

**FOR IMMEDIATE RELEASE**

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**Study Reveals that Israel, Slovak Republic and Chile Are Among Countries with Highest Adventure Tourism Potential**

*3rd Annual Adventure Travel Development Index Ranks Adventure Tourism in Developed and Emerging Markets*

**WASHINGTON, D.C.** – A study published by George Washington University, the Adventure Travel Trade Association (ATTA) and Vital Wave Consulting revealed that Israel, the Slovak Republic and Chile were among the top adventure tourism destinations for 2010. The Adventure Tourism Development Index (ATDI), now in its third year, offers a ranking of countries around the world based on principles of sustainable adventure tourism and is calculated through a combination of expert survey data and quantitative data gathered from international indices. To view this study, visit this link: <http://www.adventureindex.travel/downloads.htm>.

“When we first developed the technical method for scoring countries in 2008, we didn’t know how it would be received,” said Kristin Lamoureux, visiting assistant professor of tourism and hospitality management. “Three years later, countries are using the Index to argue for sustainable tourism over less favorable types of tourism development.”

The top 10 developed and developing countries are as follows:

**Developed Countries:** Switzerland, Iceland, New Zealand, Canada, Germany, Sweden, Ireland, Norway, Finland and Austria.

**Developing Countries:** Israel, Slovak Republic, Chile, Estonia, Czech Republic, Bulgaria, Slovenia, Jordan, Romania and Latvia.

“The ATDI ranks countries based on key touristic value pillars including sustainable development policy and entrepreneurship, putting importance on these issues which we now know are crucial not only for communities and the environment but also for business success,” said Christina Heyniger of Vital Wave Consulting. Heyniger originated the concept of the Index and the principles on which it is based. “Looking at this year’s rankings we see Eastern European countries again dominating the emerging-market rankings, and also the appearance of Canada in the top 10 for developed countries.”

Countries were ranked by 10 pillars organized into three factors:

- **Safe and welcoming:** sustainable development, safety, natural resources and health
- **Adventure:** entrepreneurship and adventure activity resources

- **Readiness:** humanitarian, infrastructure, cultural resources and image

The scores are not a reflection of a country's current popularity or visitation numbers for adventure travel, although in some cases a country's ranking does correlate with those factors.

"The adventure travel industry is keenly aware of the potential advantages and disadvantages of adventure tourism development," said Shannon Stowell of the Adventure Travel Trade Association. "The ATDI is an important tool our industry has to promote travel, which requires less development than traditional industry."

With the goal of promoting and informing sustainable development of adventure tourism, the ATDI was created to support entrepreneurs and governments who want to create and market sustainable adventure tourism products and services for the benefit of communities and the environment.

### **About Adventure Travel Trade Association**

Established in 1990, the Seattle-based Adventure Travel Trade Association, serving nearly 800 members worldwide, serves as the hub for tour operators, tourism boards, media, specialty agents, adventure accommodations and industry partners with a vested interest in adventure tourism development. Host of the annual Adventure Travel World Summit executive trade conferences, the ATTA is dedicated to unifying, networking, professionalizing, promoting and responsibly growing the adventure travel market. The ATTA also publishes [www.AdventureTravelNews.com](http://www.AdventureTravelNews.com), the adventure tourism community's news source, and makes possible [www.Adventure.Travel](http://www.Adventure.Travel), the traveler's guide for trusted tour operators from around the globe specializing in physical, cultural and nature-based adventures.

### **About Vital Wave Consulting**

Vital Wave Consulting accelerates revenue growth in emerging markets through end-to-end commercialization services, with a focus on technology as a business enabler. The company engages multinational corporations and development organizations to design, market and distribute solutions across a range of industries in diverse global markets. Vital Wave Consulting's services include product and service design, go-to-market planning, and technology solutions development. The company's headquarters are in Palo Alto, California, with field teams based around the developing world. In June, 2011, Vital Wave Consulting [acquired Xola's sustainable tourism consulting practice](#). Xola was one of the originators of the ATDI.

For more information on [Vital Wave Consulting](#) or the acquisition of Xola's consulting business, contact:

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### **About George Washington University**

In the heart of the nation's capital with additional programs in Virginia, the George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the District of Columbia. The university offers comprehensive programs of undergraduate and graduate liberal arts study, as well as degree programs in medicine, public health, law, engineering, education, business and international affairs. Each year, GW enrolls a diverse population of undergraduate, graduate and professional students from all 50 states, the District of Columbia and more than 130 countries.

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