



18TH ANNUAL

TRAVEL & ADVENTURE SHOW[®]

CHICAGO JANUARY 14-15, 2023

DONALD E. STEPHENS CONVENTION CENTER

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RESULTS - EVENT SUMMARY

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2023 CHICAGO TRAVEL & ADVENTURE SHOW

Date: January 14-15, 2023
Venue: Donald E. Stephens Convention Center
Location: 5555 N. River Road
 Rosemont, IL 60018
Hall: F - 135,000 sq. ft.

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LGBTQ PAVILION SUPPORTING SPONSORS:



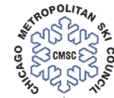
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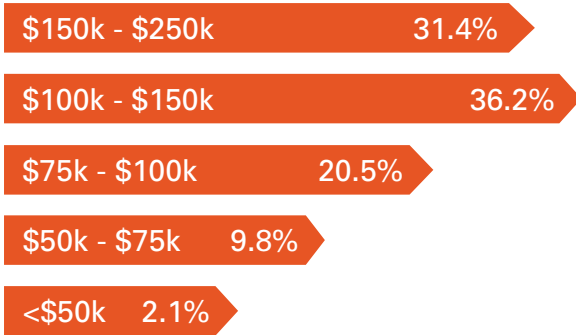


ATTENDANCE SUMMARY

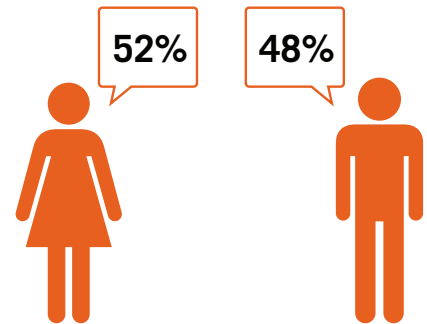
	2023	2022
TOTAL ATTENDANCE:	16,566	10,772
TRAVEL TRADE:	1,566	977
TRAVEL ADVISORS:	426	228
PRESS:	60	56

HOUSEHOLD INCOME (HHI)

68% Earn Over \$100,000



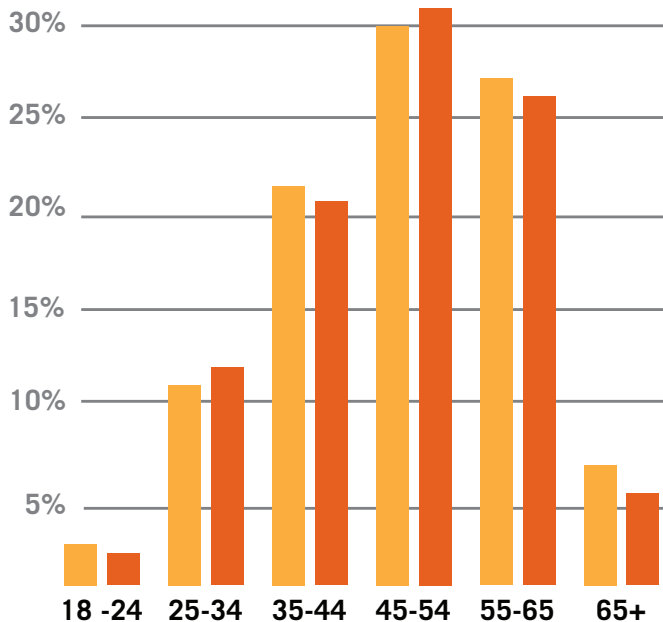
ATTENDEE GENDER



ATTENDEE AGE

● 2023 ● 2022

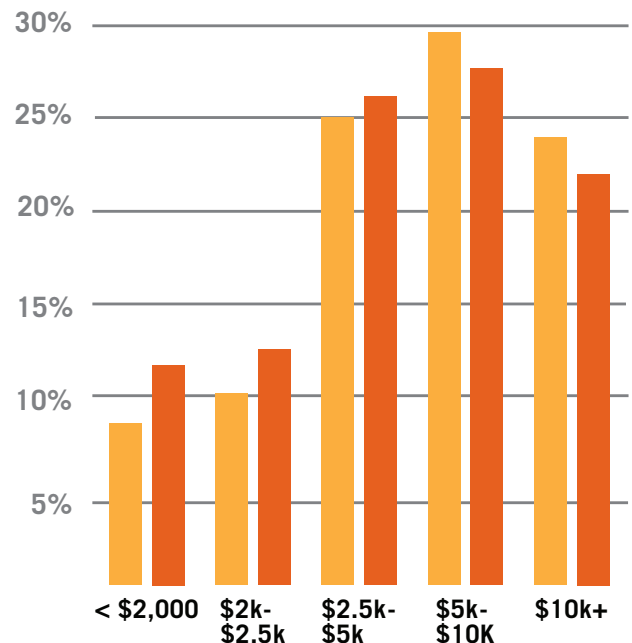
73% in Peak Earning Years 35-65



TRAVEL EXPENDITURE

● 2023 ● 2022

53% Spend Over \$5,000 on Travel



HEADLINE SPEAKERS & STAGES

In 2023, the 18th annual Chicago Travel & Adventure Show was designed to provide updated information, actionable advice and carefully tailored content the audience of qualified travel consumers and agents.

