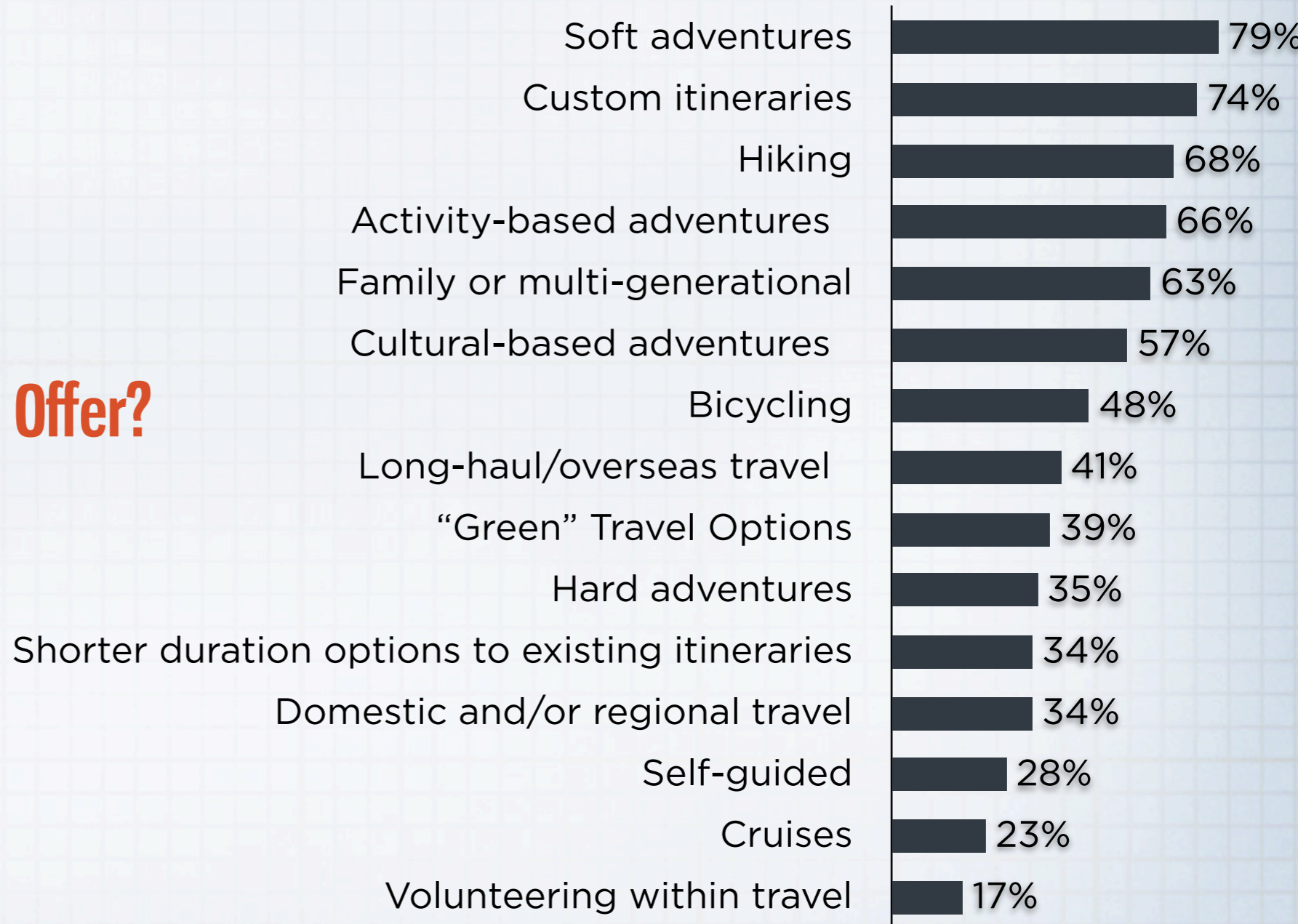


WORKING WITH TRAVEL AGENTS

