and true. Learn from experts storytellers how to create your story and company's brand
Gary Arndt

BEST CULTURAL ADVENTURES IN MÉXICO OLMECA 4

Thousands of years of history, of culture and ancient civilizations have gifted Mexico with a unique heritage which consumers around the world are eager to learn about. What better way to learn about this culture, than through adventure travel opportunities. Join us for 3 fifteen minutes sessions where some local operators will share their best cultural based adventures.
San Luis Potosí
Baja California Sur - Jaime Campos
Yucatan - Jorge Romero

20:00 DINNER ON OWN
Suggestions: Portales de Veracruz, Portales de Boca del Río, Café de la Parroquia y Malecón de Veracruz, Mariscos Villa Rica Mocambo, La Estancia de Boca, Il Veneziano, Vinissimo, La Mera Madre.

SATURDAY, AUGUST 17

10:00 - 16:00 GENERAL ADMITTANCE TO THE EXHIBITION
ATMEX 2013.
 TAJÍN HALL

11:00 - 11:30 GREEN EVENT BY PRONATURA VERACRUZ A.C.
 OLMECA HALL

11:30 - 12:30 CLINIC ON ROPES AND KNOTS / UNIVERSITY OF THE ARMY AND AIRFORCE.
 OLMECA HALL

12:30 - 13:00 COFFEE BREAK
 LOBBY

KEYNOTE ADDRESS AND CLOSING CEREMONY

ADVENTURE AND NATURE, LIFE EXPERIENCE
 ULÚA 4 & 5
Galia Moss

FRIDAY, AUGUST 16

9:30 - 14:30 MARKETPLACE #3
 TAJÍN HALL

14:30 - 16:00 LUNCH SPONSORED BY NORTHERN STATES
 ULÚA 2 & 3

16:00 - 17:00 MARKETPLACE #4
 TAJÍN HALL

17:00 - 18:00 CONCURRENT SESSIONS #3
 SOCIAL MEDIA AND MARKETING - TOOLS, TIPS, STRATEGIES ON THIS EVER EVOLVING UNIVERSE
 OLMECA 7

Online marketing is fundamental for a company's success in today's competitive landscape. Learn some tips from social media and online marketing experts.
Christian Wolters
Michael Pötscher

OPTIMIZING DESTINATIONS FOR ADVENTURE TRAVEL OLMECA 6

Destinations are challenged every day with critical decision and how to best use scarce resources in order to foster a competitive new industry, infrastructure, training, standards, promotion are only some of the examples of things must be considered. Join us for this session and learn about how Ireland has managed this successfully.
Ethna Murphy

WHAT DOES SUSTAINABILITY HAVE TO DO WITH YOUR BUSINESS ? WHAT TO DO ? WHAT STANDARDS TO FOLLOW. HOW TO GET INVOLVED AND HOW TO COMMUNICATE ? OLMECA 5

Nature and culture are two of the raw materials required for a profitable adventure travel operation . Successful companies must look out for the environment and for the well being of local communities if they want to grow and thrive. Hear from the voice of one of Adventure Travel's Latin American icons how this be achieved.
Rafael Gallo

BERNE BROUDY

Berne Broudy is a freelance journalist and photographer, and contributing editor at Outside Magazine, Ski Magazine and Popular Science, and former contributing editor at Backpacker and Canoe and Kayak. She writes and photographs for many outdoor adventure and adventure travel magazines and blogs in the US and Europe. Prior to working as a journalist, she developed and guided adventure travel tours in Latin America, the US and Europe.



CHRISTIAN WOLTERS

Christian Wolters is the VP, Sales and Marketing for Intrepid Travel in Toronto, Canada and has over seventeen years of experience in sales, marketing and business development. Prior to realizing adventure travel was his "home" Christian worked for well-known brands like Harley Davidson, Honda and Kawasaki even before there was an online! Somewhere in between all this, Christian has taught part-time at George Brown College, travelled the world, co-founded a thriving business called Soko Distribution and is also co-raising his four year old son which has infinitely been the most challenging.



