

# The ONLY & Longest Running Series of Travel Shows in the U.S.

## TRAVEL & ADVENTURE SHOW



**22<sup>ND</sup> YEAR • 130+ EVENTS**

LOCATED IN THE TOP 10 FEEDER MARKETS

### Over \$10 Billion in Total Travel & Hospitality Spend

were influenced by the Travel & Adventure Shows

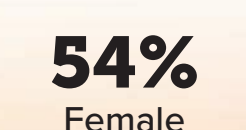


We come to this show every year with a bigger list than we had the year before. You never know what travel options you'll find when wandering the aisles. Speaking live with the booth representatives is important to us in making sure that we can personalize our trip. — Rachel, New York, NY

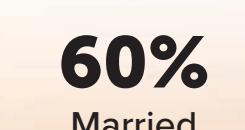
**95%** plan on returning to the show

Audience Demographic Insights Reveal the Shows Attract

### Affluent, Educated, Active Consumers



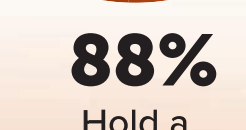
**54%**  
Female



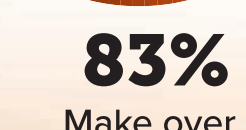
**60%**  
Married or in a committed relationship



**93%**  
Age 35+ in peak earning years



**88%**  
Hold a college degree



**83%**  
Make over \$100k a year

### Attracting the Right Audience

We Deliver Pre-Qualified Travelers

**\$750M+** Million Dollars Spent Annually on Travel

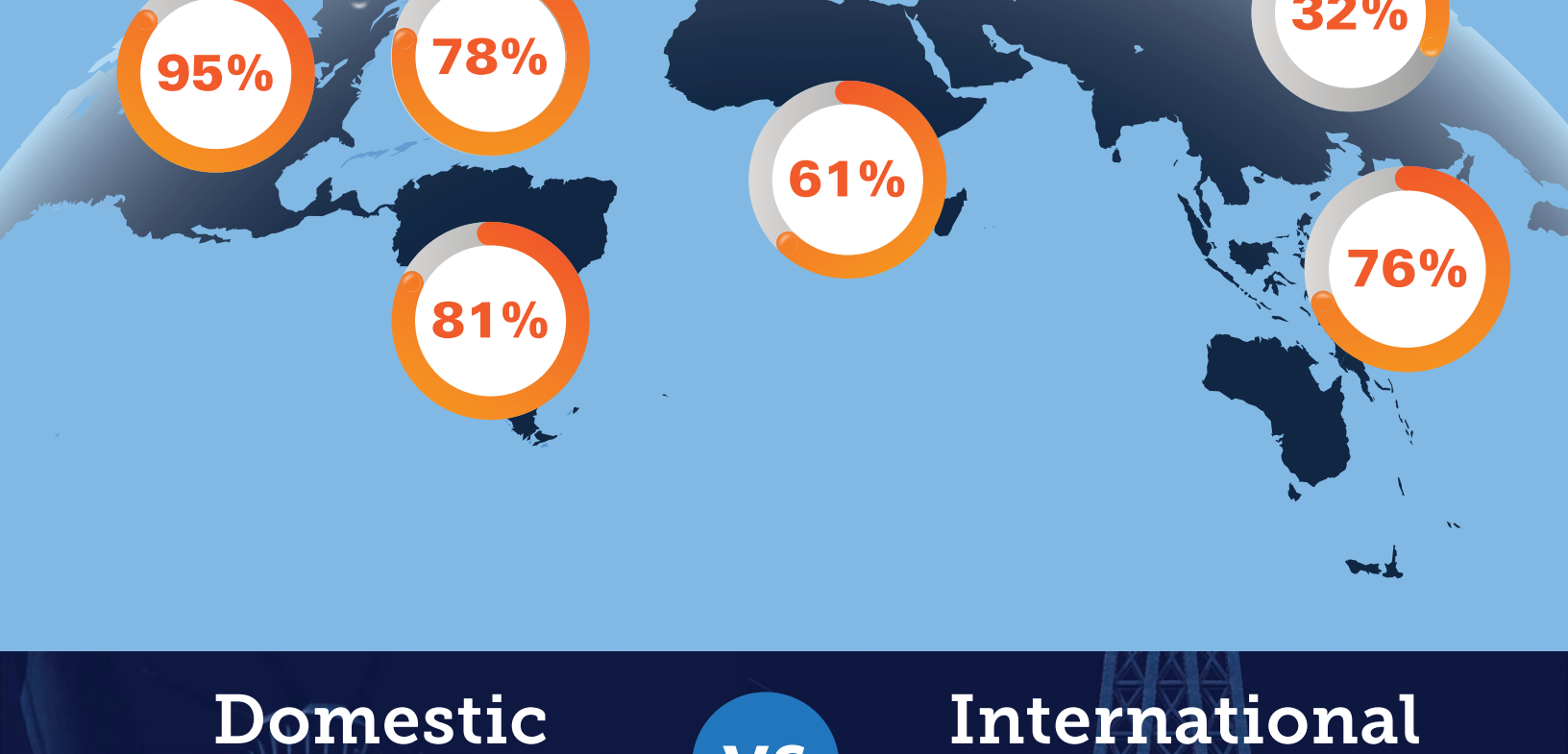
**Over \$5,000** Average Per Trip Travel Spend

**97%** Of Attendees are Passport Holders



### Ready to Travel

Where Our Attendees Are Interested in Going



### Domestic

VS

### International

**97%** will take 3-9 domestic trips in the next 12 months

**89%** Intend to take more or the same number of domestic trips

**85%** Take regional getaways multiple times a year

**94%** Of attendees took 1 or more international trips over past 12 months

**94%** Will take the same or more international trips in next 12 months

**98%** Are interested in international travel

### Types of Vacations Interested In



Attendees surveyed were given the opportunity to choose multiple vacation types.

