



18TH ANNUAL

TRAVEL & ADVENTURE SHOW[®]

WASHINGTON DC FEBRUARY 4-5, 2023

WALTER E. WASHINGTON CONVENTION CENTER

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RESULTS - EVENT SUMMARY

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2023 WASHINGTON DC TRAVEL & ADVENTURE SHOW

Date: February 4-5, 2023
Venue: Walter E. Washington Convention Center
Location: 801 Mt Vernon PI NW, Washington, DC 20001
Halls: D - 111,000 sq. ft.

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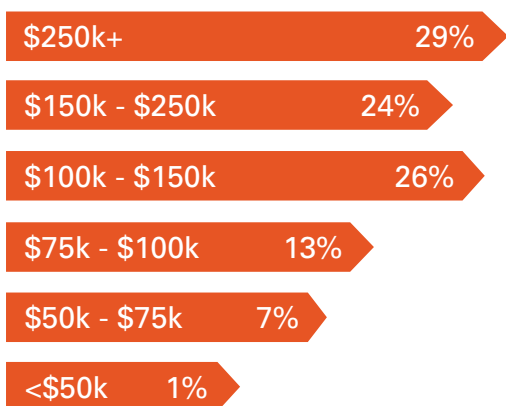


ATTENDANCE SUMMARY

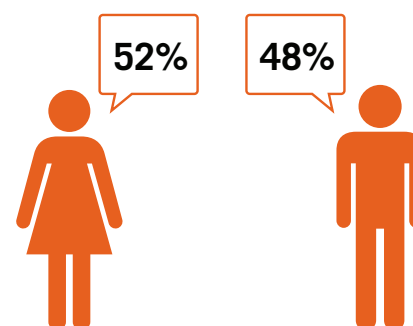
	2023	2022
TOTAL ATTENDANCE:	15,652	7,904
TRAVEL TRADE:	1,126	920
TRAVEL ADVISORS:	273	242
PRESS:	47	67

HOUSEHOLD INCOME (HHI)

