ADVENTURE TRAVEL WORLD SUMMIT 2018
MEETINGS REPORT
Tuscany, Italy, October 15 - 18, 2018
**Overview**

Every year, representatives from the adventure travel industry come together at the Adventure Travel World Summit (ATWS) to talk shop, get inspired and enjoy a decidedly adventurous destination anywhere in the world. Produced by the Adventure Travel Trade Association, the Summit is for tour operators, adventure travel writers and influencers, tourism boards and industry partners. More than just a conference, the Summit is a global gathering of an industry that works hard and plays hard, offering deep-dive educational content, big name keynote speakers and endless networking opportunities – both structured and off-site – including a Tour Operator MARKETPLACE with a globally diverse group of businesses and destinations and a MediaConnect session where delegates can pitch story ideas to over 40 international travel writers and editors.

During the World Summit in Italy, ITAC met with over 20 different travel media to talk about Indigenous tourism in Canada. ATTA also published a comprehensive “do’s and don’ts “when presenting story ideas to these top journalists and influencers, and we have included these tips as well.

**ATWS 2018 Statistics**

<table>
<thead>
<tr>
<th>Number of Countries:</th>
<th>Number of Marketplace Tables:</th>
<th>Total Number of Delegates:</th>
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<tr>
<td>55</td>
<td>100</td>
<td>700</td>
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Dené Sinclair

*Director of Marketing*

*Indigenous Tourism Association of Canada*

Dené Sinclair is the Director of Marketing for ITAC. She lives and works in Winnipeg on Treaty 1 Territory and the Homeland of the Métis Nation. She acknowledges her traditional homeland around Selkirk, Manitoba (St. Peter’s Band) as a member of Peguis First Nation and a proud Anishinaabekwe.

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MEDIA MEETINGS

ANN ABEL

Freelance Travel Writer - Forbes, AFAR, Robb Report, Well + Good
› Ann-Abel.com

Recently moved to Portugal from New York. She is interested in what's new – accommodations and experiences and very interested in ITAC's growing focus on culinary tourism. She is also interested in the more traditional Indigenous vision for wellness and transformational travel.

✔ Do
Read some of my articles and get a sense of my style and interests, tell me why your product/destination is relevant right now, keep things brief, understand that I generally don’t do single-destination stories unless I have a first-hand experience/visit, show me compelling photos.

✗ Don’t
Give me a generic pitch that I could find on your website, be long-winded, show me amateurish photography, or expect me to write a feature unless you can facilitate a visit.

IAN CENTRONE

Freelance Travel Writer - Men's Journal, Esquire, Tasting Table, Playboy, Fodor’s Travel, The Globe and Mail, Saveur, Thrillist, Supercall
› IanCentrone.com

Ian is a new young writer, with a focus on travel for men. His knowledge of Canada is limited but he wants to know more and likes remote adventures which push your limits. He was interested in learning more about Canada's north, and experiences where he can learn an important outdoor skill through Indigenous teachings.

✔ Do
Present a clear and concise idea that you believe would truly be a fit for the outlets I contribute to. Also, DO exchange contact details and follow up with additional information if there’s a fit.

✗ Don’t
Make pitches paragraphs long full of filler information. Be as direct as possible with the story idea, and link to additional resources (i.e. tours, landing pages) if necessary. If the pitch piques my interest and I want to know more, I’ll be sure to reach out with specific questions.
Valerie Chen
Senior Editor - TravelAge West, Explorer and Family Getaways
TravelAgeWest.com

Valerie writes for the travel trade and is interested how ITAC’s stakeholders sell to travel agents and tour operators. She was interested in the new Experiences Guide and how ITAC is making it easier for consumers and trade to build itineraries or add on an Indigenous experience through a comprehensive website.

☑️ Do
Check to see what we’ve already covered about your product or destination; if we’ve written about it before, what’s new and unique that’s worth sharing with/relevant to our readers (travel agents).

☒️ Don’t
Over-push general pitches that are not relevant to our readership. Also, our magazine mostly consists of first-person narratives and perspectives rather than simply republishing press releases (though press releases are still valuable!).