DALILA CALVARIO

Dalila Calvario Benitez is a geographer graduated from the UNAM with a specialty on planning. She also has a Master degree on Sustainable Tourism Management from the University for the International Cooperation from Costa Rica.

Dalila has more than 25 years of experience as a specialized consultant in adventure, ecotourism, rural tourism, training, planning and Management. She has participated in the elaboration of more than 40 studies and master plans that include actions for the nature travel segment.

The magazine "Lideres Mexicanos" find Dalila ranking number ten out of the 60 Mexican tourism leaders. Currently she is also the editorial director of the magazine "Revista Aventura Vertical", media specialized in adventure travel and ecotourism. She is adviser for different institutions on planning, training and promotion. She also participates in the National System of Consultants of the Secretariat of Economy and is the president of the Adventure Travel and Ecotourism Mexican Association AC. (AMTAVE).



ERIKA HARMS

Erika Harms is the Vice President of Marketing Services of Solimar International, a global development and marketing firm that believes in the transformative power of sustainable tourism. Until recently Erika served as the Executive Director of the Global Sustainable Tourism Council, a cutting edge initiative to set standards and processes for businesses and destinations to better practice and measure sustainable tourism. Erika has focused on creating platforms that bring together private and public sector in support of conservation and poverty alleviation initiatives, and has spearheaded multi stakeholder coalitions such as the World Heritage Alliance for Sustainable Tourism and the Partnership for the Global Sustainable Tourism Criteria. She has served as judge for several awards. In 2008, Conde Nast Traveler recognized Erika as a "Trail Blazer" in Sustainable Tourism and in 2010 she received the HSMAI award for Top 25 Most Extraordinary Minds in Sales and Marketing. Erika holds a degree of Attorney at Law and a master's degree in Business Administration and natural Resource management from INCAE, Central American Institute of Business Administration, Costa Rica.



ETHNA MURPHY

Current position – Manager, Destination Development – Strategic Planning and Policy

As manager in the Destination department within Fáilte Ireland, Ethna and the team are responsible for identifying and prioritising supports that will deliver high quality, distinctive holiday experiences that drive the development of the tourism destinations within Ireland. The remit and work of her department is to offer the Irish industry and sector groups specialist advice, key business supports and assistance to meet current and future consumer demands.

She has worked on wide range of projects in Failte Ireland and previously, CERT. including the development of Optimus - Business Excellence programme and a variety of cross boarder initiatives. She has also managed tourism award schemes such as Irelands Best and the Irish Welcome Awards.



FRED CREMA

Worked with tourism since 1992, specialized in nature and wild life observation, last year received two state awards and national prominence in social responsibility and tourism services, now a days is a enterprising of Maritaca Turismo, tourism director in Sacramento - Minas Geras, counselor of the National Park of Serra da Canastra (in Sacramento, Minas Gerais). Belive in outdoor life experiences in your way to work in harmony with universe.



GARY ARNDT

Gary Arndt is a multiple award winning blogger and travel photographer who has been traveling around the world non-stop since 2007.

His blog Everything Everywhere is widely considered one of the most popular travel blogs in the world. In 2010 Time Magazine named it one of the Top 25 Blogs on the Internet and it earned a Gold Medal in the Travel Blog category in the 2012 North American Travel Journalist Association (NATJA) awards.

He is a regular contributor to American Forces Radio and has appeared in the New York Times, CNN, BCC, The Atlantic, Outside Magazine and many other newspapers around the world. He has served as a brand ambassador for G Adventures in their Wanderers in Residence program since 2010.



JEAN CLAUDE RAZEL

Safety management in the Outdoor Business. July 2013

Jean-Claude, 47, has 30 years experience in the adventure business, specialized in safety management, operation and product development.

As a manager of the Brazilian National Rafting Team, Jean-Claude won two world championships (South Korea 2007, Bosnia 2009) and one youth world championship (Costa Rica 2011).