79% Earn Over \$100,000



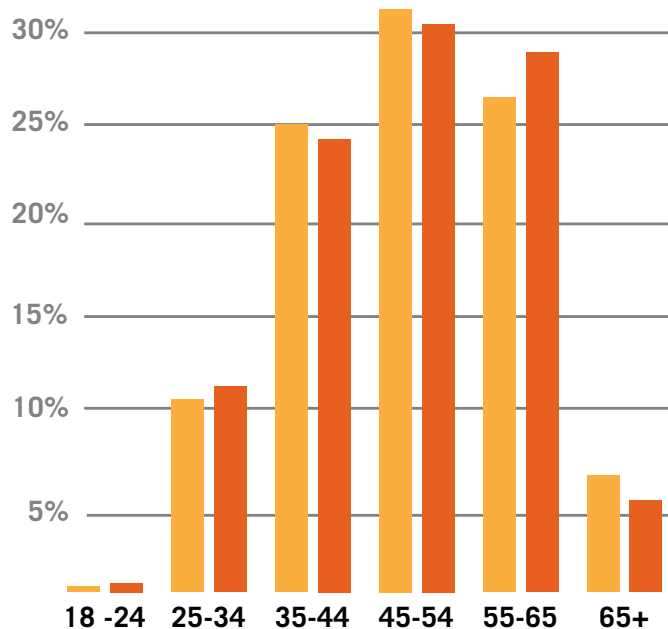
ATTENDEE GENDER



ATTENDEE AGE

● 2023 ● 2022

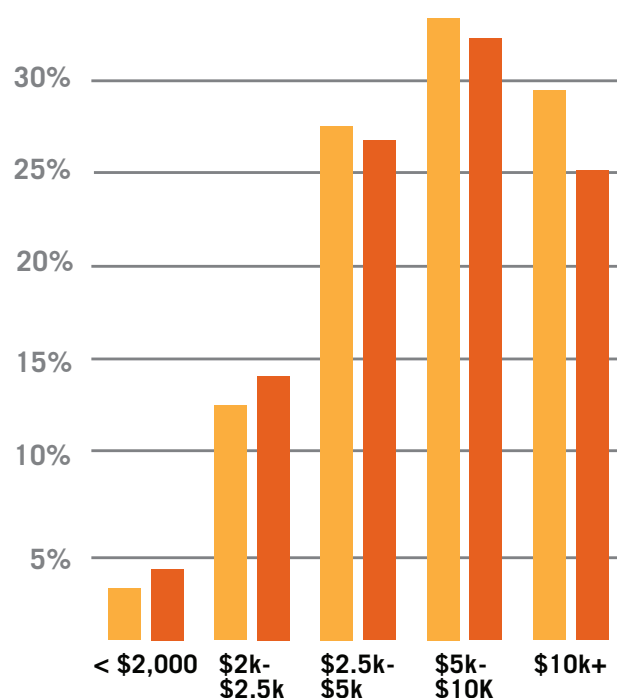
76% in Peak Earning Years 35-65+



TRAVEL EXPENDITURE

● 2023 ● 2022

65% Spend Over \$5,000 on Travel



HEADLINE SPEAKERS & STAGES

In 2023, the DC 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, Patricia Schultz, and Peter Greenberg, as well as two moderated panels full of different experts, all spoke on the main Travel Theater throughout the weekend.

At the Destination Theater, dozens of sessions spanning both show days provided educational workshops based on specific destinations. From discovering ocean cruising and safaris, 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
- + Currituck Outer Banks Photo Booth
- + Meet & Greet

Keynote Speakers Included:



SAMANTHA BROWN

Emmy Award-Winning Host, Samantha Brown's Places to Love



PETER GREENBERG

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



PATRICIA SCHULTZ

Author, "1,000 Places to See Before You Die", "1,000 Places to See in the United States and Canada Before You Die" and New release "Why We Travel: 100 Reasons To See The World"



PROMOTION SUMMARY

For the 2023 DC event, the advertising mix included a strong schedule of broadcast television, streaming radio, 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.

Broadcast Television:

Two of the top stations in the market, FOX and ABC, 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 12 million.

Radio:

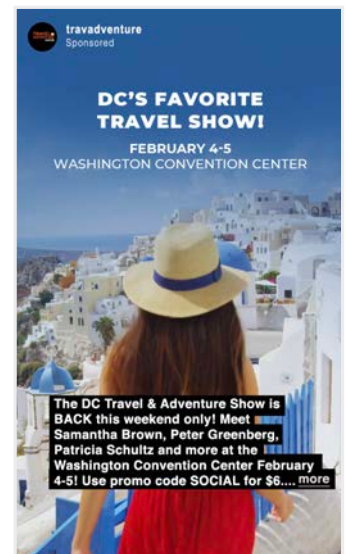
Streaming radio on Pandora, Spotify and iHeart radio, produced targeted impressions over hundreds of thousands of served ads over a 6 week promotional period.

Digital Campaign:

In addition to digital campaigns with industry and media partners, a multi-platform social and digital campaign was implemented, targeting the DC metro area. Over 4.1 million impressions were served across social media and digital platforms.

Public Relations:

A week-long PR campaign was set into action in the week leading up to the Travel & Adventure Show. Various speakers worked with local bloggers, influencers and publications. On the Friday before the event, Samantha Brown, Angel Castellanos and The Bahamas took over the whole morning on FOX 5's prime-time morning programming. ABC 7 interviewed Samantha Brown on Saturday afternoon, and NBC placed two segments on Sunday morning news with TAS Vice President, Jonathan Golicz, and Fly Brother's Ernest White. In the end, over 11 million PR impressions were logged in the DC market.



FAM-TAS PROGRAM SUMMARY

The FAM-TAS Travel Advisor Program was offered on day one of the 2023 Washington DC 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, FEBRUARY 4

Travel Advisors: 109

2023 FAM-TAS PRESENTATION SPONSORS

- Alaska Land & Sea Adventures
- Florida Keys & Key West
- Atlas Ocean Voyages

2023 PASSPORT PROGRAM SPONSORS

- Alaska Land & Sea Adventures
- Florida Keys & Key West
- Atlas Ocean Voyages
- Barbados Tourism Marketing Inc.
- Adventure Life
- Visit Lauderdale

FAM-TAS PROGRAM SPONSORS:



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TRAVEL & ADVENTURE SHOW®

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MARCH 23-24, 2024

NOTE: DATES SUBJECT TO CHANGE