Maggie Fuller
Editor - AFAR Media
AFAR.com/Travelers/Maggie-Fuller

Maggie is a big fan of Indigenous experiences across Canada and is interested in being kept up to date on what's new, especially on how food and the teaching of traditional knowledge and art is being shared with visitors during experiences.

☑️ Do
Let me know why NOW is the time to use your product or visit your destination and why your product/destination appeals to AFAR's curious, engaged, active citizens of the world.

☒️ Don’t
Talk me through the information on any materials you bring or recite the information on your website. I'm much more interested in what YOU are passionate about when it comes to your product or destination.

Christina Goyanes
Freelance Writer, Editor, Content Strategist - Nat Geo Adventure, Shape Magazine, Glamour Magazine, Furthermore by Quinox, MyFitnessPal, MapMyFitness, Women's Health, Marie Claire, Teen Vogue
CristinaGoyanes.com

Christina writes first person, personal essays on her journeys. She is interested in experiencing traditional Indigenous customs in today's world as well as foraging with an Indigenous healer, life in an Indigenous community and how climate change is affecting Indigenous communities and how they area adapting.

☑️ Do
Pitch personal essay ideas of how to experience a destination. Give me headlines that my editor might LOVE. Find examples under “Travel” on CristinaGoyanes.com, i.e., "How Freediving Taught Me to Slow Down and Manage Stress," and "I Tried Spiritual Healing in India and It Was Nothing Like I Expected."

☒️ Don’t
Pitch me any stories about family, food, or car travel. I don’t write about kids or motorized vehicles yet. Pitch personal experiences, inspiring profiles, or unique opportunities that are timely (i.e., this is the “first time ever you can SUP in Antarctica or run across the Serengeti”).
Wolfgang Greiner
Editor - RoadTrip Magazin, SkiPresse
RoadTrip.cc

From Germany, Wolfgang is interested in how ITAC is growing and adding new stakeholders, and would like to be kept up to date on new experiences.

✔️ Do
Pitch unique travel story ideas that have not been pitched to or covered by other (German) publications yet. Unusual stories that still need to be developed in collaboration are great.

❌ Don’t
Pitch generic / frequently seen / too obvious story ideas.

Eric Hiss
Freelance Writer - New York Times, Delta Sky, Condé Nast Traveler, TravelAge West
EricHiss.com

Based in California, Eric always builds his stories around a strong central character. He is very interested in meeting some of the emerging Indigenous entrepreneurs and chefs who are bringing Indigenous cuisine to the forefront. Remote destinations where visitors connect with multi- generations of Indigenous families is of great interest.

✔️ Do
Help me find the story in your activity. Going on a safari drive to see elephants is cool, but not a story. Going on a drive in a zero-carbon LandRover with guide who is former child soldier is a story. Think of those special elements before we meet.

❌ Don’t
Share long lists of features that duplicate similar companies/destinations, I can find that on your website. I’m really looking for what makes your brand special. Tip: they are often small, overlooked details -- the hotel maid whose grandfather is a local shaman who can show me sacred sites etc.

Amy Jurries
Founder and Editor of The Gear Caster - The GearCaster, Outside, Backpacker, Expedition Portal
TheGearCaster.com

Amy is not as familiar with Indigenous tourism in general and is interested in learning more about how it can enhance a visit to a destination. An avid traveler she is interested in experiencing destinations across Canada with an Indigenous guide e.g. wildlife and walking tours.

✔️ Do
Tell me what makes your destination or trip unique! DO Tell me if you have potential story ideas already in mind. For example, is there a history to the place, something special about the particular destination, etc.?

❌ Don’t
Make general pitches, because they make it tough for me to think about story ideas. The more specific you can be about the experience the better.
Thorsten Keller

*Keller Media Office* - Touristik Aktuell, TopHotel, Badische Neueste Nachrichten, Nordwest Zeitung, Rheinpfalz am Sonntag, Rheinische Post, Mannheimer Morgen

› ThorstenKeller-Online.de

Thorsten is very interested in learning more about Indigenous artists and how visitors can engage with them while visiting Canada.

**Do**

Raise interest by proposing extraordinary and unique storylines and the opportunity to meet extraordinary people that stand for your region and/or kind of activities.

