

BTV NETWORK

Adventure Travel Prospects for Rural! Tips and Tricks!

English Session

Tuesday, 14 November 2023 13:30-15:00 (CET)

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This masterclass is about the most recent development in adventure travel delivered by Ms. Gergana Nikolova, Regional Director for Europe and Central Asia, Adventure Travel Trade Association (ATTA). She will share the latest trends of product and experience design opportunities, successful marketing and sales tactics and the safety and sustainability needs and requirements.

By the end of this session, participants will gain a comprehension of adventure travel and learn how to develop products, create experiences, and handle marketing and sales with a focus on safety and sustainability in the adventure travel industry.

This Masterclass is part of the capacity development for the continuous improvement of the BTV Network. These sessions include various topics, which are delivered by leading industry professionals. The Network aims to enable all stakeholders in the member villages (MSMEs, public, private and civil society representatives), to innovate and respond to their specific needs in developing sustainable tourism solutions.



Gergana Nikolova

**Regional Director for Europe and Central Asia
Adventure Travel Trade Association (ATTA)**

Gergana is a sustainable tourism expert with over twenty years of experience in responsible tourism development, industry collaboration, and customer orientation. She holds a master's degree in Sustainable Tourism Destination Management from The George Washington University School of Business, Washington DC. Various work projects have taken Gergana to different parts of the world: she has worked in the US, Latin America, Europe and Asia. Since 2014, she is part of the Adventure Travel Trade Association (ATTA) – the biggest global tourism organization for adventure tourism, and since 2020, she is ATTA's Regional Director for Europe & Central Asia. Her leadership role within the organization includes the strategic development of the region she is responsible for and close collaboration with national, regional and local tourism boards in understanding their needs and challenges and proposing relevant solutions to help them achieve their goals with maximum possible positive local economic, social and environmental impact.

You can find her at 