In 2009 he was elected President of ABETA, Brazilian Ecotourism and Adventure Travel Trade Association with 300 members nationwide. For 2 mandates (2009-2012), he actively participated in Aventura Segura, one of the most successful qualification program in Adventure Travel in the world.



JON NICHOLSON

Jon Nicholson, president of the recently launched "The L1 Group" focuses on product and itinerary development. Having been to all seven continents & over a 100 countries he has a passion for travel and the ingredients needed for clients to have exceptional experiences.

He started in the travel industry nearly 40 years ago working in retail travel where he spent 21 years as an employee and owner before working at American Airlines. Seventeen years ago he joined Zegrahm Expeditions in Seattle. At Zegrahm he worked in a number of roles on the operational/planning side of the business prior to becoming president of the company. Outside of travel Jon is an avid distance runner and appreciates local food from around the world.

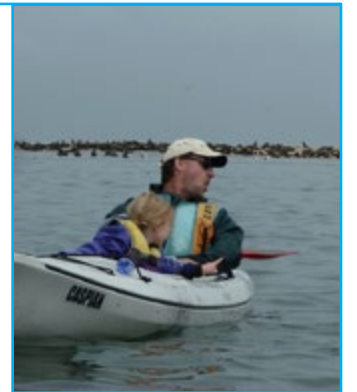


KEITH W. SPROULE

Keith Sproule is the Tourism Business Advisor with WWF in Namibia, where he works with tourism development in some of the most rural, isolated regions of sub-saharan Africa. His particular work emphasis is with communities who have formed "conservancies" and in the process partner with private sector investors to establish Joint Venture (JV) Lodges. Keith works on all aspects of these agreements, including issues of negotiation, financing, oversight and training. Over 250,000 rural Namibians participate with the conservancy program, underwritten in large part by the largest number of JV Agreements of any destination.

Keith has been an advisor on ecotourism policy and planning to governments on three continents. He has worked and traveled in over 110 countries, including many of the premier ecotourism destinations around the world. He has worked as a contract consultant with private tourism investment projects, the World Bank, Asian Development Bank, USAID and dozens of tourism boards and ministries of tourism.

Keith served two terms as Chairman of The International Ecotourism Society (TIES), and is currently a board member of Sustainable Travel International (STI) and the Charture Institute. He has been a field judge for the World Travel and Tourism Council's Tourism for Tomorrow Awards for over a decade.



LÁZARO MEDIAVILLA

Lázaro Mediavilla, doctor in Physical Activity Science and Sport with European mention. Professor and researcher of the Natural Environment Activities at the Madrid Polytechnic University. He belongs to the mountains scientific committee of the Spanish Climbing and Mountain Sports Federation (FEDME) and member of the Investigation Center for the Touristic and recreational Activities at the Highlands and Islands University. Lázaro is author of a number of books and publications and lecturer in active and adventure travel.



LUIS VARGAS

Luis has focused his professional life around a passion for enabling others to engage with the planet and its people in meaningful and sustainable ways. Luis sees adventure travel as a powerful mechanism to maintain and protect a sense of place and ensure that in all parts of the world, people can both thrive and keep their cultural integrity and environment intact. He has spent his career delivering world-class results for international product innovators including market leading brands like The Walt Disney Company, Backroad's, Athlete's Performance and REI. In roles including Vice President, Director and General Manager, Luis provides inspired leadership to high performing teams that consistently exceed expectations. He is relentless in the pursuit of extraordinary guest experiences and has developed rigorous discipline around executing the highest levels of guest satisfaction. Luis currently leads the Adventure Travel business at The Clymb and oversees the current portfolio and directs all new business development.

