

Munich, February 4, 2019

**Press release**

Outdoor industry meets adventure travel

**ISPO Group cooperates with the Adventure Travel Trade Association (ATTA)**

Amrei Kommer  
PR Manager  
Tel. +49 89 949-21406  
kommer@ispo.com

**ISPO, the world's leading sports network for business professionals and consumer experts, is teaming up with the ATTA. The global association serves more than 1,300 members in more than 100 countries, including national and regional tourism boards, tour operators, accommodations, outdoor gear suppliers, media, travel advisors, service providers and guides. This long-term international cooperation will begin at the OutDoor by ISPO trade fair in Munich (June 30 to July 3, 2019). The collaboration will focus on the expanded outdoor concept of OutDoor by ISPO. It is also intended to open up new opportunities for retailers and manufacturers in the sporting goods industry as well as for suppliers and service providers in the adventure travel sector.**

Founded in 1990, the ATTA is widely recognized as a vital leadership voice and partner for the adventure travel industry around the world. The ATTA is designed to be a force for the industry and exists to drive thought leadership, industry promotion, and opportunities to network and convene globally to create trade and business health. The ATTA's member constituency shares a vested interest in the sustainable development of adventure tourism.

**Cooperation for mutual benefit**

"With our cooperation, we want to open up valuable opportunities for new international business relationships between brands and retailers in the outdoor industry as well as tour operators and service providers in the adventure travel sector," says Tobias Gröber, Executive Director Business Unit Consumer Goods at Messe München and responsible for ISPO Group about the cooperation with the ATTA.

**Press release** | February 4, 2019 | 2/3

“Progressive collaboration between our increasingly environmentally and socially conscious adventure travel and outdoor gear industries, to better serve the gear and experiential needs of our increasingly enlightened customers, comes at just the right time” said Chris Doyle, ATTA Executive Director Europe & Central Asia. “Adventure tourism continues to be identified as one of the fastest growing sectors of all of leisure tourism. Adventure traveler gear and apparel needs are only expected to rise in the constant pursuit to improve the outdoor experience and ensure high degrees of safety.”

The ATTA maintains close contact with potential buyers of outdoor equipment and clothing: the companies organized within the association serve more six million active adventure travelers worldwide and communicate with more than 50 million travelers each year– a target group that ISPO wants to tap more for its exhibitors and visitors in the future. In addition, the ATTA has a wide variety of regional and international platforms such as events, educational and training formats as well as online services. In the future, these will be used to connect the outdoor industry more closely with service providers and suppliers of adventure travel. ISPO also wants to raise its profile with this cooperation, especially in the U.S. and Canada as well as Central and South America.

In return, the ATTA’s main opportunity will be to expand its contacts with the European and Chinese outdoor industry through ISPO’s comprehensive offering. The ATTA will also use a variety of ISPO platforms such as the ISPO Academy and online services in order to connect with manufacturers and retailers in the outdoor industry, while involving their own network and associated expertise.

### **Start of cooperation at OutDoor by ISPO**

Exhibitors and visitors to the OutDoor by ISPO trade fair (June 30 to July 3, 2019) in Munich will be able to experience this collaboration for the first time in the focus area for adventure travel. A group of ATTA association members – representatives of destinations and tour operators – will be coming specifically to OutDoor by ISPO as buyers and be present as exhibitors.

Press release | February 4, 2019 | 3/3

## About ATTA

Established in 1990, the Adventure Travel Trade Association (ATTA) is widely recognized as a vital leadership voice and partner for the adventure travel industry around the world. The association is made up of more than 1,300 members in 100 countries, consisting of tour operators, tourism boards, travel agencies, accommodation companies, and industry partners. Their common interest is the sustainable development of adventure tourism. With specialized expertise in market research, events, education, media, and promotion, the ATTA business service division, Adventure 360, offers a wealth of strategic solutions and a strong ecosystem for global events. Since 2016, ATTA, along with other industry leaders, has provided annual funding and contacts for projects aimed at protecting cultural and natural resources through the non-profit organization Adventure Travel Conservation Fund.

## About OutDoor by ISPO

OutDoor by ISPO is the year-round platform for a new outdoor movement, combined with the largest annual international trade fair for the outdoor sector. This is carried out in close partnership with the European Outdoor Group (EOG). ISPO Business Solutions expand the portfolio year-round with both digital as well as cross-media services and create a far-reaching platform for the whole outdoor community. The trade fair OutDoor by ISPO will be held for the first time at Messe München from June 30 to July 3, 2019. From 1993 to June 2018, Friedrichshafen hosted the trade fair.

## About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai; the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

## Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.