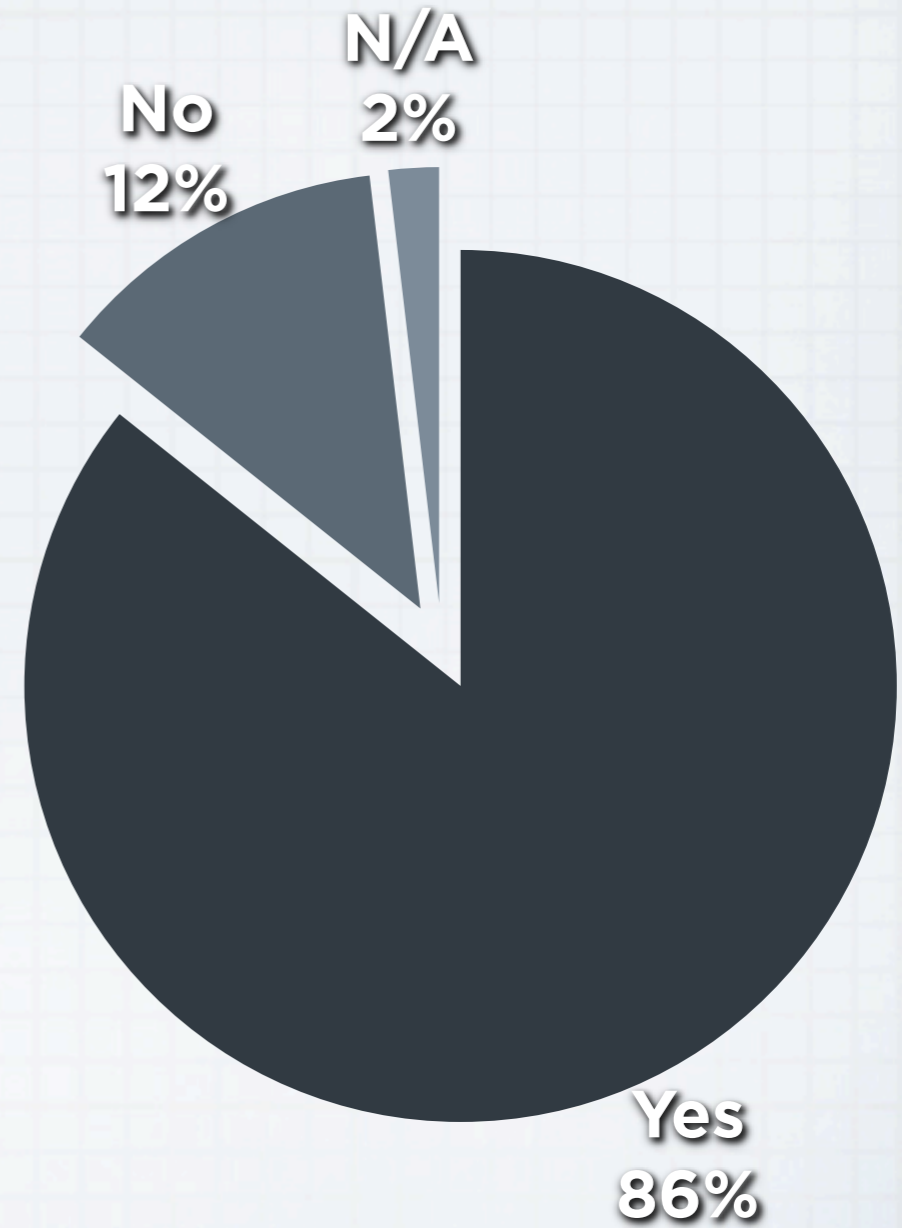
MAY 2012



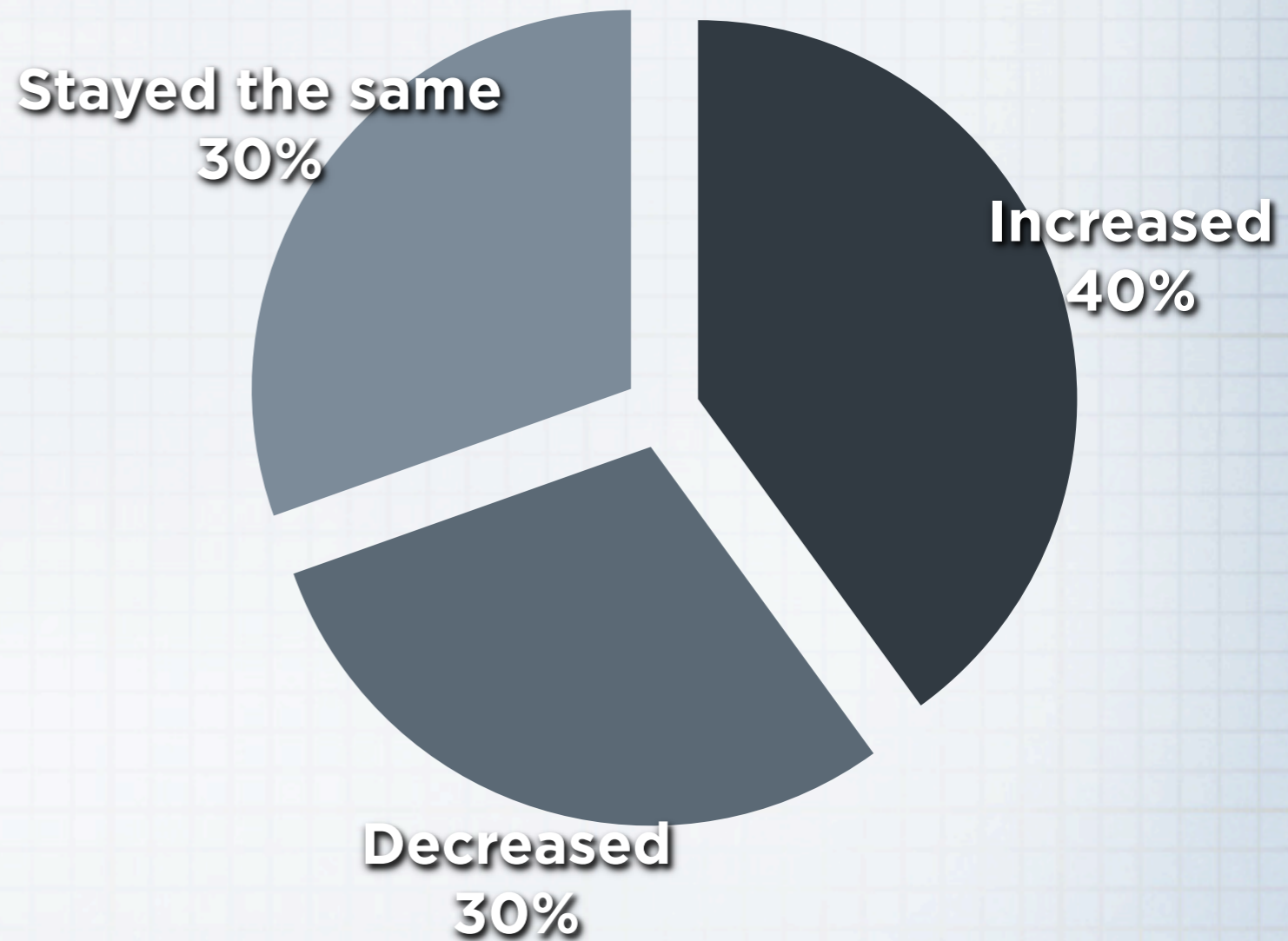
What Types Of Tours Do You Offer?



Do You Work With Travel Agents And/or Wholesalers Currently?



