



About ATTA

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Mission:

To enable the global travel community to protect natural and cultural capital while creating shared economic value.

Business Services + Events

With specialized expertise in **research, events, education, media, and promotion**, the ATTA's business services and events division, Adventure 360, delivers a portfolio of strategic solutions and robust ecosystem of global events.

ATTA Solutions Portfolio



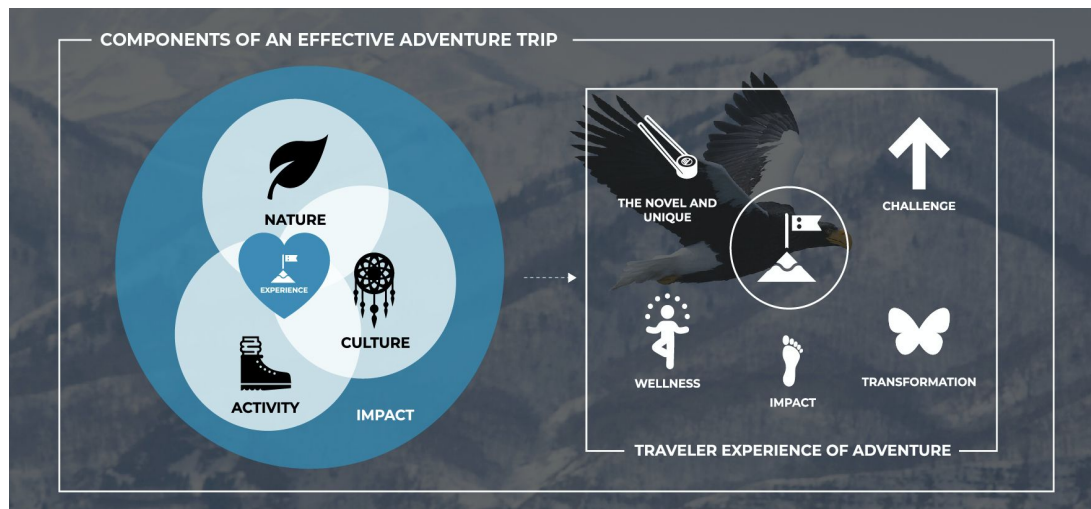
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ADVENTURE TRAVEL

Experiential & Transformational Tourism



2022 trends to watch

- **Wellness** is one overarching trend that will impact this niche, with adventure companies benefiting from travelers looking to have a **transformational experience**.
- Another trip type increasing in popularity are **self-guided tours**.
- Visiting **lesser-known destinations**, and supporting local communities through travel, with half of consumers saying they are more likely to take an **outdoor trip** than before the pandemic.
- **Staycation** is becoming a new trend with more opportunities to work remotely.

