



## **NAVITAT CANOPY ADVENTURES: BACKGROUND**

Navitat Canopy Adventures is a tree-based adventure operator based in Asheville, N.C., that specializes in high-adventure zipline canopy tours, with a heavy focus on educating guests about the natural environment, history and culture of the surrounding area.

The company's original tour, the Treetop Tour, opened in May 2010 in the Blue Ridge Mountains of western North Carolina, 20 miles north of Asheville. A second tour, the Mountaintop Tour, opened in spring 2014 at the same Asheville, NC, area tour site.

The company's third tour, the Ijams Canopy Experience, opened summer 2015 in Knoxville, Tenn. The tree-based adventure park is located at Ijams Nature Center in the heart of Knoxville's thousand-acre Urban Wilderness.

### **What is a canopy tour?**

Conceived during the 1970s in the Costa Rican rainforest, canopy tours originally guided guests into the treetops to experience the rich biodiversity and to learn more about the natural world. Today, canopy tours are as much a thrill as they are an educational experience, but they always include trees as the main structural element.

### **What is a zipline tour?**

Zipline tours take the primary element of canopy tours—ziplines—and make the thrill ride their key focus. The tours consist of ziplines that are stretched from tower to tower, and they are rarely built in trees.

### **What is a zipline canopy tour?**

A zipline canopy tour is a series of ziplines in the treetops, connected to one another by tree-based platforms. These tours sometimes, but not always, include other adventure elements like bridges and rappelling stations.

### **What is a tree-based adventure park?**

A tree-based adventure park is a series of fun, educational and thrilling activities that together make up a self-guided, unique style of canopy tour. The degree of difficulty of each element can vary depending on the height of the element and its intended purpose. The adventure elements



are designed to provide a range of experiences: to present mental or physical challenges or to provide an educational or inspirational experience. Ziplines are often included as elements in this type of tour experience.

### **What does a Navitat tour include?**

Navitat tours combine the best elements of a thrilling canopy adventure -- including challenge elements and ziplines -- with the educational and environmental elements experienced in the original Costa Rican canopy tours. Both Asheville, N.C., tours are fully guided, with highly trained guides handling all safety equipment, providing coaching and encouragement, and presenting interpretive information throughout the tour. The Knoxville, Tenn., tree-based adventure park, following an initial orientation and safety briefing, is a self-guided experience, with highly trained staff monitoring participants' progress through the courses and offering assistance if needed.

### **Navitat courses**

Course designer is Bonsai Design Inc., the leading designer and builder of canopy tours in the U.S. Bonsai is a member of the Association of Challenge Course Technology and adheres to ACCT standards for design, building and inspecting. Innovative design and installation methods are used to minimize the impact on the environment and to maximize the safety of the course visitors.

### **Navitat's commitment to safety**

Safety is Navitat's top priority in all components of their tours – from design and construction, to staff training and operation. Whether on Navitat's fully-guided or self-guided tour experiences, guests are attached to continuous safety systems throughout their time on course.

Guides at the Asheville location must complete between 50 and 70 hours of training before they are certified to lead tours. Adventure Crew members at the Knoxville location must complete 30 hours of training. At both locations, additional training hours are required monthly throughout employment.

Navitat is a member of the Association for Challenge Course Technology (ACCT), which is accredited by the American National Standards Institute. The company meets or exceeds all ACCT standards for construction, operations and training.



### **Navitat's commitment to the environment**

Navitat courses fit seamlessly into the natural landscape, leaving the smallest footprint on the land. Installation methods are minimally intrusive to the trees and other natural features.

Navitat uses environmentally sound products and available timbers onsite for construction of the courses, whenever possible.

### **The Navitat team and experience**

Navitat employs approximately 60 to 70 people at its Asheville location and 20 to 30 people at its Knoxville location. The leadership team has more than 35 years of combined professional experience in operating, programming, designing and installing canopy and zipline tours, and more than 75 years of combined experience in business development and management with backgrounds in landscape architecture, civil engineering and real estate.