**Don’t**

Share general information. Life is about creativity. So feel free to fire my imagination!

Hannah Lott-Schwartz

*Freelance Journalist* - Nat Geo Traveller, Hemispheres, Delta Sky, Sierra, Mic, Private Clubs, Endless Vacation, Robb Report, Aspire

› ItsASeahorse.com

A young writer with a focus on sustainability, Hannah is interested in attending IMPACT this year and learning more how Indigenous operators are building in sustainable, restorative and resilient measures into their experiences.

**Do**

Share what’s timely and unique. Strong cultural ties (deep traditions) and active artisans and true sustainability and eco efforts are always great too.

**Don’t**

Give me the boiler plate pitch. Be open to having a back-and-forth conversation about the destination or product, taking the time to learn from me what my outlets and I are looking for, then going from there.

Shannon Melnyk


› ShannonMelnyk.com

Based in Vancouver, Shannon is particularly interested in how Indigenous tourism is expanding into luxury accommodations and wilderness resorts.

**Do**

Feel free to pitch luxury angles as many of my outlets are luxury pubs. Also interested what’s new in women’s adventure.

**Don’t**

Pitch any extreme sports or activities that may stress or harm animals. Having said that, I am very interested in pursuing stories that involve animals.
**Suzanne Morphet**

**Travel Writer and Photographer** - The Globe and Mail, The Vancouver Sun, Ensemble Vacations Magazine, Dallas Morning News

SuzanneMorphet.com

Based in Victoria, BC, Suzanne is interested in learning how Indigenous cultural centres are evolving to become more relevant and incorporating hand on experiences to drive engagement.

**Do**

Tell me what is new, different or unusual about your proposal and why it is timely now.

**Don’t**

Ramble on and on. Give me time to ask you questions.

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**Jen Murphy**


JenRunsWorld.com

Jen is a very prolific adventure writer and she is interested in Indigenous adventures in Northern Canada. She is into health and wellness and also spends time in Nimmo Bay as a writer in residence at least once a year.

**Do**

Emphasize a specific angle (a person or storyline or issue) to hook a story to rather than just pitch a topic and try to explain why I’d be the best writer to tell that story.

**Don’t**

Pitch a press trip or a general destination.

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**Anja Mutic**

**Freelance Travel Writer** - Preferred Travel, Washington Post, BBC Travel, New York Times, Lonely Planet, Mic, Nat Geo Traveler, Jetsetter, Tasting Table, Adventure, AFAR, Travel + Leisure

EverTheNomad.com

Based in Croatia. She is interested in learning how Indigenous tourism operators are transforming communities by celebrating and sharing their culture.

**Do**

Let me know what’s new with your destination/product or if not necessarily new, at least what’s the story that hasn’t yet been told.

**Don’t**

Tell me something that’s not on your website already. Surprise me with a story aching to be told.
**Jackie Nourse**

*Founder and host of The Budget-Minded Traveler* - BudgetMindedTraveler.com

- TravelingJackie.com

Like Sherry Ott, Jackie needs to experience destinations first hand and is looking for collaborative opportunities to help build audiences for Indigenous experiences.

- **Do**
  1) Share why you want to hire an influencer
  2) Share what your goal is for this collaboration (how can I help you?)
  3) Share why you think I’d be a great fit

- **Don’t**
  Give me a general pitch that I could find on your website, I prefer to hear about a win-win way that we could work together.

**Sherry Ott**

*Freelance Travel Writer* - OttsWorld.com, Glamping.com, AFAR, IntrepidTravel.com

- OttsWorld.com

A real nomad, Sherry wants to come and experience Indigenous experiences across Canada first hand - including guided urban and wilderness tours as well as experiences which engage visitors with local artists.

- **Do**
  Share unique experiences; the more obscure or new tours/experiences the better. Do Share your business, content, and media goals. Do Come with ideas on how you want to work with a blogger/influencer. Do ask questions about my audience and demographics.

- **Don’t**
  Be intimidated! Don’t expect me to write about a tour that I haven’t done personally or expect me to pay for my travel expenses. Don’t show me your brochure and not have a pitch or story focus that we can talk about.

