

(2)オフィシャルメディアによる発信

希望者の中から 50 名が選ばれた ATWS2023 のオフィシャルメディアは、本大会、PSA、DOA、 ポストサミットアドベンチャーの様子をはじめ、日本滞在中の経験を Instagram などのソーシャ ルメディアにてリアルタイムで発信し続けた。さらに帰国後は、自身のウェブサイトやアドベン チャーあるいはアウトドア関連のウェブ媒体・紙媒体等に記事を掲載。滞在中から帰国後の発信 までを総合すると、単発のメディアトリップより遥かに高い露出効果が得られた。







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Rebun And Rishiri Islands: Japan's Unbelievably Unique Northernmost Islands

Sharing is ca

Do busy intersections, while faced geishus and red tonil gates flood your mind when you think or ton the general that is the common thought of the country, however, there is so much more to discover in Japan when you got of the bushen path a little. In the far northwest of Japan lie two islands that are waiting to be discovered.

Key Takeaways From ATTA's First Asia-based World Summit in Hokkaido, Japan

Sep 28, 2023 Adventure Travel Sustainability



he Adventure Travel Trade Association he redit: 2023 santi-ik/stock.adobe.com

After a two-year delay due to the pandemic, the <u>Adventure</u> <u>Travel Trade Association (ATTA)</u> hosted its 19th <u>Adventure</u> <u>Travel World Summit (ATWS)</u> in Japan from Sept. 11-14. Japan is the first Asian country to host the ATWS, which took place hh <u>Jokkaldo</u> — the northernmost of Japan's main





35+ Helpful Japan Travel Tips To Know BEFORE You Go

Sharing is ca

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A travel obsessed mom and a nature obsessed son exploring at home in Southern California as well as throughout the world looking for adventure, nature and a little luxury

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Credit: 2023 Zoe Baillargeon

"It's up to us to show how tourism can be done right," said <u>Shannon Stowell</u>, <u>CEO of the ATTA</u>, in his welcome speech. "It's an opportunity to stand out from messy mass travel and show how adventure travel is respectful of local communities."

Here are some of the key takeaways from the ATTA World Summit.

AI Is Here to Stay

The growth of easily accessible and usable artificial intelligence (AI)





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place in Japan," she says. "My

When one business thrives it helps promote another, who promotes another. One success benefits many more.

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Puffing vents, collapsed calderas, sulphur lakes and moss-covered forest., another beautiful day hiking in Hokkaido. Our route took us over Mt Meakan and past th.



experiencejordanadventures

Experience Jordan Adventures at the Adventure Travel World Summit in Hokkaido, Japan has been an incredible experience. This summit is unlike any other, as it u...



A Daisetsuzan Nemzeti Park Japán északi szigetén, Hokkaidon a legnagyobb nemzeti park. Igazi érintetlen vadon, a túrázók, a szarvasok és a barnamedvék paradicso...



Canoeing down the Kushiro River was so much funt

The river pretty much did the work for us, and our expert guide made some impressive maneuvers. It was incred...



Daisetsuzan National Park, Hokkaido.

ATWS Day of Adventure



Wandering around the mountain to see some of the 1000+ fumeroles of Meakan, the sulphur can be pretty overwhelming at times. Thanks to the wind, those moments a...