He is a graduate of the Anderson School of Management at UCLA, and a Certified Sommelier from the Court of Master Sommeliers, London. Luis currently sits on the Board of Directors of the non-profit, Sustainable Travel International and is 1 of 6 members of the Board of Advisors of Mercury CSC, a boutique consultancy in the outdoor retail and travel space. He also loves to ride, race, commute or just cruise on one of his bicycles, unquestionably his favorite mode of transport.



SPEAKER BIOGRAPHIES

MICHAEL PÖTSCHER

After growing up in Milan, Abu Dhabi, Vienna and Vancouver, Michael Pötscher received his degree in International Business Management with a focus on Tourism from the University of Economics and Business Administration of Vienna and is currently Product Manager at TourRadar GmbH. A strong advocate for identifying customer needs, he focuses on building and modifying online products to provide the best solution for customers and businesses.

At TourRadar GmbH he helps tour operators and destination marketing organizations achieve a more targeted marketing approach to deliver higher performances from TourRadar products and develops business solutions to increase sales and facilitate communication between operators and travellers. His professional interests focus on the development of online-, travel- and sport-related products. In addition, he serves as a Self-Employed Online Travel Consultant for Hotels.



RAFAEL GALLO

Industrial Engineer, founder of the Adventure Travel Company, "Ríos Tropicales", in Costa Rica in 1985. In 1990, through his foundation, he started programs of reforestation and environmental education at schools. In 2008 he won the Geotourism award given by National Geographic, for its Lodge at Rio Pacuare, with forest restoration and protection practices and local community development. He is the Founder and current President of the International Rafting Federation. He organized the last Worldwide Rafting Championship in Costa Rica in 2011 and achieved to certify it as Carbon Neutral. In 2012 Cemefi recognized Ríos Tropicales as an exemplary company in Latin America because of its socially and environmentally responsible practices. He is President of the Private Nature Reserves Network of Costa Rica, which promotes the sustainable development to save tropical forests.



RICHARD WEISS

Richard Weiss is an active/adventure travel industry veteran with over 30 years experience in the field. Richard began his career in the adventure travel business leading wilderness trips for the Sierra Club in the late 1960s canoeing and backpacking throughout Canada and Europe. He then became more comfortable and better fed leading bike trips for Toronto-based Butterfield & Robinson in France and Italy, becoming Director of European Operations in the mid-1980s.

Richard's shift back to more adventurous travel started when he became CEO of Mountain Travel Sobek in 1995. He has held executive positions with Backroads and Grand Expeditions, where he had responsibility for five GrandEx companies as President of the Eco/Adventure platform. Most recently Richard spent two years setting up Adventures by Disney, The Walt Disney Company's™ entry in the active travel space. He currently is president of Strategic Travel Consulting, an Oakland, California-based firm, where he offers adventure travel-related consulting and executive coaching services.



ABOUT THE ADVENTURE TRAVEL TRADE ASSOCIATION

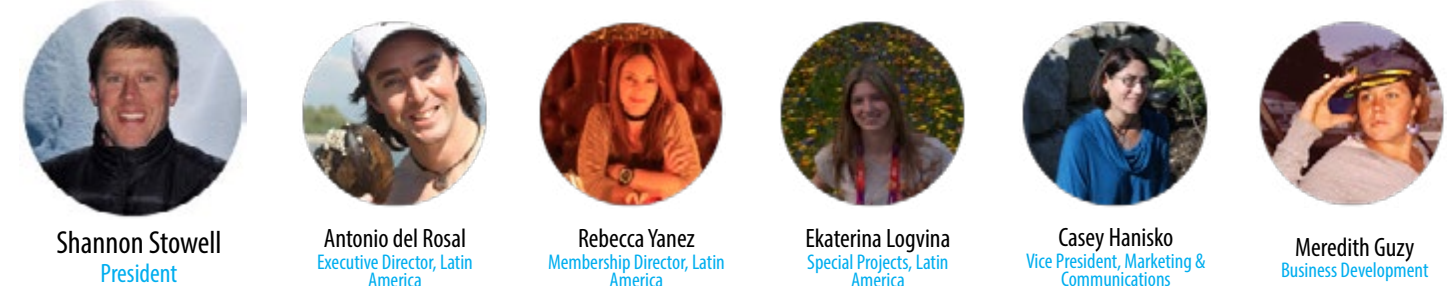
We are a catalyst, a hub, a refuge, a facilitator. We are the Adventure Travel Trade Association (ATTA), a global membership organization and home to a thriving community of 900 responsible, profitable businesses, destinations and media who transform customers and businesses alike into advocates for sustainability and justice worldwide. Our members include tour operators, tourism boards, specialty travel agents, guides, accommodations, media and service providers.



