

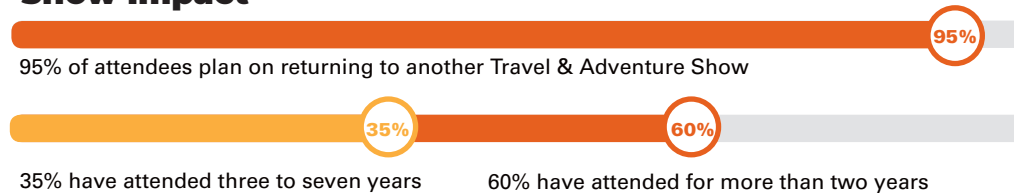
# What Attendees Want

We recently undertook an extensive research project on Travel & Adventure Show attendees through Mercury CSC, a leading consumer research and market intelligence firm focusing on travel. The research was both quantitative, with over 3,000 past attendees participating in the survey, as well as qualitative, with dozens involved in our focus groups. The results reaffirmed many of our beliefs and, more importantly, presented us with some stunning new insights.

## Travel & Adventure Show Attendees are Power Travelers

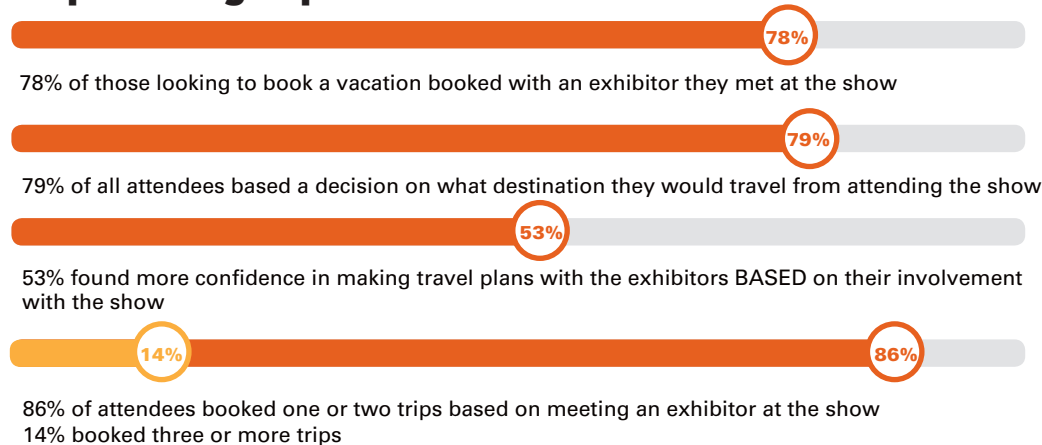
While we can't release all the information in the report, some of this data summarized below should help you with your final show planning. Using this data is important to understanding the wants and needs of attendees, which can help you serve them better.

### Show Impact



Attendees value their time spent at the Travel & Adventure Show, think highly of the quality of exhibitors and enjoy their overall time at the event. Take advantage of the opportunity!

### Trip Booking Impact

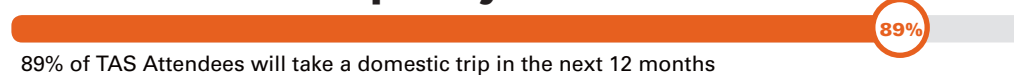


Attendees TRUST that our exhibitors will give them the best deal, the best experience and a memorable vacation based on the fact that they can meet you face to face. **There is no marketing tool more powerful than face to face marketing.**

### Trip Spend



### Domestic Travel Propensity



### International Travel Propensity



# What Attendees Want

## Trip Planning:

Our attendees are motivated to come to a Travel & Adventure Show to plan their next trip. In fact, many attendees stated they enjoy the planning process just as much as the trip.

## Expert Advice:

They want to meet exhibitors to learn from experts on how to travel like a local in their destination. So make sure you have authentic advisors in your booth ready and trained to answer many excellent questions from the attendees.

## Knowledge and Experience:

Attendees are motivated to attend for both the celebrity travel speakers, increasingly for destination seminars as well as the cultural theater.

## Attendees Want A Deal:

What surprised us the most were the very prevalent comments that attendees come to the Travel & Adventure Shows with the pre-conceived idea that they will get a great deal on travel from trusted suppliers.

We know that more than half of the attendees feel more confidence booking with a supplier they find at the show – that's a key benefit of exhibiting! Your reputation increases simply by participating and being seen.

**But, attendees want a deal.** They overwhelmingly stated they would seek out and wanted to be offered a travel deal that is better than or more inclusive than they could find elsewhere.

Further, we were also told by many attendees that they were disappointed that so many exhibitors and destinations did not appear to offer a show only special. **A deal with an exclusive add on no one else could get, affected who they booked with or which booth they stopped at.**

## How to Maximize this Inside Information

So if you want to maximize your return at the Travel & Adventure Shows, make sure you display some kind of monetary savings or exclusive additions to itineraries that attendees can't get elsewhere.

Make sure you make this visible for all passerby's and make sure that the booth staff can pitch the deal as well as expert advice.

## Let Us Market Your Special:

Finally, **make sure that you tell us about your special deals.** We are working hard to let attendees know about show-only specials, on our website, post registration emails, social media outlets and at-show handouts.

