



**Shannon Stowell**  
**CEO, Adventure Travel Trade Association**

Shannon Stowell has led the Adventure Travel Trade Association (ATTA) as CEO since 2004 pursuing the vision that it could be a powerful force for good in tourism. The ATTA has more than 1300 organizations engaged with thousands more connected as part of a thriving global community. 75+ tourism boards are members of the organization, giving it tremendous impact. The ATTA produces conferences, research, does training, consults and creates marketing programs for destinations and organizations alike. The ATTA has coalesced the global nerve network for the adventure travel industry.

He has more than 25 years of business experience in adventure travel, e-commerce, outdoor retail, and environmental science. Shannon has been advising and speaking around the world advocating for responsible tourism as a tool for destinations to position themselves at the intersection of commerce, conservation and community. He has served as a judge and evaluator for sustainability awards and emceed ITB Berlin's CSR day.

Shannon serves on the Corporate Advisory Council of the US Wildlife Trafficking Alliance, created under President Barack Obama's Interior Secretary Sally Jewell, and is on the founding board of the Adventure Travel Conservation Fund (ATCF). He has met with multiple heads of state including the presidents of Chile, Mexico, and Namibia. He has also had time with the King and Crown Prince of Norway, the heads of the UNWTO and WTTC and the Prime Minister of Jordan- all interested in the power of travel done right.

He's overseen events rallying the industry in more than 15 countries and personally led a recovery effort by media and buyers for the tourism industry in Nepal after the earthquake in 2015. His organization has made significant commitments and contributions to key issues such as Women's Leadership in Travel, Indigenous Tourism, and the reduction of plastic waste.

In his e-commerce days he crafted deals with scores of influential companies including Discovery Channel, National Geographic and Amazon.com.

Shannon served on the boards of the Global Sustainable Tourism Council and American Hiking Society. He co-authored a book in 2008, published by National Geographic with a foreword by Richard Branson: *Riding the Hulahula to the Arctic Ocean — A guide to 50 Extraordinary Adventures*. He has written numerous articles including those published by National Geographic Adventure and Yahoo! and continues to contribute to AdventureTravelNews. He gave a TEDx talk in Bend, Oregon in 2018 on responsible traveling. He'll be speaking at the T20 in Japan in 2019.

His network globally is significant as he's spent his entire career as a natural connector and he counts many as friend. He finds joy in friendship with everyone, from the cleaning staff at a hotel to an Ambassador from Canada, all are viewed as equally important. He has ensured that ATTA is a long term member of the Conservation Alliance in the United States.