

The ONLY & Longest Running Series of Travel Shows in the U.S.

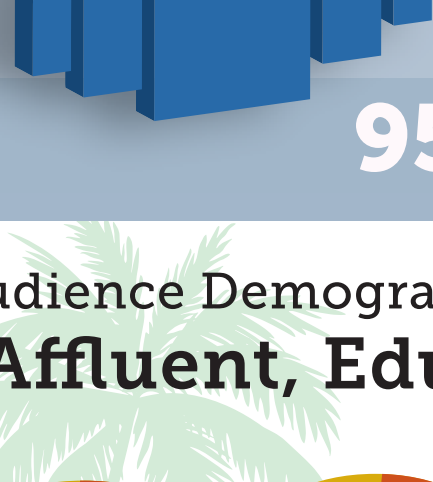
TRAVEL & ADVENTURE SHOW®

20th YEAR
over
118 EVENTS

Located in Top U.S. Feeder Markets

Over \$6.56 Billion in Total Travel & Hospitality Spend

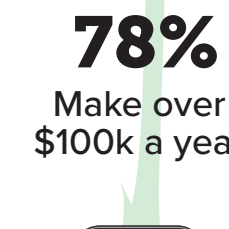
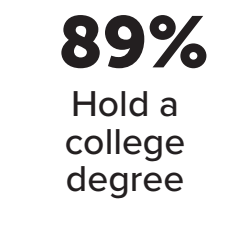
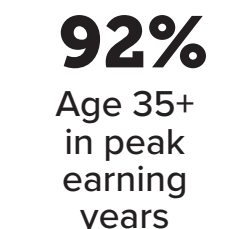
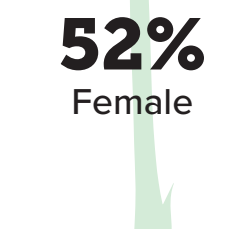
were influenced by the Travel & Adventure Shows



"We came back to the Dallas Show this year not knowing what to expect, but we found a lot of different trips to add to our list. We like that we can book at the Show. It's nice to be able to meet with a travel provider face to face and get our questions answered immediately, get our itinerary personalized just for us and take advantage of the deals and specials offered." – Louise, Dallas

95% plan on returning to the show

Audience Demographic Insights Reveal the Shows Attract Affluent, Educated, Active Consumers



Attracting the Right Audience

We Deliver Pre-Qualified Travelers

\$1.5B+ Billion Dollars Spent Annually on Travel

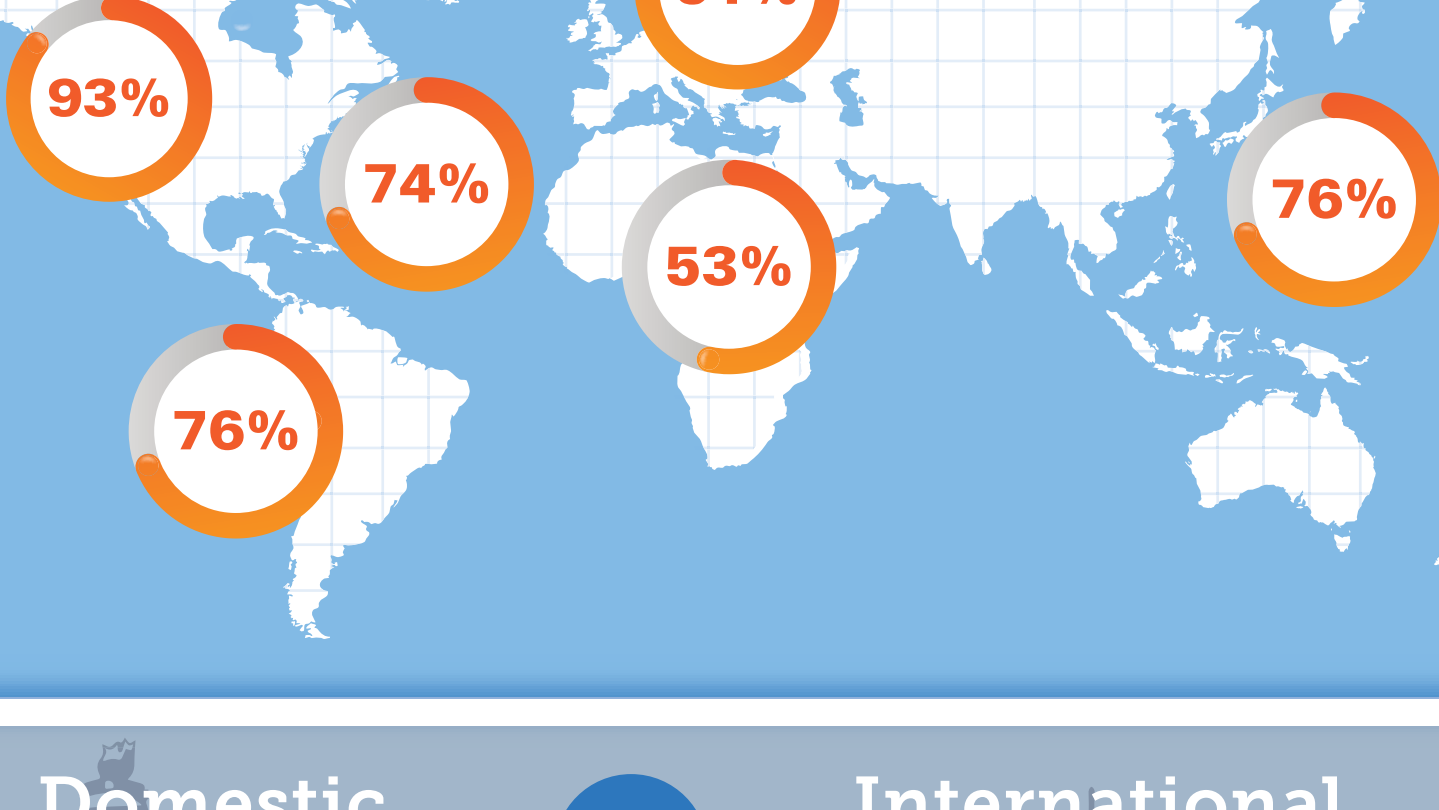
Over \$5,000 Average Per Trip Travel Spend