**Over Past 5 Years, The Percentage
Of Business Generated Through
Travel Agents And/or Wholesalers
Has:**



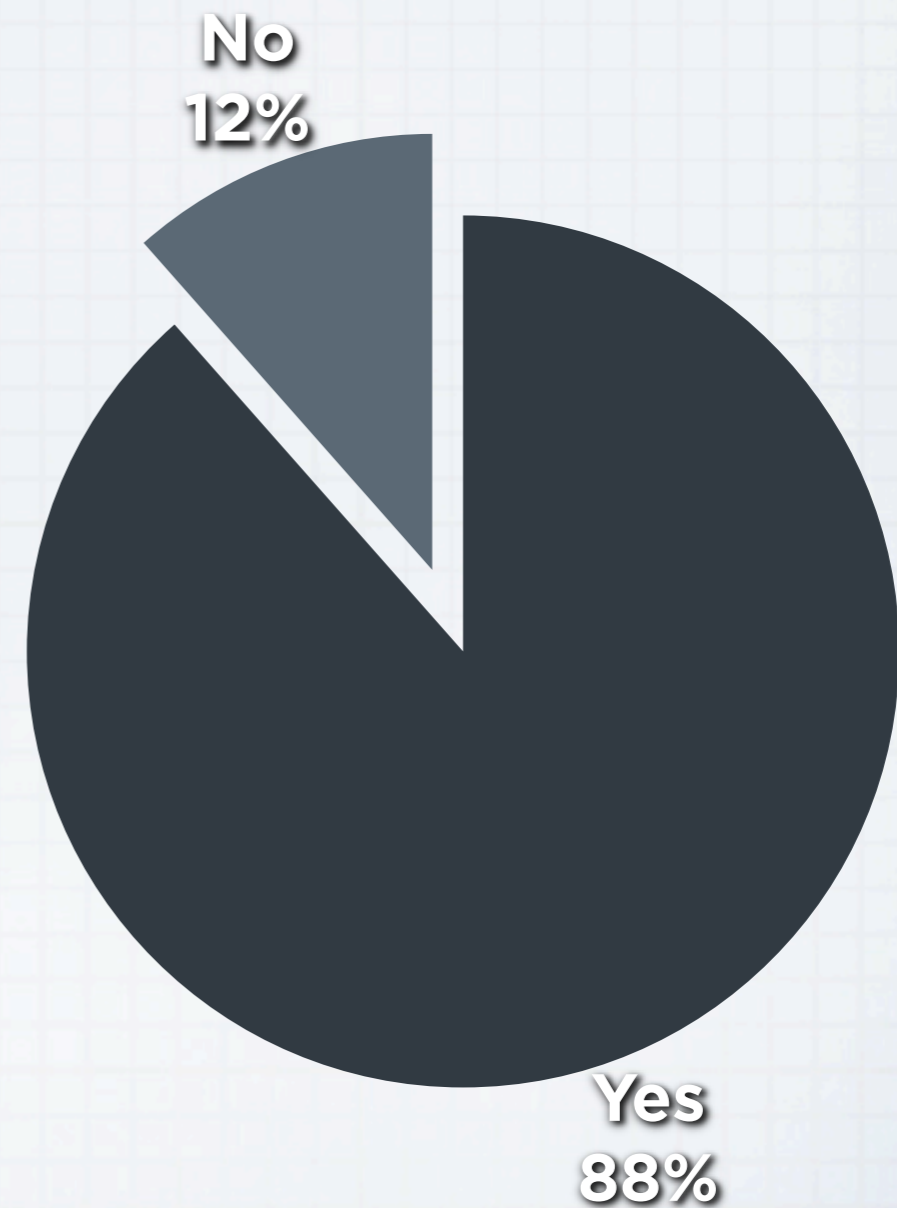
How Do New Travel Agents Or Wholesalers Find Your Business?



“Other” Ways New Travel Agents Or Wholesalers Find Your Business

- Recommendations From Others
- Word Of Mouth
- Through Others
- We Find Them
- Mutual Recommendation
- Word Of Mouth
- Other Operators Recommendations
- PR Efforts To Trade Publications And Agent-specific Webinars
- Sales Representative
- Word Of Mouth
- Sales Visits
- E-marketing And Social Networking
- Mouth To Mouth
- Sales Trips
- Word Of Mouth

