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FOR IMMEDIATE RELEASE:

ADVENTURE TRAVEL TRADE ASSOCIATION (ATTA) DELIVERS NEW MEMBERSHIP PROGRAM, EXPERTISE AND WEB HUB TO INDUSTRY

(SEATTLE, WASH.) – January 7, 2004 – Along with the launch of the first phase of the adventure travel industry’s revitalized Web center, www.adventuretravel.biz, the Adventure Travel Trade Association (ATTA) today unveiled an unprecedented member program designed to promote the adventure travel market and deliver professional support, development, marketing, research, education and cost-saving resources to adventure travel companies.

Today’s announcement follows extensive industry research, operational planning and retooling under the guidance of travel and outdoor industry veterans Mr. Shannon Stowell, president, and Mr. Chris Doyle, director, along with a host of expert advisors, strategic partners, sponsors and staff. Under this new leadership, the ATTA is emphasizing efforts to raise the profile of the adventure travel industry worldwide through critical research and analysis, alliance building, networking, and effective and timely trade and consumer outreach and education.

“Learning, partnering and growing is essential to our vision of sustaining and growing our industry,” said Stowell. “Our collective success hinges on sharing knowledge and resources and creating an environment of networking, critical thinking, and a genuine openness to discuss and tackle challenges. At the same time, we need to keep our sights set on delivering thought-provoking ideas and solutions that benefit business, adventure travelers, and the people and destinations upon which our industry depends.”

In addition to accepting new members, the ATTA is working to spur participation in the association to strengthen the collective voice and influence of the adventure travel industry. To this end, the ATTA today in a separate announcement unveiled a new research initiative to better understand the current state of the industry.

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Partnering with Michigan State University, the ATTA is assessing and comparing adventure travel industry supplier and consumer perspectives of how “adventure travel” is defined. Additionally, the new research will reveal information concerning industry growth and projections, segmentation of special interest activities including cultural, environmental and educational travel, as well as the availability of adventure travel products in international travel and tourism. Preliminary results of this research, which complements original ATTA research findings gathered at the October 2004 Adventures in Travel Expo in San Francisco, are expected to be released at The New York Times Travel Show March 3-6, 2005.

Early in 2005, the ATTA also plans to continue its research and exhibit at the Adventures in Travel Expos in Chicago (January 7-9), New York City (January 14-16), and Washington, D.C. (January 28-30), and at *Outside's* Chicago 2005 Travel Show (January 19-23) and *The New York Times* 2005 Travel Show (March 4-6).

Based on research findings and with sponsor and partner assistance, including that of *National Geographic Adventure*, Orbitz, ExOfficio, Eagle Creek and Lonely Planet, the ATTA also plans to lay groundwork to undertake publicity and marketing campaigns dedicated to promoting an overall increase in consumer participation and diversity in adventure travel. Other ATTA partners are playing a central role in the revitalization of the ATTA and are providing resources, expertise and special rates to ATTA Members as part of the new membership offering.

Adventure Central, which is responsible for ATTA online transactions and powers adventure travel transactions, is among many new resources available at special rates to the adventure travel community through the ATTA. Web template company PixelMill.com, which designed www.adventuretravel.biz, also offers discounts to assist adventure travel organizations in creating their own Web presence, while *989 design*, a professional design house, offers ATTA Members free logo assessments and special rates on brochure and Web designs. More details about the new ATTA membership program are available at www.adventuretravel.biz/membership.

Established in 1990, Seattle, Washington-based ATTA is a strategic membership organization dedicated to raising the profile of adventure travel in the United States and abroad. The ATTA provides valuable services, knowledge and connections that help ATTA members learn, partner and grow for the benefit of the entire adventure travel industry and adventure travelers.

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