We, the ATTA, are driven to help adventure tourism businesses and destinations worldwide succeed. We exist to bring our members opportunities that drive new customers, lower costs and increase returns on investment. We work to implement industry standards, face and address thorny issues, tackle initiatives that get adventure travel in front of the mainstream culture, and work to get others who should be investing in this industry educated about who the adventure traveler is, and the responsibilities we share to protect the people and places we visit. We're working to ensure the sustainable development of the adventure tourism industry, with our sights set on people, planet and profit.

As a global networking, business strategy, professional development, promotional and educational force, the ATTA exists to:

- Promote and grow the adventure travel market
- Provide exclusive professional support, development, marketing, business building and cost-saving resources to ATTA members
- Provide a unifying voice for the industry that promotes and facilitates knowledge sharing, networking and a common vision
- Research, anticipate, interpret and share travel, consumer and industry trends
- Identify, understand and rally industry leaders to tackle pressing issues, while propelling growth initiatives
- Define "adventure travel" and establish "best practices" and operating standards
- Encourage sustainable and environmentally and culturally sensitive adventure travel practices



JOIN THE ADVENTURE TRAVEL TRADE ASSOCIATION TODAY!

LEARN, PARTNER and GROW as a member of the ATTA

The Adventure Travel Trade Association (ATTA) works to grow, professionalize and unify the adventure tourism industry.

Join and be part of a successful and prosperous global network of more than 900 tour operators, travel advisors, destinations and media from over 80 countries.

Membership benefits include access to:

- Education and Webinars
- Media Relationships
- Global Networking & Partnerships
- Consumer Travel Website
- Research and Trends

The cost of annual membership is \$600 for tour operators (visit our website for other types of memberships and costs). Secure your membership today: www.adventuretravel.biz/membership

“What I find of great value on ATTA is the benefit that tour operators can get to do networking between them, sharing opinions, exchanging ideas, and basically expanding our professional community from within the walls of our offices to the world.”

- Anne Wood, DIRECTOR Programs, Mountain Travel Sobek

ADVENTURE TRAVEL DESTINATIONS - TELL YOUR ADVENTURE STORY!

Partner with the ATTA to create customized adventure travel events that feature your destination.

AdventureWeek – Showcase your destination to a group of hand-selected international tour operator buyers and travel advisors as well as targeted media via an intensive familiarization (FAM) program. The ATTA will:

- Work with your destination to craft a tailored adventure travel itinerary
- Select buyers and media that currently sell or are interested in selling your destination
- Organize a dedicated marketplace during the FAM to facilitate on the ground partnering
- Deliver immediate branding and storytelling content during AdventureWeek via video, photos and social media

AdventureConnect: Summit – Gather together adventure travel industry professionals in your destination to partner and learn. Customize this event, of at least 200 attendees, to fit your destination’s adventure travel opportunities. Options include:

- Marketplace
- MediaConnect
- Educational Sessions
- Adventure activities

For **Latin America** destination opportunities contact Antonio Del Rosal at Antonio@adventuretravel.biz
For **ATTA Membership** information contact info@adventuretravel.biz



THANKS TO 2013 ATMEX SPONSORS

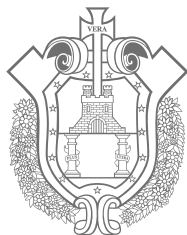
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