

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

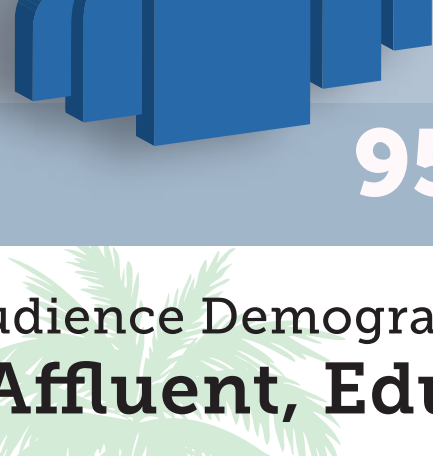
## TRAVEL & ADVENTURE SHOW®

19<sup>th</sup> YEAR  
over  
110 EVENTS

Located in Top U.S.  
Feeder Markets

## Over \$5 Billion in Total Travel & Hospitality Spend

were influenced by the Travel & Adventure Shows



"We came back to the Dallas Show this year not knowing what to expect, but we found a lot of different trips to add to our list. We like that we can book at the Show. It's nice to be able to meet with a travel provider face to face and get our questions answered immediately, get our itinerary personalized just for us and take advantage of the deals and specials offered.v" – Louise, Dallas

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

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



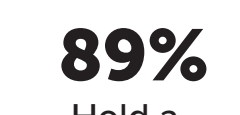
**52%**  
Female



**62%**  
Married  
or in a  
committed  
relationship



**86%**  
Age 35+  
in peak  
earning  
years



**89%**  
Hold a  
college  
degree



**80%**  
Make over \$100k  
a year (+8% YOY)

## Attracting the Right Audience

We Deliver Pre-Qualified Travelers

**\$1B+** Billion Dollars Spent Annually on Travel

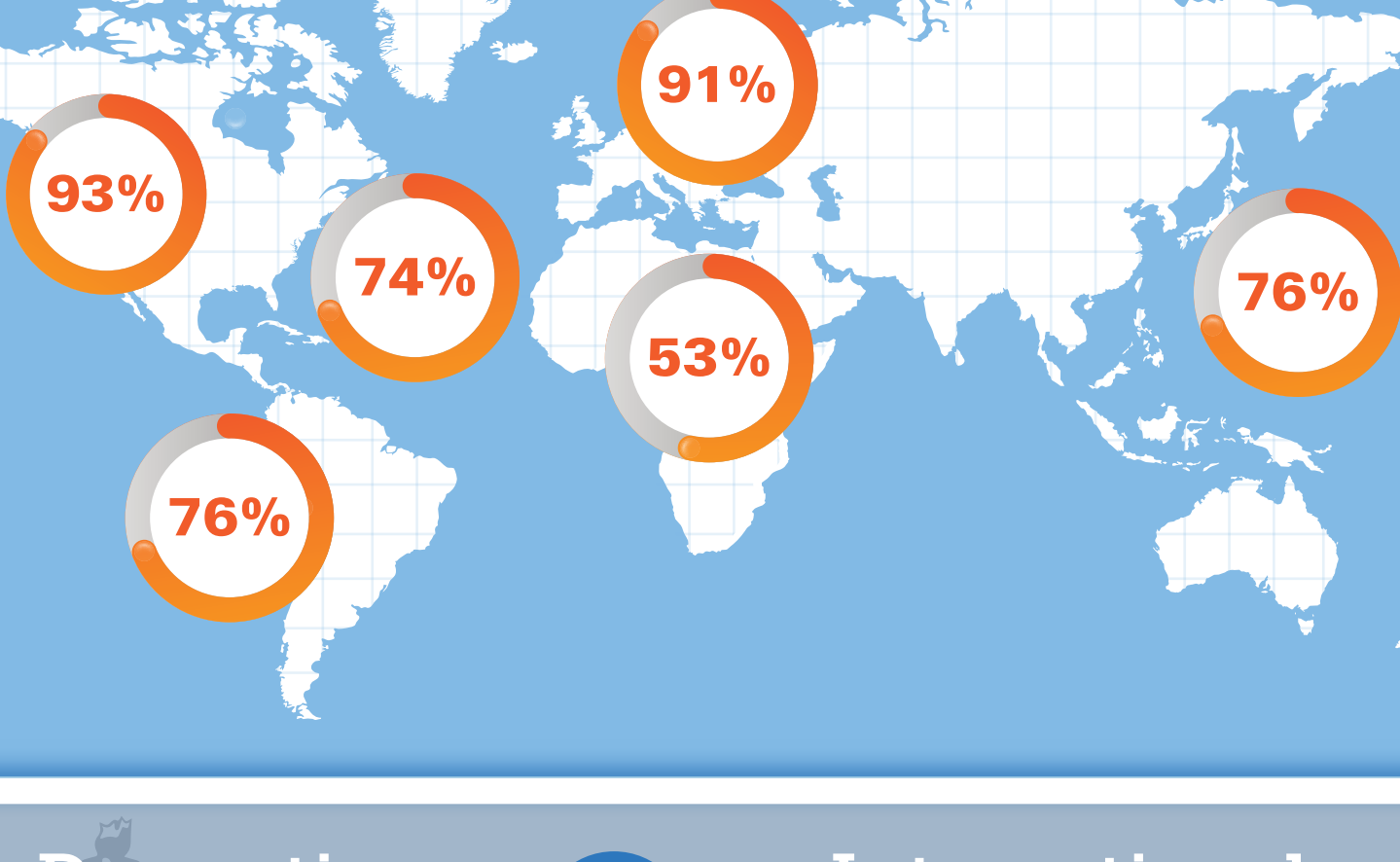
**Over \$5,000** Average Per Trip Travel Spend

