

Adventure Week Rebound Nepal

Context

Following the April earthquake, Samarth-NMDP - through its GHT campaign - ramped up its marketing efforts in order to lessen the impact of the earthquake on the 2015 tourist high season. Samarth partnered with Adventure Travel and Trade Association (ATTA), an association that promotes adventure travel throughout the world, to create a themed week – Adventure Week Rebound Nepal - to promote positive global media attention. The overall objective of Adventure Week Rebound Nepal was to create content to inspire tourists to book a trip to Nepal.

The Adventure Week

The adventure week held from Oct 21st to Nov 1st, 2015 had 19 international media and tour operators come to Nepal to experience adventure opportunities in Nepal in order to create a medium and long-term visitation to Nepal and also to create immediate visibility for Great Himalayan Trails (GHT).

The main activities of the week were two field visits: one group did a trek in the Everest region and the second group visited the Annapurna region and Chitwan national park. The day that both groups returned to Kathmandu, a press conference cum debriefing was held at Dwarika's hotel where the participants shared their experiences. The following day an Adventure EDU course was held at the Yak n Yeti hotel. 42 participants were certified after completing the course on Risk Management delivered by Gordon Janow. At the end of that day, the Nepali operators and the international influencers had a chance to interact at the AdventureConnect event.

Partners

Several partners came together to make the AdventureWeek successful. The major funding partner was the Great Himalaya Trails who covered flights and ground costs for the event. The ATTA donated its time and brand to the event. Tourism Cares provided the funding for AdventureEDU and DeLorme provided the time of Josiah Holwick and Eric Larsen, who filmed video and took promotional photos to be made available to GHT and ATTA. Gear sponsors included The North Face, DeLorme, ExOfficio and Princeton Tech.

Key Takeaway/ What Next

After the successful completion of the AdventureWeek, there was diverse amount of publicity, both on social media and in traditional media outlets. The stories that have been released/ in the process of being released will have twofold effect: the GHT team will be able to continuously share the stories as they are released; and Nepal will be promoted as an adventure tourism destination among adventure tourists.

The AdventureWeek has also led to a stronger partnership with ATTA. The GHT team is already exploring ideas around co-operative marketing campaigns, training programs and other events. Going forward, the GHT team will continue to be in touch with the participants, and will continue to offer marketing support to the tour operators and share all content published by the journalists.

Adventure Week Rebound Nepal - Participant List

Name	Itinerary	Publication or Tour Operator
Shannon Stowell	Annapurna	President of Adventure Travel Trade Association (ATTA)
Alina Simone	Annapurna	Public Radio International, Wall Street Journal, Longreads
Eric Larsen	Annapurna	Polar Explorer / Eric Larsen Explore
Josiah Holwick	Annapurna	Videographer for Prosper Films
Avery Stonich	Annapurna	National Geographic Travel, National Geographic Adventure, Elevation Outdoors, RootsRated
Caroline Pemberton	Annapurna	Outdoor Magazine, Secret Compass, Teton Gravity Research
Dutch Simpson	Annapurna	Videographer for Teton Gravity Research
Stephanie Pearson	Annapurna	Backpacker Magazine
Omar Samra	Annapurna	(TO) Wild Guanabana
Tom McShane	Annapurna	(TO) Secret Compass
Mark Edward Harris	Everest	Vanity Fair
Elen Turner	Everest	Matador Network
Mindy Poder	Everest	Travel Age West
Christophe Noel	Everest	Overlandjournal.com (print), Expeditionportal.com, Kansas City Star
Huifeng (Marsel) Ma	Everest	Conde Nast China
Jen Murphy	Everest	AFAR Magazine and Website, Departures
Daniel Engber	Everest	Slate, Popular Science, Wired, Men's Journal
Maureen Seeley	Everest	Adventure Travel Trade Association (ATTA)
Owen Gaddis	Everest	(TO) Absolute Travel



Adventure Week group at Kumari Temple, Patan



Owen Gladdis, tour operator - Absolute Travel, about to board the GHT plane to Lukla



Shannon Stowell, President of ATTA, admiring the view in Jhomsom



Press conference panel at Dwarikas