



**Carlanne McCrystal**

## Adventure Travel Trade Association announces speaker roster for 2011 ATWS summit

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Adventure Travel Trade Association  
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From Seattle, the Adventure Travel Trade Association has announced its featured speaker roster for the 2011 [Adventure Travel World Summit](#) (ATWS) set for October 17-20 in San Cristóbal de las Casas, Chiapas, Mexico.

Representing varied business disciplines, headliners for the adventure tourism industry's principal annual conference will address tourism trends, digital marketing, entrepreneurship, corporate social responsibility, indigenous tourism, values-driven business models, and demand creation.

Presenters for the 2011 Adventure Travel World Summit, themed, "Prosper with Purpose", and their respective talks include:

- Maryann Fernandez - Founder & President - [Philanthropy Indaba](#): Fernandez explores how deeper-impact corporate social responsibility, traveler's philanthropy and volunteer programs succeed in an environment rich in mutual respect, shared values, and community empowerment.

- Leilani Latimer - Director, [Sustainability Initiatives - Sabre Holdings](#): Through the lens of global strategy, marketing and business transformation, Latimer shares insights into how to create demand for sustainable product, while challenging problematic perceptions and stereotypes.

- Bruce Poon Tip - Founder - [GAP Adventures](#): Poon Tip reveals his first-hand account of the artistic process of being an innovative and successful entrepreneur, of creating a company that represents one's own personality, the people who work within the business, and the spirit of an industry.

- Ben Sherman - President- Medicine Root, Inc.: Sherman shares ancient, universal values of native peoples and describes how to incorporate these values into practical, progressive and successful cultural preservation, environmental stewardship and community development models.

- Jens Thraenhart - Co-founder & President - [Dragon Trail](#), previously with the Canadian Tourism Commission and Fairmont Hotels & Resorts: Thraenhart offers the industry's most comprehensive briefing on outbound Chinese tourism trends, followed by proven demand-generation strategies



**By Carlanne McCrystal**

Carlanne McCrystal not only loves travel, but also the travel industry. Travel, writing about travel and photographing her travels are her passion... [Read more](#)

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