



4TH ANNUAL


TRAVEL & ADVENTURE SHOW[®]


BOSTON JANUARY 21-22, 2023


HYNES CONVENTION CENTER

WWW.TRAVELSHOWS.COM

RESULTS - EVENT SUMMARY

 /TravelandAdventureShow

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2023 BOSTON TRAVEL & ADVENTURE SHOW

Date: January 21-22, 2023
Venue: Hynes Convention Center
Location: 900 Boylston St, Boston, MA 02115
Halls: B - 47,300 sq. ft.

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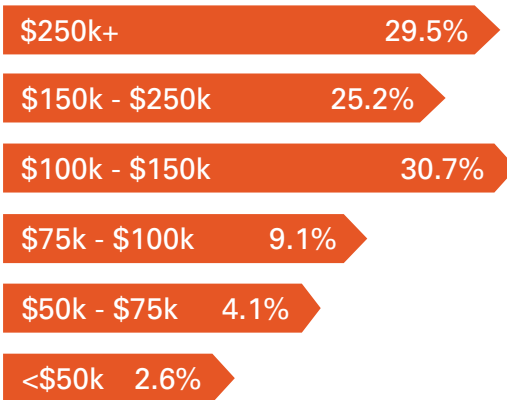


ATTENDANCE SUMMARY

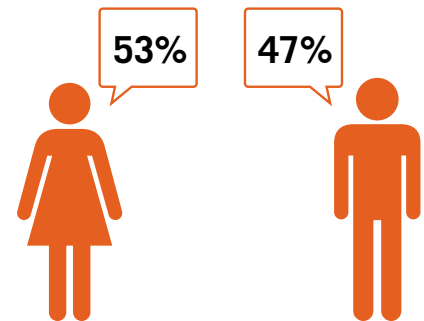
	2023	2022
TOTAL ATTENDANCE:	7,906	7,480
TRAVEL TRADE:	768	821
TRAVEL ADVISORS:	198	164
PRESS:	28	38

HOUSEHOLD INCOME (HHI)

83.9% Earn Over \$100,000
53.8% Earn Over \$150,000

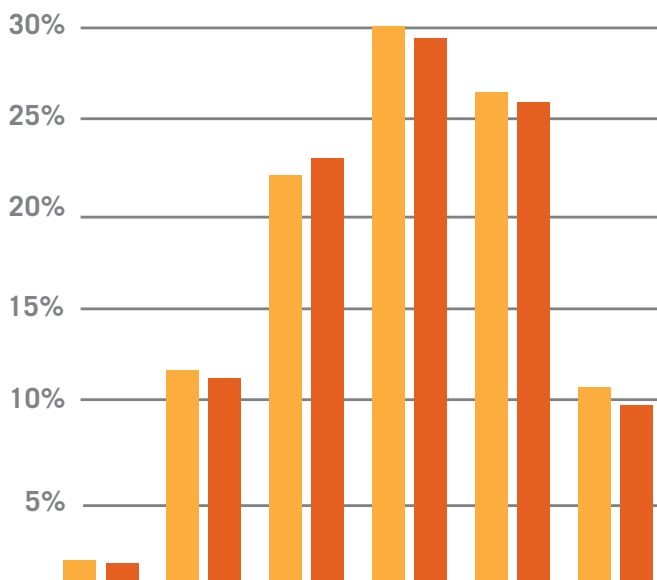


ATTENDEE GENDER



ATTENDEE AGE

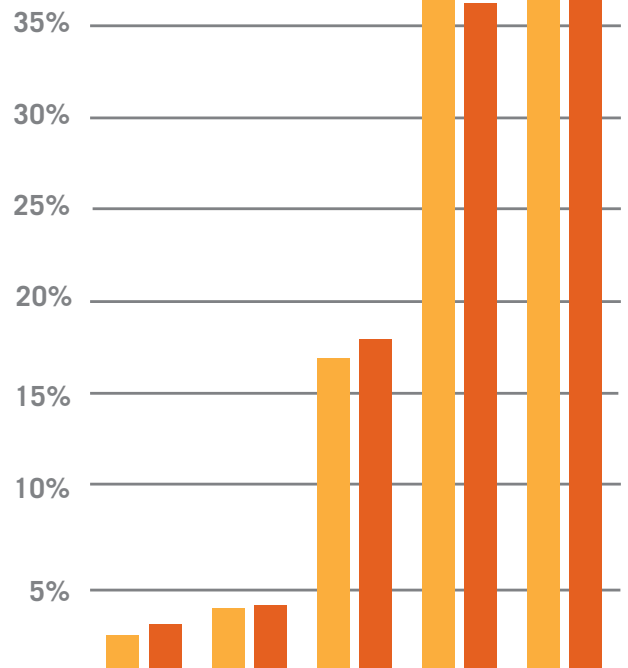
● 2023 ● 2022



TRAVEL EXPENDITURE

● 2023 ● 2022

+73% Spend Over \$5,000 on Travel



HEADLINE SPEAKERS & STAGES

In 2023, the 4th annual Boston 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. The Points Guy CEO & Founder, Brian Kelly, 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
- + Barbados Photo Booth
- + Meet & Greet

Keynote Speakers Included:



PETER GREENBERG

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



BRIAN KELLY

Founder and CEO of The Points Guy (TPG)



PATRICIA SCHULTZ

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



PROMOTION SUMMARY

For the 2023 Boston 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.

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 180 commercials running during hyper-targeted day parts, overall television impressions came in at over 7.5 million.

Radio:

Streaming radio on Pandora, Spotify and iHeart radio, produced targeted impressions over hundreds of thousands of served ads.

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 3 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 Boston 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: 54

2023 FAM-TAS PRESENTATION SPONSORS

- Atlas Ocean Voyages

2023 PASSPORT PROGRAM SPONSORS

- Atlas Ocean Voyages
- Inspiring Vacations
- Visit Central Florida
- Barbados Tourism Marketing Inc.
- Eating Europe
- Poseidon Expeditions

FAM-TAS PROGRAM SPONSORS:



JOIN US NEXT YEAR IN THESE MARKETS

TRAVEL & ADVENTURE SHOW®

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NOTE: DATES SUBJECT TO CHANGE