



17<sup>TH</sup> ANNUAL

# TRAVEL & ADVENTURE SHOW<sup>®</sup>

## LOS ANGELES FEBRUARY 18-19, 2023

LOS ANGELES CONVENTION CENTER

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# RESULTS - EVENT SUMMARY

/TravelandAdventureShow

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# 2023 LOS ANGELES TRAVEL & ADVENTURE SHOW

**Date:** February 18-19, 2023  
**Venue:** Los Angeles Convention Center  
**Location:** 1201 S Figueroa St, Los Angeles, CA 90015  
**Halls:** GH - 115,000 sq. ft.

## THANK YOU TO OUR SPONSORS

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MEDIA SUPPORTERS:



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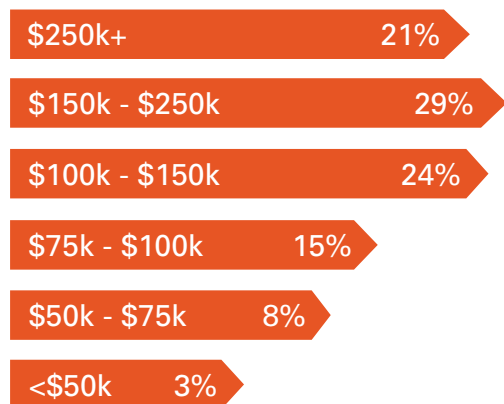


# ATTENDANCE SUMMARY

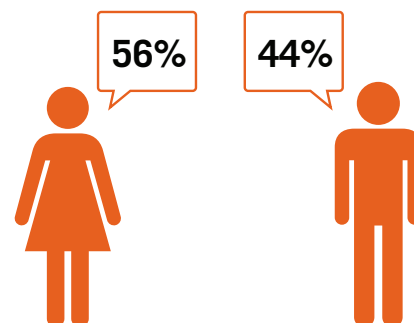
	<u>2023</u>	<u>2022</u>
<b>TOTAL ATTENDANCE:</b>	<b>17,341</b>	<b>11,514</b>
<b>TRAVEL TRADE:</b>	<b>2,205</b>	<b>1,356</b>
<b>TRAVEL ADVISORS:</b>	<b>591</b>	<b>372</b>
<b>PRESS:</b>	<b>97</b>	<b>81</b>

