



ADVENTURE TRAVEL CONFERENCE
& MARKETPLACE 2018
18-19TH JANUARY • OLYMPIA • LONDON



AdventureTravelConference.co.uk

An unmissable 2-day B2B event
with conference, exhibition,
networking and supplier marketplace

Adventure Travel Conference Presented by

**ADVENTURE
TRAVEL SHOW**

OLYMPIA LONDON 20-21 JANUARY 2018
ADVENTURESHOW.COM

Wanderlust
TRAVEL MEDIA

Media Partner

TTG MEDIA

Key Information



NOW!	Marketplace registration is now open for exhibitors and buyers
May 2017	Conference Earlybird discount rate tickets on sale
November 2017	Marketplace exhibitors and buyers will be approved and notified
December 2017	Appointment scheduling opens
December 2017	Conference Earlybird discount rates close - full price tickets available
January 2018	Appointments confirmed and finalised
18 January 2018	First day of ATC: Marketplace plus seminars and awards
19 January 2018	Second day of ATC: The Conference

The exhibitor Marketplace provides the opportunity for destinations, emerging markets, DMCs, unique accommodation providers and new adventure products to meet face-to-face with UK product buyers. It's a unique platform to gain access to the key buyers in the UK market.

REGISTER NOW AT: AdventureTravelConference.co.uk

What is ATC?



The Adventure Travel Conference is the UK's only travel trade event for the adventure travel industry. It consists of two days; a B2B exhibitor Marketplace on the Thursday and a full business conference on the Friday. Over the course of two days you will have the opportunity to meet and network with owners and senior management from UK tour operators, tourist boards, marketing & PR agencies, travel agents, gear companies, suppliers, service providers and relevant media. Be the first to gain market intelligence from the UK's annual Adventure Travel Survey and have full, free access to the resulting report.

DAY 1 **Thursday 18 January** **Marketplace and Awards**

- A marketplace of exhibitors, offering the best in adventure and experiential products
- Seminars and workshops
- Media panel and media networking
- Adventure Travel Awards - recognising the best of the adventure travel industry in the UK
- Socialise over a drink with your peers, potential partners and media



DAY 2 **Friday 19 January** **Conference & Networking**

- Full conference programme tackling the issues and opportunities in the adventure travel market
- Business basics sessions (ideal for small and new businesses)
- Results of the annual Adventure Travel Survey UK: consumers, tour operators, travel agents and tourist boards
- Sponsor showcase
- Networking breaks and breakouts: meet the most influential people in adventure travel
- Networking drinks reception: socialise with your peers and potential partners

DAY 1

(Thursday 19 January)

Marketplace and Awards

Thursday is a Marketplace based on 15-minute face-to-face meetings for approved exhibitors and buyers who offer the best in adventure travel and experiential products.

This is the ideal platform for companies such as DMCs, DMOs, unique accommodation providers and new adventure attractions to promote themselves to a wide range of UK Tour Operators, who in turn offer their global clients the best experiences in adventure travel.

During the day there will be a number of seminars and panel sessions. Later we enjoy networking drinks when we host the Adventure



Travel Awards, the only awards to recognise the best of the adventure travel industry in the UK.

▶ **The 2018 programme is yet to be announced. For a flavour of the content, here is the 2017 programme:**

MORNING

- ▶ (Registration 10.30am, programme starts 11.00am)
- ▶ Introduction by moderator Derek Moore.
- ▶ Overview of the UK market, the trends and emerging destinations, including selected highlights from the Adventure Travel Survey UK.
- ▶ A successful Tour Operator & DMC relationship: How to create the best partnership and manage expectations; how to overcome challenges and the importance of equal values. Includes contracts, legalities, training crew and managing uniformity within various destinations.
(John Telfer, Explore; Roland Thorne, Swaziland Tourism Authority)
- ▶ The Solo Traveller & the Silver Traveller: An insight into two of the fastest-growing and most important groups in adventure travel, and what they want from their trips (a rerun of last year's two most popular talks, but updated and now even more relevant for product managers and suppliers.
(Lyn Hughes, Wanderlust; Debbie Marshall, Silver Travel Advisor)

AFTERNOON

- ▶ MARKETPLACE
(A schedule of 15 minute face-to-face exhibitor/buyer meetings)
- ▶ Introduction to afternoon by Derek Moore.
- ▶ Brazil as an adventure destination. *(Alex Robinson)*
- ▶ How to take the video your marketing team need: Product specialists and suppliers are often asked to provide video for use on websites and social media. We look at tips and tricks to get the best results.
(Mark Wright, Robin Waldman, Phoebe Smith)
- ▶ Media panel. How do you get coverage for your organisation and products in either consumer or trade media? A panel of top editors and writers provide insight into the fast-evolving world of travel media and answer your questions.
(Phoebe Smith, Wanderlust; Alex Robinson, freelance; Pippa Jacks, Travel Trade Gazette; Lyn Hughes, Wanderlust)
- ▶ Wrap-up by Derek Moore.
- ▶ Networking reception
- ▶ Adventure Travel Awards

Supplier Marketplace and appointment system places are limited so register your interest now!

DAY 2

(Friday 20 January)

Conference & Networking

The Conference attracts a wide range of adventure travel participants, mainly business owners and senior decision makers with plenty of opportunities to network and debate current industry issues.

Be the first to gain market intelligence from the UK's annual Adventure Travel survey, meet and network with tour operators, tourist boards, marketing & PR companies whilst looking at the trends, challenges and opportunities facing the travel sector.

Throughout the day, you can expect inspirational speakers and be able to participate in panel discussions and breakout sessions.



Finish the day with a spot of networking at our drinks party.