**Joey Parr**

*Freelance Writer* - New York Times, AFAR, Town & Country, Lonely Planet, Runner’s World, Travel Age West, Everett Potter’s Travel Report

- Clippings.me/users/jparr

Not as familiar with Indigenous experiences across Canada, Joey is interested in learning more on its growth, how it is transforming communities and how Indigenous food is coming onto the dining scene in major cities.

- **Do**
  Share what makes your organization or area unique, who are the people, the food, the cultural traditions that would be of interest to a traveler. What should I know about your destination or trips? I am looking for unique stories, whether about a person, place, dish, experience, spiritual experience.

- **Don’t**
  Tell me the usual touristy pitch. Help me understand why you/your destination/your trips/your food is special and different from other places in the world. Why would someone want to read about it?
**Stephanie Pearson**

**Freelance Writer** - *Outside, Wired, Nat Geo Traveler, New York Times*

› StephanieAnnPearson.com

A well-respected adventure travel writer, Stephanie is interested in Indigenous experiences in destinations which are not as well-known including Newfoundland, Cape Breton, NWT and Yukon, while also looking at stories of Indigenous experiences in unexpected places e.g. PEI.

✅ **Do**

Please come prepared and know my writing and the publications for which I write; have an original idea; be well versed on the newsworthiness of what you are pitching--why does it matter now?

❌ **Don’t**

Pitch me the same pitch you pitch every other media delegate-- especially if I am going to spend time researching your idea and crafting a pitch to my editors.

**Caroline Pemberton**

**Travel TV Presenter and Writer** - *Australian Geographic, Travel Play Live*

› CarolinePemberton.com

Freelancer looking and interested in learning (and experiencing first hand) how Indigenous experiences can enhance a visit to a Canadian destination. Her outlets include Australian Geographic as well as (a broadcaster) numerous documentaries and TV shows.

✅ **Do**

Tell me your unique stories: what makes your place/trip unusual or different? Have those up your sleeve. We (media) need to know quickly what we can find, that the world has never heard about before.

❌ **Don’t**

Tell me about capacity/ hotel rooms/features. DON’T tell me/us we HAVE to write YOU an article. We get pitched free trips every day. We need stories to sell to place our content and pay our rent.

**Norie Quintos**

**Editor at Large** - *Nat Geo Travel Media and NQ Media*

› NorieQuintos.com

Norie edited ITAC’s new Experiences Guide and will continue to support the enhancement of the guide in future years. She is attending IITC in Saskatoon to meet more people and learn about new experiences. Norie also is a contributor to National Geographic Traveler and writes for SKIFT, Preferred Hotels magazine, AARP and Signature Travel Network.

✅ **Do**

Identify a trend or a very unique feature, describe what specifically makes your story or trip unique.

❌ **Don’t**

Give so many details that the main point gets lost.
Gigi Ragland
Freelance Travel and Food Writer - AARP, AAA Encompass, Adventure Cyclist, American Way, Cheese Connoisseur, Cowgirl, Live Naturally, Sierra, Saturday Evening Post, TravelAge West
GigiRagland.com
Based in Colorado, Gigi loves stories which involve horses and living off the land. She is interested in new foraging experiences.

☑️ Do
Tell me something that has a story or background to it, tell me something unique or unusual or quirky, tell me *new* or upcoming information, EMAIL me with follow-up.

☒ Don’t
Tell me generic information, if you want to describe something then send a link to my email. Save this time for something special. Profile a place, a special activity or a person or a story with me.

Sarah Reid
SarahReid.com.au
Sarah is particularly interested in exploring Haida Gwaii and Indigenous experiences across Western Canada within regions which also attract many Australian travelers e.g. Whistler.

☑️ Do
Tell me what your company/destination offers, and indicate if you are able to host media.

☒ Don’t
Ask me what I want to know - I want to know about your company/destination and if you are able to host media.

Jill Robinson
Freelance Journalist - AFAR, Nat Geo Traveler, Travel + Leisure, Outside, Robb Report, Private Clubs, Virtuoso Life, Sierra, AARP, Wine Enthusiast, San Francisco Chronicle, Mic, American Way, Delta Sky, Rhapsody, Alaska Airlines Beyond, Saturday Evening Post
DangerJillRobinson.com/
Jill loves winter sports and is interested in relatively unknown Indigenous experiences being offered in ski destinations e.g. Whistler, Banff, Canmore, Quebec.

