



6TH ANNUAL

TRAVEL & ADVENTURE SHOW[®]

DENVER
FEBRUARY 25-26, 2023

COLORADO CONVENTION CENTER

WWW.TRAVELSHOWS.COM

RESULTS - EVENT SUMMARY

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2023 DENVER TRAVEL & ADVENTURE SHOW

Date: February 25-26, 2023
Venue: Colorado Convention Center
Location: 700 14th St, Denver, CO 80202
Hall: C - 95,000 sq. ft.

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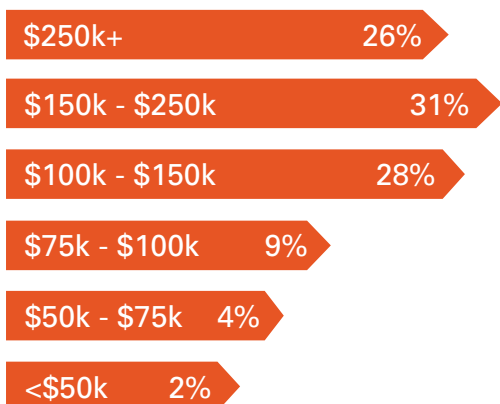


ATTENDANCE SUMMARY

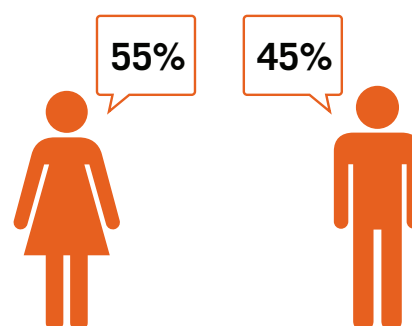
	2023	2022
TOTAL ATTENDANCE:	10,611	6,215
TRAVEL TRADE:	931	799
TRAVEL ADVISORS:	274	154
PRESS:	47	40

HOUSEHOLD INCOME (HHI)

+80% Earn Over \$100,000
(50% earn +\$150k)