**97%** Of Attendees are Passport Holders



## Ready to Travel

Where Our Attendees Are Interested in Going



### Domestic

**96%**

Will take 3-9 domestic trips  
in the next 12 months

**83%**

Intend to take more or the same  
number of domestic trips

**79%**

Take regional getaways  
multiple times a year

VS

### International

**86%**

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

**90%**

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

**86%**

Are interested in  
international travel

## Types of Vacations

**59%** Cultural / Experiential

**52%** Active

**26%** Culinary

"We travel to learn about different people and cultures, as well as to experience new things and try amazing food!" – Haley, Philadelphia

## Influence Bookings Among Ready-to-Buy Consumers

**81%**

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

**84%**

will book this vacation within a year

**74%**

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

**79%**

**81%**

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

**91%**

Found **more confidence in**  
**making travel 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 2023!" – Jennifer, Chicago

## Attendance Ranges per Market\*

	Consumers	Travel Trade	Travel Advisors	Media
ATLANTA	10,000 – 13,000	800 – 1,250	220 – 450	20 – 60
BOSTON	12,000 – 15,000	900 – 1,150	200 – 350	50 – 70
CHICAGO	24,000 – 28,000	1,800 – 2,000	500 – 650	100 – 150
DALLAS	13,500 – 16,000	1,100 – 1,350	210 – 350	25 – 65
DENVER	13,000 – 17,000	1,000 – 1,250	200 – 350	60 – 90
LOS ANGELES	32,000 – 38,000	4,000 – 5,000	700 – 900	175 – 300
NEW YORK**	15,000 – 17,000**	2,000 – 3,000**	750 – 1,250**	250+**
WASHINGTON D.C.	20,000 – 21,500	2,000 – 2,200	600 – 750	100 – 150

\*Based on pre-pandemic attendance numbers. \*\*2023 Estimated Attendance.

## Making an Impression

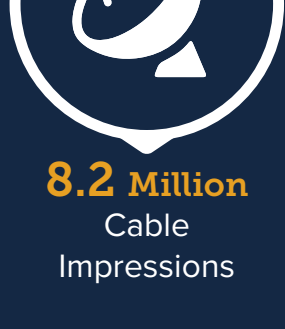
Multi-Media Campaigns Generate Hundreds of Millions of Impressions Nationwide

**324.2 Million**

Annual Impressions Reached VIA Mass Marketing Approach



**141.9 Million**  
TV Impressions



**8.2 Million**  
Cable  
Impressions



**60.9 Million**  
Radio  
Impressions



**56 Million**  
Outdoor  
Impressions



**17.5 Million**  
Social Media/  
Digital Impressions



**31 Million**  
PR Impressions



**1.6 Million**  
Direct Mail/Email  
Impressions



**3 Million**  
Co-op Impressions



**4 Million**  
Print Impressions

## Top Travel Speakers Bring Super Travel Fans



Samantha Brown



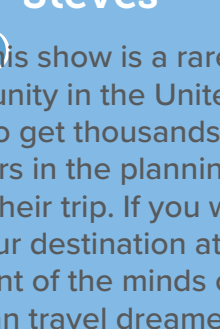
Josh Gates



Peter Greenberg



Patricia Schultz



Rick Steves



Pauline Frommer



Andrew McCarthy



Phil Keoghan

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

\*Mercury CSC, Survey of Travel & Adventure Show Attendees Regarding Travel Behavior and Bookings, Travel & Adventure Show Registration Data and Travel & Adventure Show Attendee Survey Data.

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