## HOUSEHOLD INCOME (HHI)

50% Earn Over \$150,000  
74% Earn Over \$100,000



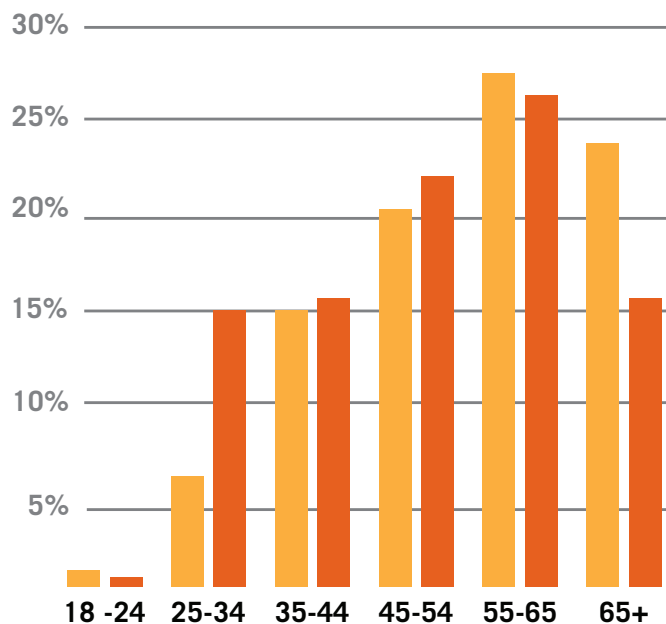
## ATTENDEE GENDER



## ATTENDEE AGE

● 2023 ● 2022

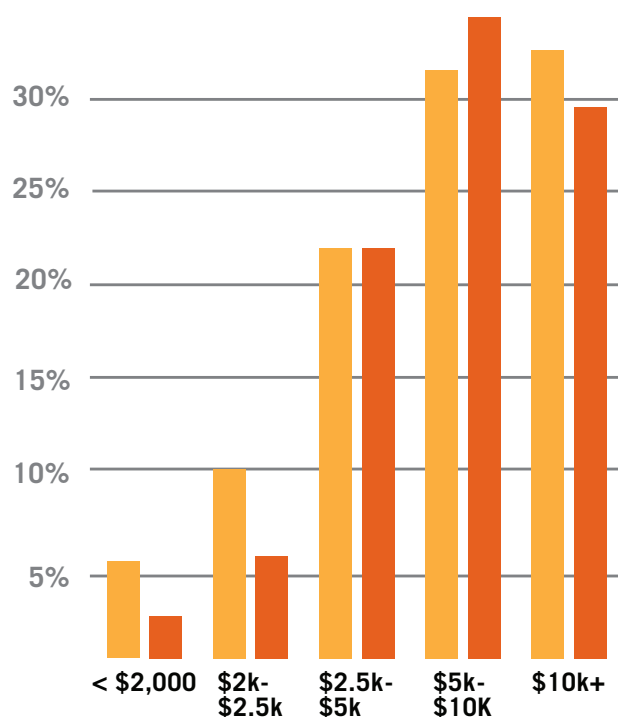
74% in Peak Earning Years 35-65+



## TRAVEL EXPENDITURE

● 2023 ● 2022

64% Spend Over \$5,000 on Travel



# HEADLINE SPEAKERS & STAGES

In 2023, the LA 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. Rick Steves, Pauline Frommer, 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
- + Alaska Land & Sea Adventures Photo Booth
- + Meet & Greet

## Keynote Speakers Included:



### RICK STEVES

Travel Writer, Host of Rick Steves' Europe, and Travel with Rick Steves



### PETER GREENBERG

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



### PAULINE FROMMER

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

**Frommer's®**



# PROMOTION SUMMARY

For the 2023 LA 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, KTLA and ABC, were utilized to spread the word 10 days out from the event. With over 110 commercials running during hyper-targeted day parts, overall television impressions came in at over 10 million.

## Radio:

Streaming radio on Pandora, Spotify and iHeart radio, produced targeted impressions over 600,000 served ads over a 6 week promotional period.

## Out of Home:

6 billboards were placed around the LA metro-area, targeting affluent neighborhoods and communities in high-traffic locations. This campaign produced over 16 million impressions over a three 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 LA metro area. Over 4.5 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, Pauline Frommer, Angel Castellanos, Visit Yosemite and The Florida Keys & Key West took over the whole morning on FOX 11's prime-time morning programming with Travel & Adventure Show Vice President, Jonathan Golicz. Additionally, ABC 7 interviewed Pauline Frommer and Chef Paul Menta on Saturday morning. Overall, 12 million PR impressions were accumulated over the LA PR campaign.



# FAM-TAS PROGRAM SUMMARY

The FAM-TAS Travel Advisor Program was offered on day one of the 2023 Los Angeles 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 18

Travel Advisors: 120

### 2023 FAM-TAS PRESENTATION SPONSORS

- Atlas Ocean Voyages
- BRASIL

### 2023 PASSPORT PROGRAM SPONSORS

- Atlas Ocean Voyages
- BRASIL
- Inspiring Vacations
- Barbados Tourism Marketing Inc.
- Visit Fairfield
- ONX Wine
- China National Tourist Office
- Santa Fe

### FAM-TAS PROGRAM SPONSORS:



# JOIN US NEXT YEAR IN THESE MARKETS

## TRAVEL & ADVENTURE SHOW®

### INTERESTED IN EXHIBITING/SPONSORING:

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NOTE: DATES SUBJECT TO CHANGE