

Kitzbühel Tourism brings high-quality summit from the USA to Europe for the first time

In its 20th anniversary year, ATTA AdventureELEVATE celebrates in Kitzbühel.

21.05.2024 / Kitzbühel Tourism welcomes 250 participants from 39 nations and 5 continents to the 1st AdventureELEVATE in Europe.

With around 30,000 members - including tour guides, tour operators and travel advisors - the Adventure Travel Trade Association, or ATTA for short, is the world's largest network of leading companies in the adventure travel industry and is committed to sustainable tourism. For 20 years, ATTA has been the organiser of AdventureELEVATE, a top-class summit for the international travel industry, which has mainly taken place in North and South America.

Working in cooperation with the Tirol Tourist Board, Kitzbühel is becoming the first destination in Europe to host AdventureELEVATE, which takes place from 21st to 23rd May 2024.

World-class presentations

During the two-day summit, well-known speakers will report on industry-relevant topics in tourism such as sustainability and new technologies in inspiring keynote sessions. Networking breaks are deliberately planned in. Every day, the AdventureELEVATE marketplace offers tour operators, destinations, and accommodation providers from Europe, an ideal opportunity to present themselves and make contact with the participants. Thanks to the participation of the most important national tourism organisations, like Visit Sweden, Hokkaido Tourism Organization, Trentino Tourist Board, Visit East Greenland, Visit Dalarna, Visit Aales and Catalan Tourist Board, this summit can be used as a sales platform by allowing tour operators to network with local hotels. So far, a total of almost 1,500 appointments have been arranged over the two days, with most of the meetings taking place in the marketplace.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser will speak in one of the keynote panels about the implementation of sustainable tourism in everyday life. The tourism expert is delighted that Kitzbühel has succeeded in bringing this high-calibre event with a strong US connection to the Gamsstadt: "By hosting the first AdventureELEVATE in Europe, the Kitzbühel region will gain a significant presence both in the international MICE sector and on the US market. This event also reflects the Kitzbühel brand in the best possible way, taking into account all five success principles of our strategy for the future. Of course, we are particularly pleased when our local partners use the opportunity to conduct targeted sales talks, and get guests excited about Kitzbühel."

Diverse programme

250 participants from 39 countries will get to know the Kitzbühel region and all its facets over the course of the summit. To kick things off, the Day of Adventure offers sporting and traditional insights into the destination: from hikes of various levels of difficulty, to e-bike tours, and a visit to the Frauenschuh workshop, a renowned Kitzbühel manufacturer.

In the evenings, Kitzbühel presents its culinary side – be it at the opening evening organised by the Tirol Tourist Board in the Rasmushof, or at the closing evening organised by Kitzbühel Tourism at the restaurant Das Mocking. Some participants also have the opportunity to get to know other partner regions such as Innsbruck, Kufstein, East Tirol or Trentino as part of an accompanying programme.

Karin Seiler, CEO of Tirol Tourist Board, feels very honoured to be co-host of the first AdventureELEVATE in Europe: “This event offers the perfect opportunity to present Tirol and its regions to international markets and to exchange ideas with new and existing contacts.”

Shannon Stowell, CEO ATTA, is happy to be in Kitzbühel: “We are thrilled to have the inaugural AdventureELEVATE Europe event in Kitzbühel, Austria. This event has become an important annual gathering in North America and Latin America and now in Europe we will see as an industry and a community the fruits that come from the opportunity to gather as thought leaders and adventure travel practitioners. While the world goes more and more digital, the travel industry remains a deeply human business and it’s vital that we gather and share best practices and opportunities as we make travel a more responsible and still thriving industry.”

All information about AdventureELEVATE Europe in Kitzbühel can be found [here](#).

Further information can be found in the exclusive [Event-Magazin](#)

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