The Travel Theater, where attendees go for inspiration and advice from travel celebrities, was busy all weekend long. Samantha Brown, The Points Guy CEO & Founder, Brian Kelly, Peter Greenberg, and Pauline Frommer all spoke to travelers on the main stage throughout the weekend.

At the Destination Theater, dozens of sessions spanning both show days provided educational workshops based on specific destinations. From discovering the ocean cruising and safaris and Tahiti, attendees had the opportunity to learn about various destinations from around the world in 30 minute sessions.

On the Savvy Traveler Theater, attendees enjoyed sessions on both days dedicated to providing actionable advice on how to travel safer, cheaper and more efficiently. From budget travel tips and booking the cheapest flight possible, to the latest in travel technology and how to maximize private tours, Travel & Adventure Show consumers packed the theater each day.

Overall, Show programming gave attendees the most up to date information, straight from the experts.

In addition to meeting with our vendors, attendees engaged in activities such as:

- + Travel Theater
- + Destination Theater
- + Savvy Traveler Theater
- + Global Beats Stage
- + Arizona Office of Tourism Photo Booth
- + Meet & Greet

Keynote Speakers Included:



PETER GREENBERG

Emmy Award-Winning Investigative Reporter and Producer and CBS News Travel Editor



SAMANTHA BROWN

Host, PBS Samantha Brown's Places to Love



PAULINE FROMMER

Editorial Director of The Frommer's Guides and Publisher of Frommers.com



BRIAN KELLY

Founder and CEO of The Points Guy (TPG)



PROMOTION SUMMARY

For the 2023 Chicago event, the advertising mix included a strong schedule of broadcast television, streaming radio, traditional radio, print ads, and a multi-platform digital program. This re-imagined sales campaign targeted very specific travel enthusiasts over the course of 12 weeks, matching the demographic of top Travel & Adventure Show attendees.

Television:

Two of the top stations in the market, ABC and CBS, were utilized to spread the word 10 days out from the event. With over 200 commercials running during hyper-targeted day parts, overall television impressions came in at over 9.2 million.

Radio:

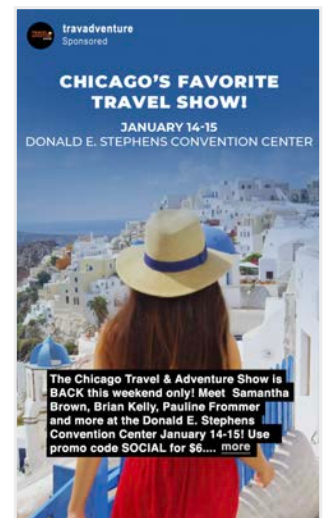
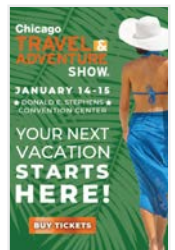
Streaming radio on Pandora, Spotify and iHeart radio, along with traditional radio on 2 top Chicago stations, produced millions of targeted impressions over hundreds of thousands of served ads.

Out of Home:

Travel & Adventure Show messaging also reached commuters on major freeways targeting consumers entering and leaving affluent communities and suburbs by way of a wide-scale out of home promotional campaign. A mix of billboards and posters produced over 10 million impressions.

Digital Campaign:

In addition to digital campaigns with industry and media partners, a multi-platform social and digital campaign was implemented, targeting the Chicago metro area. Over 6 million impressions were served across social media and digital platforms



FAM-TAS PROGRAM SUMMARY

The FAM-TAS Travel Advisor Program was offered on day one of the 2023 Chicago Travel & Adventure Show. This turn-key program provided a platform for select destinations and travel suppliers to connect with, educate and familiarize Travel Advisors with how best to market and sell their products through a dynamic schedule of catered presentations and show floor passport program.

2023 FAM-TAS TRAVEL ADVISOR PROGRAM ATTENDANCE SATURDAY, JANUARY 21

Travel Advisors: 101

2023 FAM-TAS PRESENTATION SPONSORS

- Florida Keys & Key West
- Atlas Ocean Voyages
- Arizona Office of Tourism

2023 PASSPORT PROGRAM SPONSORS

- Florida Keys & Key West
- Atlas Ocean Voyages
- Arizona Office of Tourism
- Visit Lauderdale
- Adventure Life
- Inspiring Vacations
- Visit Panama City Beach
- Visit Pensacola
- Travel Juneau
- Visit Central Florida
- Barbados Tourism Marketing Inc.

FAM-TAS PROGRAM SPONSORS:



JOIN US NEXT YEAR IN THESE MARKETS

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NOTE: DATES SUBJECT TO CHANGE