

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

TRAVEL & ADVENTURE SHOW

21st YEAR
over
120+ EVENTS

Located in Top U.S. Feeder Markets



Over \$7.01 Billion in Total Travel & Hospitality Spend were influenced by the Travel & Adventure Shows



"We come to this show every year and always with a new list than what we came with before. The variety of travel options here keeps our bucket list fresh and the experts in the booths are so knowledgeable and the deals are huge!" – *Monika, New York, NY*

95% plan on returning to the show

Audience Demographic Insights Reveal the Shows Attract Affluent, Educated, Active Consumers

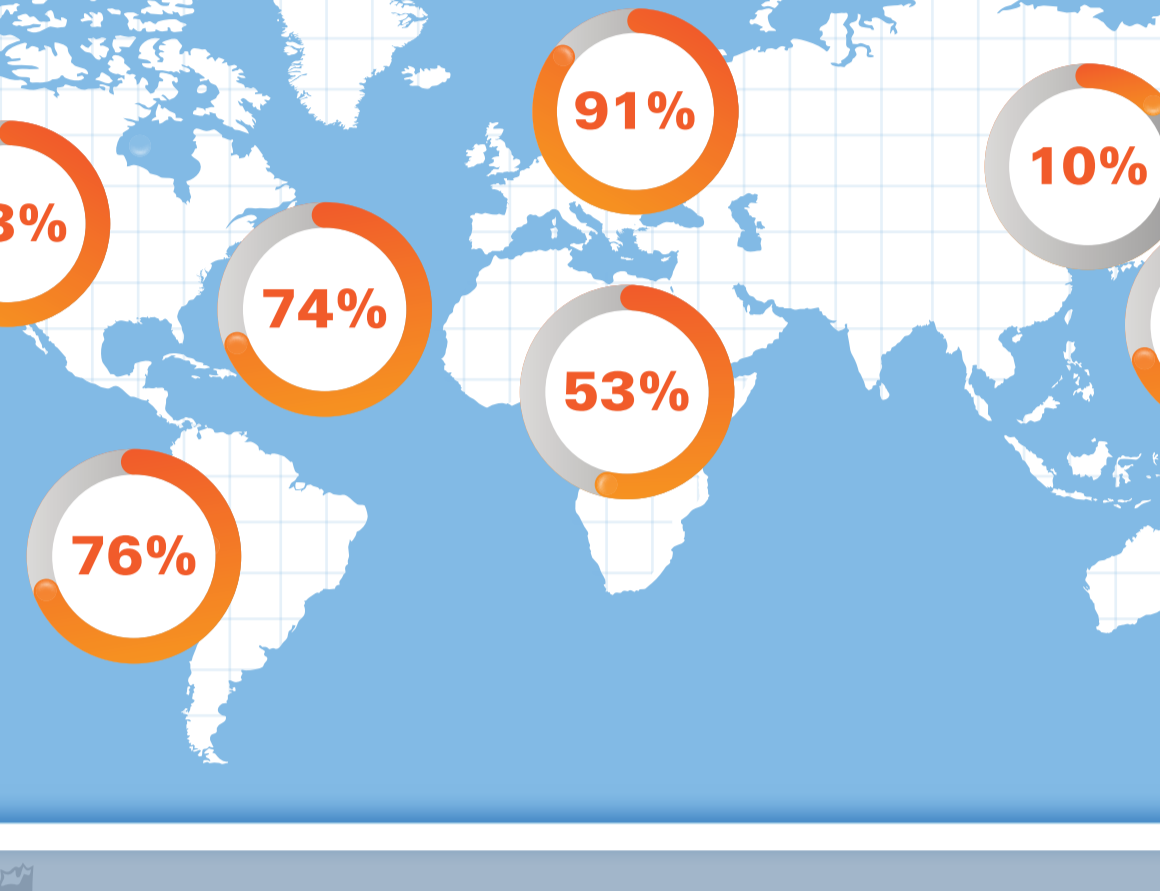


Attracting the Right Audience We Deliver Pre-Qualified Travelers

\$1.5B+ Billion 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

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

VS

International

93%

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

96%

Are interested in international travel

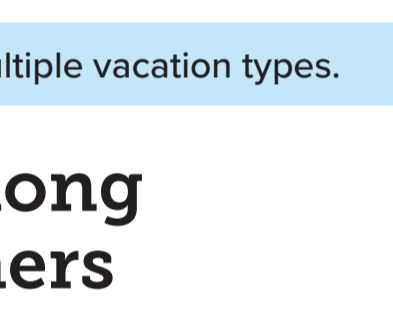
Types of Vacations*

89% Leisure/Cultural

64% Active/Adventure

47% Culinary/Experiential

12% Other



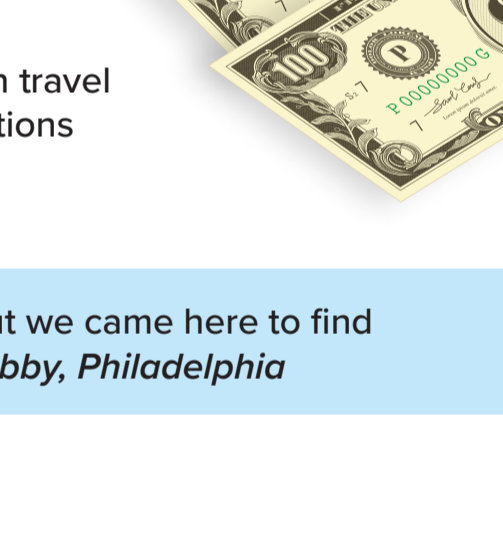
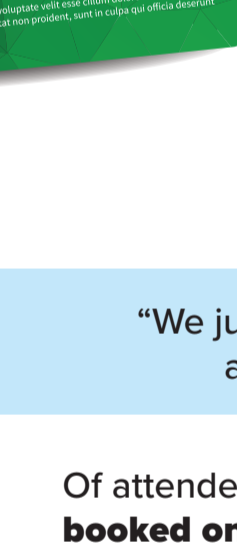
*Attendees surveyed were given the opportunity to choose multiple vacation types.

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 spent over \$5,000 on travel annually with exhibitors or destinations they met at the show



"We just love to travel. We have quite a few trips planned but we came here to find another adventure—something new and exciting!" – *Bobby, Philadelphia*

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

86%

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

94%

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