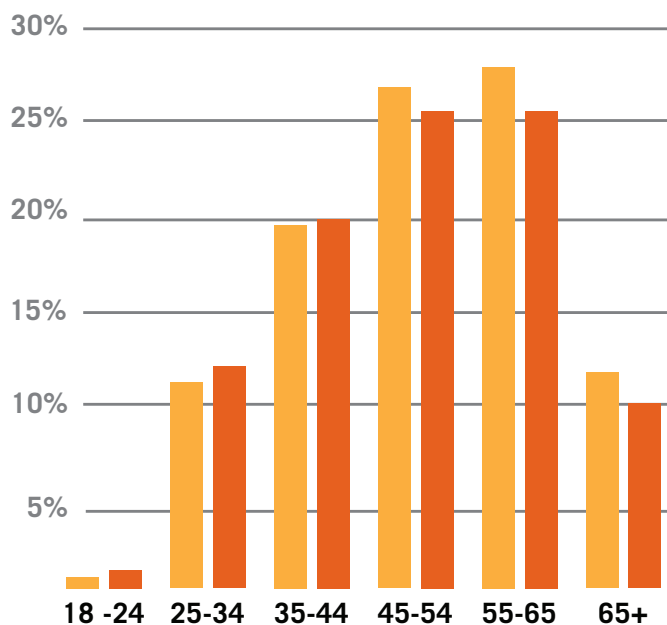


ATTENDEE GENDER



ATTENDEE AGE

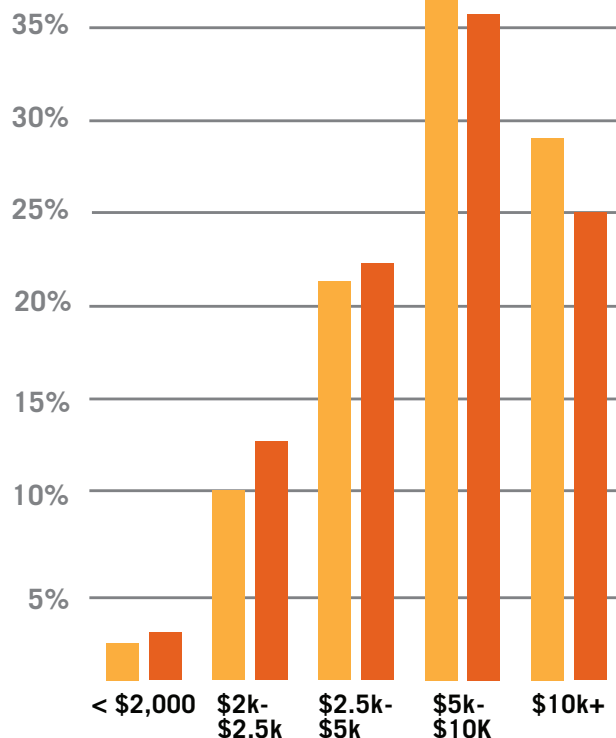
● 2023 ● 2022



TRAVEL EXPENDITURE

● 2023 ● 2022

+65% Spend Over \$5,000 on Travel



HEADLINE SPEAKERS & STAGES

In 2023, the Denver 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. Brian Kelly and panelist, Melanie Lieberman, Pauline Frommer, Jeff Corwin and panelist, Alanna Zingano, and Peter Greenberg, as well as a 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
- + Poseidon Expeditions Photo Booth
- + Meet & Greet

Keynote Speakers Included:



BRIAN KELLY

Founder and CEO of The Points Guy (TPG)



MELANIE LIEBERMAN

Global Features Editor, The Points Guy



JEFF CORWIN

Princess Cruises' Nature & Adventure Ambassador

Sponsored By:



ALANNA ZINGANO

Travel Content Creator, Travel the World A to Z



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



PROMOTION SUMMARY

For the 2023 Denver 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, CBS and NBC, were utilized to spread the word 10 days out from the event. With over 250 commercials running during hyper-targeted day parts, overall television impressions came in at over 9 million.

Radio:

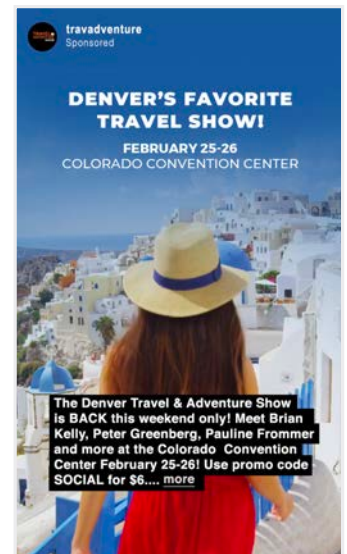
Streaming radio on Pandora, Spotify and iHeart radio, produced targeted impressions over 490,000 served ads over a 6 week promotional period.

Digital Campaign:

In addition to digital campaigns with industry and media partners, a multi-platform social and digital campaign was implemented, targeting the Denver 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, Theresa Goodrich, and Choctaw Country took over the 4pm and 5pm hours on CBS' prime-time evening programming. Overall, 5 million PR impressions were accumulated over the Denver PR campaign.



FAM-TAS PROGRAM SUMMARY

The FAM-TAS Travel Advisor Program was offered on day one of the 2023 Denver 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 25

Travel Advisors: 81

2023 FAM-TAS PRESENTATION SPONSORS

- Atlas Ocean Voyages
- Alaska Land & Sea Adventures

2023 PASSPORT PROGRAM SPONSORS

- Atlas Ocean Voyages
- Alaska Land & Sea Adventures
- Adventure Life
- Visit Pensacola
- ARREVA Advantage
- Poseidon Expeditions

FAM-TAS PROGRAM SPONSORS:



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TRAVEL & ADVENTURE SHOW®

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MARCH 23-24, 2024

NOTE: DATES SUBJECT TO CHANGE