



2ND ANNUAL

TRAVEL & ADVENTURE SHOW[®]

NEW YORK JANUARY 28-29, 2023

JACOB K. JAVITS CONVENTION CENTER

WWW.TRAVELSHOWS.COM

RESULTS - EVENT SUMMARY

 /TravelandAdventureShow

 @TravAdventure

 @TravAdventure





2023 NEW YORK TRAVEL & ADVENTURE SHOW

Date: Janaury 28-29, 2023
Venue: Jacob K. Javits Convention Center
Location: 429 11th Avenue New York, NY 10001
Hall: 3D/3E 137,000 sq ft

THANK YOU TO OUR SPONSORS

MAJOR SPONSOR:



CONTRIBUTING SPONSOR:



SUPPORTING SPONSORS:



PHOTO BOOTH SPONSOR:



PASSPORT ACCEPTANCE PROGRAM:



LGBTQ PAVILION PRESENTING SPONSOR:



LGBTQ PAVILION SUPPORTING SPONSORS:



MEDIA SUPPORTERS:



TRAVEL INDUSTRY PARTNERS:



PRODUCED BY:

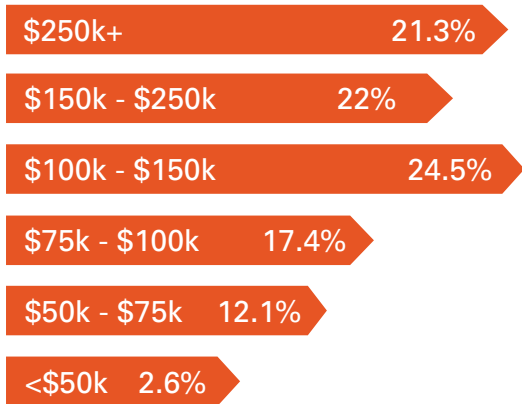


ATTENDANCE SUMMARY

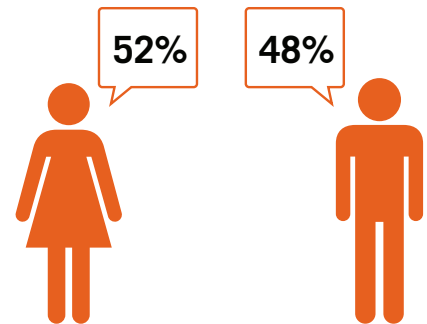
	2023	2022
TOTAL ATTENDANCE:	21,578	13,972
TRAVEL TRADE:	2,603	1,900
TRAVEL ADVISORS:	530	810
PRESS:	322	254

HOUSEHOLD INCOME (HHI)

67.8% Earn Over \$100,000
(43.3% Earn Over \$150,000)