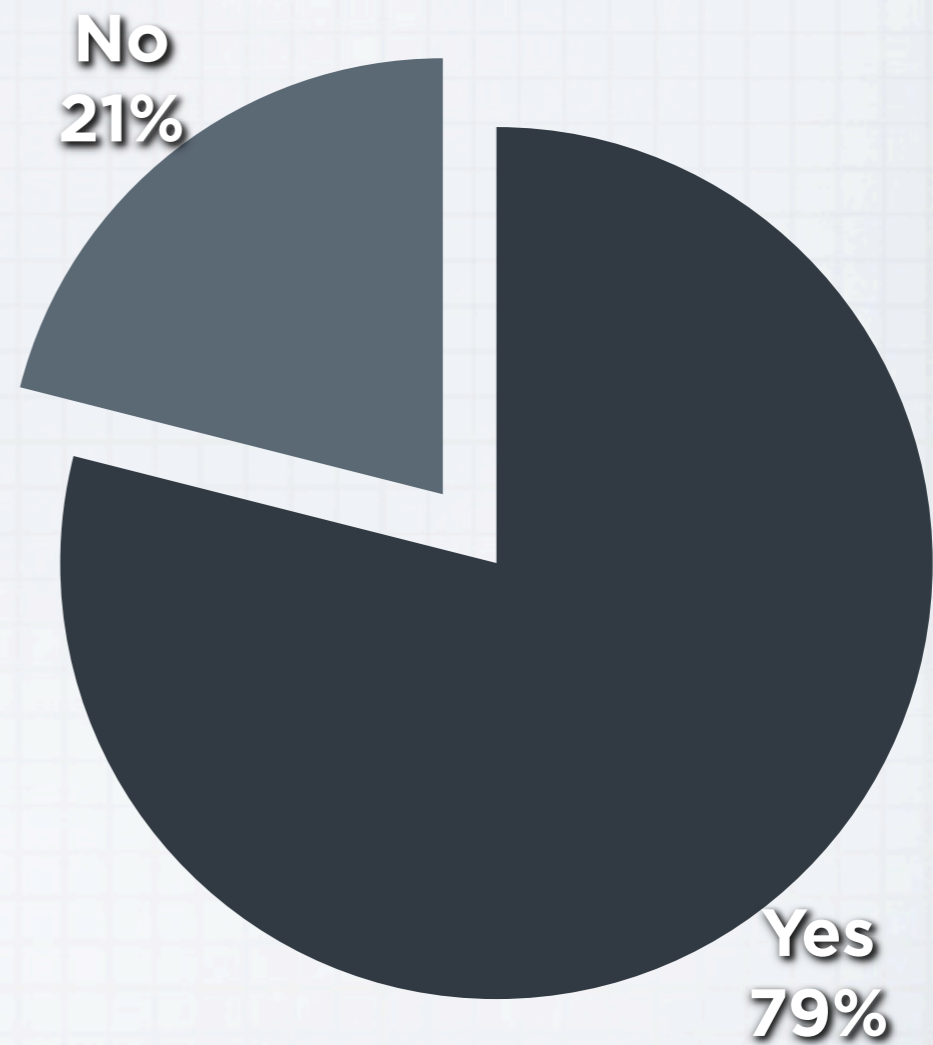
**Are You Interested In Expanding
Your Travel Agent Or Wholesaler
Base? Gaining More Travel Agent
Relationships?**



Why Not?

1. We don't know how to reach the right travel agents that may be interested and/or knowledgeable about our product
2. We sell direct to consumers and do not use travel agents or wholesalers
3. We do not have any travel agent or wholesaler contacts
4. We do not know how to work with travel agents/wholesalers
5. In our experience, travel agents are not knowledgeable enough about our product to sell it effectively
6. We do not build in commissions into our program costs
7. We did not see the return on investment when we have tried working with travel agents or wholesalers
8. We do not have the resources to properly train travel agents
9. Other

Are You Interested In Working With Travel Agents Or Wholesalers?





Established in 1990, the Seattle-based ATTA is a global membership organization dedicated to unifying, networking, professionalizing, promoting and responsibly growing the adventure travel market. ATTA members include tour operators, destination marketing organizations, tourism boards, specialty travel agents, guides, accommodations, media and service providers. Host of the annual Adventure Travel World Summit executive conferences, the ATTA provides professional support, development, education, research, marketing, career building, networking and cost-saving resources to its members.

The ATTA's Web Properties



The ATTA's homepage online at www.adventuretravel.biz



The adventure travel industry's source of trade news online at www.adventuretravelnews.com



The traveler's guide to finding adventure at www.adventure.travel



The annual trade-only industry conference. Learn more online at www.adventuretravel.biz/summit



The HUB is ATTA's Online Members Community at <http://members.adventuretravel.biz>



INDUSTRY SNAPSHOT

MARCH 2012