☑️ Do
Tell me what stands out about your product or destination. I always like to get what I call “side-door stories” as opposed to “front-door stories” that everyone has already covered.

☒ Don’t
Be general. I’d really like to hear more in depth about your product or destination—not something I can easily learn from the website, but something that makes me feel as if I’m connected personally after talking with you.
Mark Sissons


MarkSissons.com

Based in Vancouver, Mark is very familiar with ITAC and is interested in highlighting how traditional Canadian experiences are incorporating Indigenous experiences into their packages e.g. Maple Leaf and Nimmo Bay. Also wants to hear how PMOs and DMOs are liaising with Indigenous operators to weave in experiences into regular itineraries e.g. culinary experiences.

☑️ Do
Offer captivating story angles that have fresh elements that will spark editors’ interest. Remember, they have heard and seen it all. Ideas can be set a familiar destination, but with a new twist that may appeal to a fairly broad audience. No extreme ideas, since my readers aren’t specialists.

☒️ Don’t
Just pitch a place or experience, unless that experience is new and different and will potentially appeal to a fairly broad audience. Also nothing that demands too much technical know-how or extreme fitness. Keep it simple. Keep it personal. Keep it local but globally appealing.

Phoebe Smith

Author, Editor - Wanderlust, The Guardian, The Telegraph, BBC Radio 4, Sidetracked, Calm App

Phoebe-Smith.com

Phoebe is excited to explore and learn more about Indigenous tourism experiences in Canada as a way to learn more about a destination and its unique history.

☑️ Do
Bring a map so I know where you are. Do your research so you know what I’m interested (and not interested) in, and tell me something new or unusual about what you do - what’s your USP?

☒️ Don’t
Ask me what I’m looking for. Please come prepared with ideas.
Eric Stoen

**Family Travel Writer** - Travel Babbo, Travelocity

- TravelBabbo.com

Eric is a family blogger who travels with kids. He is interested in Wendake and other Indigenous resort experiences which are family friendly.

✔️ **Do**

Talk about what makes you family-friendly, and why you’re unique.

✖️ **Don’t**

Pitch anything that isn’t family-friendly. I’m not interested in adult-only resorts!

Jonathan Thompson


- Telegraph.co.uk/authors/j/jonathan-thompson/

Jonathan is looking to be kept updated on how Indigenous tourism is growing across Canada and how UK visitors can easily incorporate an Indigenous experience into a visit to Canada - especially popular areas like Ontario, Quebec and BC.

✔️ **Do**

Suggest quirky / new holiday ideas that haven’t been covered before.

✖️ **Don’t**

Suggest trips that have already been well-covered in the UK media.

Gina Vercesi

**Family Travel Writer** - Virtuoso Life, Boston Globe, Delta Sky, Hemispheres, Sierra

- GinaVercesi.com

Loves Canada and is very interested in showcasing how Indigenous guides shed new light onto well known experiences e.g. wildlife viewing, foraging. She likes front of book stories which she can turn around quickly including updates on new accommodations, tours and ITAC’s culinary initiative.

✔️ **Do**

Take a look at my portfolio for examples of my recent work and try to tailor pitches that are in keeping with the angles of those stories.

✖️ **Don’t**

Offer motorized activities or popular programs in well known places.
Arnie Weissmann
Editor in Chief - Travel Weekly
› TravelWeekly.com

Arnie writes for one of the most influential trade publications in the industry and needs to be kept up to date on all new, commissionable Indigenous tourism experiences.

✔️ Do
Understand that we’re an industry business publication— not consumer -- so readers are looking for ways to improve and expand their businesses through travel products they’re not aware of. If you don’t pay travel agent commissions, no point in meeting. I’m always interested in people’s unusual business models and origin stories.

❌ Don’t
Feel you have to show me your entire powerpoint/slides during a meeting - they could illustrate points and provide important visuals, of course, but really looking to hear what makes you different.