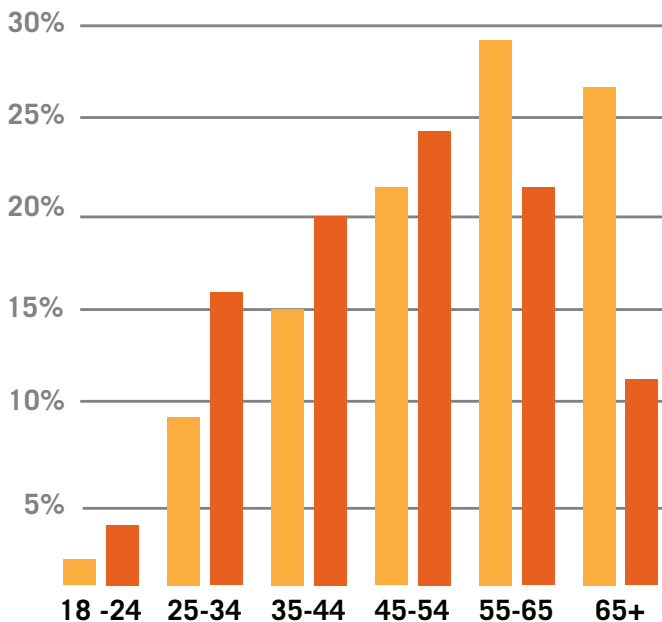


ATTENDEE GENDER



ATTENDEE AGE

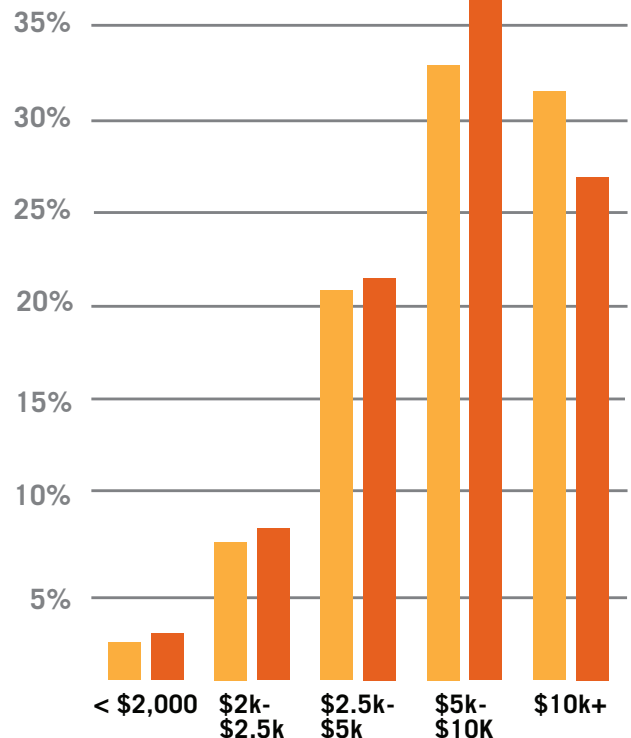
● 2023 ● 2022



TRAVEL EXPENDITURE

● 2023 ● 2022

+66% Spend Over \$5,000 on Travel



HEADLINE SPEAKERS & STAGES

In 2023, the 2nd Annual New York 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, Pauline Frommer, Andrew McCarthy, Peter Greenberg, and Patricia Schultz 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 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
- + The Florida Keys & Key West Photo Booth
- + Meet & Greet

Keynote Speakers Included:



SAMANTHA BROWN

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



ANDREW McCARTHY

Award-Winning Travel Writer, Actor and Director



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"



PAULINE FROMMER

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



PROMOTION SUMMARY

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

Broadcast Television:

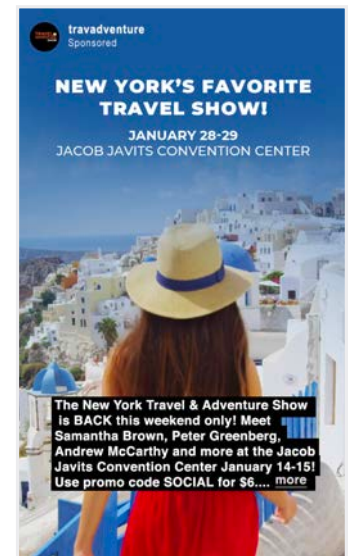
Two of the top stations in the market, ABC and CBS, were utilized to spread the word 10 days out from the event. With over 120 commercials running during hyper-targeted day parts, overall television impressions came in at over 18.1 million.

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 Boston metro area. Over 5.6 million impressions were served across social media and digital platforms



THE TRAVEL TRADE DAY PROGRAM

New in 2023, The Travel Trade Day Program at the New York Travel & Adventure Show presented Travel Advisors and Trade Members the opportunity to take part in four separate trade-focused workshops.

On Saturday morning, over 180 pre-qualified Travel Advisors made their way into the Croatia Pavilion for a sponsored FAM-TAS breakfast networking event, sponsored by the Croatian National Tourist Board. Over 50 different representatives from various Croatian CVB's and travel suppliers held one-on-one meetings, as well as 20-minute presentations, throughout the program.

Included in the Travel Trade Day Program were three additional panel sessions that focused on specific travel segments designed to provide detailed information on current trends, sales and marketing tactics, as well as new products, throughout the afternoon.

The Caribbean Panel, moderated by Kelly Fontenelle, Caribbean Director, Travel Market Report, produced a lively discussion on how to sell Caribbean travel in 2023 and beyond. Panelists Eusi Skeete, Director, USA, Barbados Tourism Marketing, Inc., Kim Riddle, Business Development Manager, US, Aruba Tourism Authority, Muriel Wiltord-Latamine, Director North America, Martinique Tourism Authority, and Rissie Demeritte, Area Manager, Sales and Marketing, Bahamas Tourist Office, all provided in-depth information during the one-hour discussion.

The Florida Showcase panel, taking place during a catered lunch, featured Markham McGill, Director of Sales, The Florida Keys & Key West, Kaya Man, Director of Sales and Service, Visit Pensacola and Northwest Florida Beaches Sales Representative to the Council, and Debra Lee, Travel Industry Sales Director, Greater Miami CVB, during this discussion moderated by Dan McCarthy, Editor-in-Chief, Travel Market Report.



The program concluded with an hour-long conversation from three different cruise line representatives, moderated by Travel Market Report Cruise Editor, Dori Saltzman. Denise Reichwein Lees, Director of Sales, MSC Cruises, USA, Lisa Falango, Director of Sales, Royal Caribbean International, and Glenn Eastwood, Business Development Manager, USA, North East & Mid-West, Hurtigruten Expeditions, all provided hard hitting information on topics ranging from sales tactics to segment trends.



JOIN US NEXT YEAR IN THESE MARKETS

TRAVEL & ADVENTURE SHOW®

INTERESTED IN EXHIBITING/SPONSORING:

P: 203-878-2577

E: SALES@TRAVELSHOWS.COM

WWW.TRAVELSHOWS.COM

PRODUCED BY:

Unicomm[™]
Events For New Business

CHICAGO

JANUARY 13-14, 2024

NEW YORK

JANUARY 27-28, 2024

LOS ANGELES

FEBRUARY 3-4, 2024

PHOENIX

FEBRUARY 17-18, 2024

WASHINGTON D.C.

FEBRUARY 24-25, 2024

SF/BAY AREA

MARCH 2-3, 2024

ATLANTA

MARCH 9-10, 2024

DENVER

MARCH 16-17, 2024

DALLAS

MARCH 23-24, 2024

NOTE: DATES SUBJECT TO CHANGE