▶ **The 2018 programme is yet to be announced. For a flavour of the content, here is the 2017 programme:**

MORNING

- ▶ Introduction by moderator Derek Moore.
- ▶ Results of the annual Adventure Travel Survey UK: consumers, tour operators, travel agents and tourist boards. (*Danny Callaghan*)
- ▶ Foreign exchange preparation & planning for 2017. (*Adam Cox, Global Reach*)
- ▶ Unexpected opportunities in sustainability and training – and how they can benefit your business. (*John Telfer, Explore*)
- ▶ Adventures in Trailblazing: How long-distance routes can be the key to unlocking new business opportunities. We get an insight into the new Transcaucasian Trail, plus a discussion on some of the world's other new trails. (*James Scipioni, Transcaucasian Trail; Nasr Tamimi, Wild Jordan; Phoebe Smith, Wanderlust*)
- ▶ Video Marketing in 2017: We all know that video is a key part of travel marketing, but do you know the best ways to maximise and recycle your video content? (*Robin Waldman plus Mark Wright; Jonny Bealby, Wild Frontiers; Phoebe Smith, Wanderlust*)

AFTERNOON

- ▶ When the Going gets Tough... How to achieve standout for your brand in challenging and competitive times. (*Simon Tobin*)
- ▶ Crisis management (*Nick Thomas, Securewest; Gill Williams, Ashley Toft, Explore*)
- ▶ Coffee break & break-out session (Challenges & Opportunities)
- ▶ Innovations in Experiential Travel (*Hans Lagerweij, Tui*)
- ▶ Points of view: A panel of industry insiders, including Justin Wateridge, Steppes Travel; Hans Lagerweij, Tui; Simon Calder; Steve Berry, Mountain Kingdoms – interviewed by Jono Vernon-Powell – look at the challenges, trends and opportunities for the adventure travel sector.
- ▶ Conclusion by Derek Moore.
- ▶ Networking drinks at Pizza Express

BREAKOUT ROOM

- 11.25 Raising finance for your business (*Simon Tobin*)
- 11.55 Top tips for managing HR issues (*Claire Steiner*)

Costs

EXHIBITORS

	Thursday	Friday	Additional Tickets
Marketplace Exhibitor	£1,050.00	2 tickets included	£100.00

- ▶ A table for 2 representatives is provided on Thursday at the Marketplace, plus appointment system, seminar and awards.
- ▶ Tickets for additional representatives are available to purchase, giving access to both Thursday and Friday.

APPROVED BUYERS

	Thursday	Friday
Marketplace Approved buyer	FOC	FOC

- ▶ Marketplace Approved buyer includes appointment system with minimum number of appointments required, seminars and awards. The same delegate can attend the Friday Conference FREE of charge.

DELEGATES Note: Earlybird tickets only apply to bookings made by 1st December

2-days	(Thursday & Friday)	Additional Tickets
Earlybird Special*	£165.00	£100.00
Earlybird Regular	£215.00	£130.00
Special*	£215.00	£130.00
Regular	£285.00	£170.00

- ▶ 2-day delegates include seminars, awards, access to exhibitors, full conference programme

Thursday only	Thursday	Friday	Additional Tickets
Thursday only delegate	£100.00	n/a	£65.00

- ▶ Thursday only delegate includes seminar, awards, access to exhibitors

Friday only	Thursday	Friday	Additional Tickets
Earlybird Special*	n/a	£110.00	£65.00
Earlybird Regular	n/a	£160.00	£95.00
Special*	n/a	£160.00	£95.00
Regular	n/a	£230.00	£135.00

* Special rates apply to *Adventure Travel Show Exhibitors* and *Wanderlust Advertisers*.

For more information on how you can get involved

Contact: pru.goudie@adventuretravelconference.co.uk or phone +44 (0) 7775 754 615

Opportunities & Sponsorships

Ideal for Tourist Boards and Service Providers through sponsorship of the Adventure Travel Conference your organisations will be associated as a key supporter of the UK's only dedicated conference for this travel sector. Opportunities start from as little as £500.

Sponsorship options can include a presence in the Marketplace and/or a showcase stand on the Friday. To maximise your exposure speak to us about bespoke packages available.

Examples of the sponsorship opportunities available include:

- Lead sponsor
- Category sponsor of Adventure Travel Awards
- Speed-networking meetings sponsor
- Networking reception sponsor
- Coffee break sponsor
- Lunch break sponsor
- Media panel sponsor
- Lanyards sponsor

"Craghoppers sponsored ATC to forge links with like-minded travel companies and we came away having made some great new contacts to partner with"
Gill Russell
Craghoppers

"The ATC and Marketplace provides an amazing platform for DMCs to learn more about the global adventure travel industry and to meet up with buyers who mean business"
Roland Thorne
All Out Africa

"A good way to meet all the important people in Adventure Travel in the UK and to catch up with latest trends and always learn something new"
Paul Cripps
ATLAS / Amazonas Explorer

"A thought provoking package of talks and seminars that dealt with some of the travel industry's pressing concerns. Well run and well worth attending"
Jarrod Kyte
Steppes Discovery

"Well organised and enjoyable. For a buyer, the targeted marketplace was excellent!"
Amrit Singh
TransIndus



For more information on the sponsorship opportunities:

Contact: pru.goudie@adventuretravelconference.co.uk | +44 (0) 7775 754 615

or claire.antell@adventuretravelconference.co.uk | +44 (0) 7958 218 784

What the delegates say...



“Phoebe Smith’s presentation on iPhone film-making was the highlight of the event for me”



“A great opportunity to hear about, and discuss, trends in the adventure world”



“We connected with all types of organisations that should grow our business significantly”



“Concise, well-presented information by knowledgeable speakers”



“A really valuable opportunity for us to connect with tour operators”

REGISTER YOUR INTEREST NOW

AdventureTravelConference.co.uk