### Influence Bookings Among Ready-to-Buy Consumers

**86%** of those looking to book a trip, booked with an exhibitor they met at the show

**90%** will book this vacation within a year

**71%** of attendees spend over \$5,000 with exhibitors they met at the show



We love to travel and we're always trying to find new and exciting places to go. That's why we come to this show year after year! — Allan, Palo Alto, CA



Indicated the **show** has an impact on where they go on their next trips



Of attendees booked one or two trips with an exhibitor they met at the show



Found **more confidence in making travel plans** with the exhibitors based on their involvement with the show

The ease of going online to do research is great, but I feel like I don't always get the full picture. That's why I love these Shows - I have the chance to get the real information directly from a local rep in each booth that tailors my trip directly to me. — Phil, Denver, CO

### Qualified Attendance Per Market

	Consumers	Travel Trade	Travel Advisors	Media
SEATTLE	5,500 – 7,500	700 – 900	275 – 375	25 – 50
WASHINGTON, DC	14,750 – 18,000	1,050 – 1,300	250 – 425	40 – 75
NEW YORK	20,000 – 24,500	2,250 – 3,500	475 – 900	275 – 375
PHOENIX	5,500 – 8,500	750 – 1,000	275 – 375	25 – 50
CHICAGO	15,500 – 19,000	1,450 – 2,000	400 – 550	50 – 75
SOUTH FLORIDA	6,500 – 8,000	800 – 900	250 – 350	50 – 75
LOS ANGELES	16,000 – 20,000	1,750 – 2,750	500 – 725	85 – 150
BAY AREA	15,500 – 19,000	1,450 – 1,850	375 – 425	50 – 75
DALLAS	7,250 – 10,500	850 – 1,200	325 – 425	25 – 50
DENVER	10,000 – 12,750	850 – 1,250	225 – 350	25 – 60

### Making an Impression

Multi-Media Campaigns Generate Hundreds of Millions of Impressions Nationwide

**620 Million**

Reached VIA Highly Targeted Mass Media Campaign



**OVERALL:**  
**144.7M**  
TV IMPRESSIONS



**OVERALL:**  
**1.9M**  
OTT & STREAMING TV IMPRESSIONS



**OVERALL:**  
**118.3M**  
OUTDOOR IMPRESSIONS



**OVERALL:**  
**27.4M**  
SOCIAL MEDIA/DIGITAL IMPRESSIONS



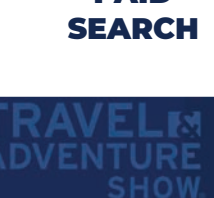
**OVERALL:**  
**299.6M**  
PR IMPRESSIONS



**OVERALL:**  
**2.1M**  
DIRECT MAIL/EMAIL IMPRESSIONS



**OVERALL:**  
**22M**  
CO-OP IMPRESSIONS



**OVERALL:**  
**4.2M**  
PAID SEARCH

### Top Travel Personalities

### Attract Travel Super Fans



Samantha Brown



Josh Gates



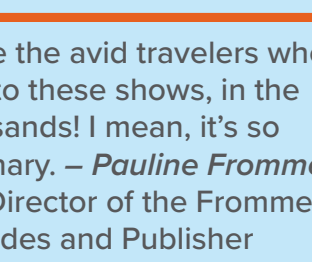
Peter Greenberg



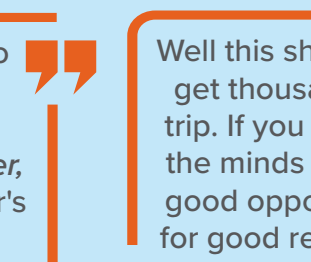
Patricia Schultz



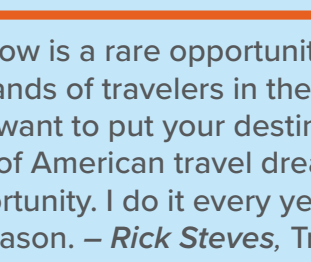
Rick Steves



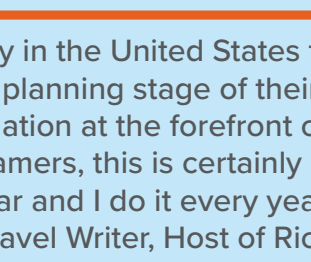
Phil Rosenthal



Pauline Frommer



Andrew McCarthy



Phil Keoghan

You have the avid travelers who come to these shows, in the thousands! I mean, it's so extraordinary. — Pauline Frommer, Editorial Director of the Frommer's Guides and Publisher of Frommers.com

Well this show is a rare opportunity in the United States to get thousands of travelers in the planning stage of their trip. If you want to put your destination at the forefront of the minds of American travel dreamers, this is certainly a good opportunity. I do it every year and I do it every year for good reason. — Rick Steves, Travel Writer, Host of Rick Steves' Europe, and Travel with Rick Steves

Visit [www.TravelShows.com](http://www.TravelShows.com) For More Information

\*Survey results collected from Travel & Adventure Show attendees during the ticket purchase process. REV 043025