



contiki

Adam Cooper Named President of Contiki USA



Adam Cooper, President, Contiki

In his role, Cooper is determined to **strengthen Contiki's position** within the 18-35 year olds travel demographic and **support professional travel consultants** advising this dynamic audience. "I have spent my entire adult life and career promoting my unwavering belief that **travel makes living both richer and more rewarding**" said Cooper. "I am thrilled to join an organization with whom I've worked so closely in the past that shares my conviction and which has for more than 50 years worked to instill a lifelong curiosity for what lies beyond home."

Prior to being appointed, Cooper was senior vice president, North America, for STA Travel, Inc., the global full-service travel agency catering to the student and youth markets. He began his career there as a travel advisor, a role he relished and where he says he consistently ranked among the **top sellers nationally**.

An inveterate traveler who grew up in Sheffield, England, Cooper's love of exploration began as a teenager when he took part in Camp America in upstate New York, which is also where he met his Queens, NY-based wife. He recalls a nearly month-long trip to India and Nepal with his dad as a "life-changing" experience and an "assault on the senses" that solidified his **Contiki-esque commitment to travel frequently and with "no regrets."** Cooper now resides with his wife and three young children in southern California.

For more information about Contiki, please visit www.contiki.com or call 1-877-266-8454.