



ADVENTURE TRAVEL
TRADE ASSOCIATION

ADVENTURE ON

Reach the Global Adventure Travel Community with ATTA

In partnership with the Adventure Travel Trade Association (ATTA), Leisure Group Travel presents a dedicated adventure travel section connecting brands with one of the most influential networks in the travel trade.

This special section appears in the **June adventure edition of Leisure Group Travel** and is distributed across ATTA's powerful global platform—reaching **30,000 ATTA members and prospects, 35,000 adventure-focused travel advisors, tour operators and niche travel planners**, and attendees at ATTA's industry events throughout the year.

Editorial Focus

The section explores the forces shaping today's adventure travel landscape, including:

- **Community Building Through Adventure Travel** – How destinations and operators use adventure experiences to create meaningful connections with travelers and local communities.
- **Adventure Travel Through Difficult Times** – How resilience, innovation and collaboration help the industry navigate global challenges.
- **Faces of the Industry** – Profiles of the operators, guides and leaders driving the future of adventure travel.

Partner With Us!

Align your destination or brand with the organizations and leaders shaping the adventure travel sector. This collaboration with ATTA delivers targeted exposure to **tour operators, travel advisors and group travel planners actively selling adventure experiences**—both in print and across ATTA's digital channels and live industry events.



621 Plainfield Road, Suite 406, Willowbrook, IL 60527
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Get Involved!

Don't miss the opportunity to align your brand with the ATTA. Showcase your commitment to adventure travel and sustainability by advertising in this commemorative guide.

Reaching Key Audiences



30k

ATTA members and prospective members



35k

Adventure travel advisors, tour operators and niche travel groups



70k+

Trade show attendees

Package Rates:

- \$9,895** - Two-page spread
- \$5,895** - Full-page
- \$4,295** - Half-page
- \$2,795** - Third-page
- \$695** - Tour Operator Co-Ops

Advertising Deadline:
April 15

Advertising Agreement

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Commitment to Sustainability

In line with the ATTA's commitment to sustainability, the publication will be printed using recycled paper, with a robust digital version available year-round.