"It's great to be back at an in person event again. There are so many different types of vacations to take here and the information we get from the exhibitors in the booths is something we can't find online. Can't wait to come back in 2025!" – *Jennifer, Chicago*

Qualified Attendance Per Market

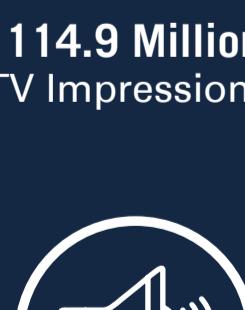
	Consumers	Travel Trade	Travel Advisors	Media
ATLANTA	5,500 – 9,000	700 – 900	375 – 500	25 – 50
CHICAGO	15,500 – 19,000	1,450 – 2,000	400 – 550	50 – 75
DALLAS	7,250 – 10,500	850 – 1,200	325 – 425	25 – 50
DENVER	10,000 – 12,750	850 – 1,250	225 – 350	25 – 60
LOS ANGELES	16,000 – 20,000	1,750 – 2,750	500 – 725	85 – 150
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
SF/BAY AREA	15,500 – 19,000	1,450 – 1,850	375 – 425	50 – 75
WASHINGTON, DC	14,750 – 18,000	1,050 – 1,300	250 – 425	40 – 75

Making an Impression

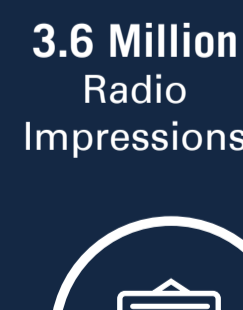
Multi-Media Campaigns Generate Hundreds of Millions of Impressions Nationwide

431+ Million

Reached VIA Highly Targeted Mass Media Campaign



114.9 Million TV Impressions



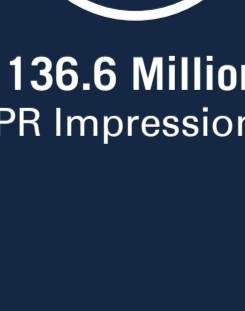
3.6 Million Radio Impressions



113.3 Million Outdoor Impressions



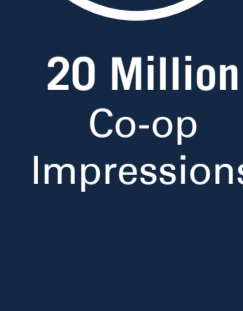
38.2 Million Social Media/Digital Impressions



136.6 Million PR Impressions



1.8 Million Direct Mail/Email Impressions

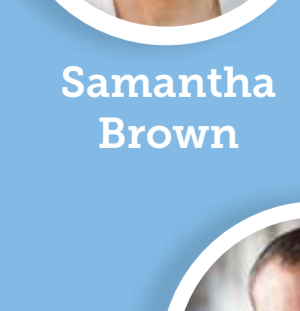


20 Million Co-op Impressions

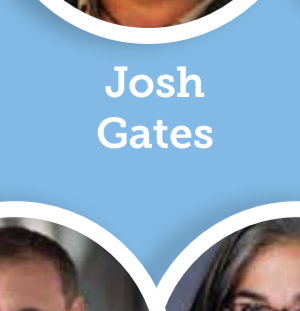


3.4 Million Paid Search

Top Travel Speakers Bring Super Travel Fans



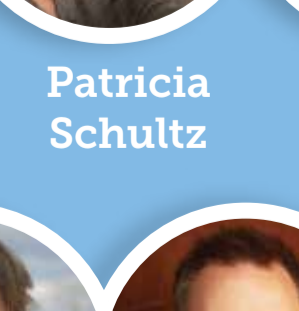
Samantha Brown



Josh Gates



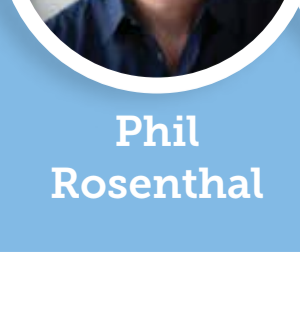
Peter Greenberg



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*

"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*

Visit www.TravelShows.com For More Information

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

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