97% Of Attendees are Passport Holders



Ready to Travel

Where Our Attendees Are Interested in Going



Domestic

94%

Will take 3-9 domestic trips in the next 12 months

86%

Intend to take more or the same number of domestic trips

83%

Take regional getaways multiple times a year

VS

International

90%

Of attendees took 1 or more international trips over past 12 months

93%

Will take the same or more international trips in next 12 months

91%

Are interested in international travel

Types of Vacations

59% Cultural / Experiential

52% Active

26% Culinary

"We travel to learn about different people and cultures, as well as to experience new things and try amazing food!" – Haley, Philadelphia

Influence Bookings Among Ready-to-Buy Consumers

83% of those looking to book a trip, booked with an exhibitor they met at the show

86% will book this vacation within a year

67% of attendees spent over \$5,000 on travel annually with exhibitors or destinations they met at the show

"We just love to travel. We have quite a few trips planned but we came here to find another adventure—something new and exciting!." – Bobby, Philadelphia

Of attendees booked one or two trips with an exhibitor they met at the show

83%

84%

94%

Indicated the **show** has an impact on where they go on their next trips

Found **more confidence in making travel plans** with the exhibitors based on their involvement with the show

"It's great to be back at an in person event again. There are so many different types of vacations to take here and the information we get from the exhibitors in the booths is something we can't find online. Can't wait to come back in 2024!" – Jennifer, Chicago

Qualified Attendance Per Market

	Consumers	Travel Trade	Travel Advisors	Media
ATLANTA	5,500 – 9,000	700 – 900	375 – 500	25 – 50
CHICAGO	15,500 – 19,000	1,450 – 2,000	400 – 550	50 – 75
DALLAS	7,250 – 10,500	850 – 1,200	325 – 425	25 – 50
DENVER	10,000 – 12,750	850 – 1,250	225 – 350	25 – 60
LOS ANGELES	16,000 – 20,000	1,750 – 2,750	500 – 725	85 – 150
NEW YORK	20,000 – 24,500	2,250 – 3,500	475 – 900	275 – 375
PHOENIX	5,500 – 8,500	750 – 1,000	275 – 375	25 – 50
SF/BAY AREA	15,500 – 19,000	1,450 – 1,850	375 – 425	50 – 75
WASHINGTON, DC	14,750 – 18,000	1,050 – 1,300	250 – 425	40 – 75

Making an Impression

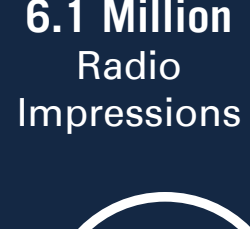
Multi-Media Campaigns Generate Hundreds of Millions of Impressions Nationwide

665+ Million

Reached VIA Highly Targeted Mass Media Campaign



70.9 Million
TV Impressions



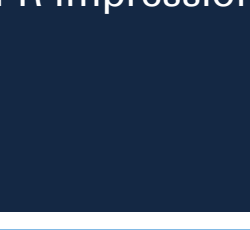
6.1 Million
Radio Impressions



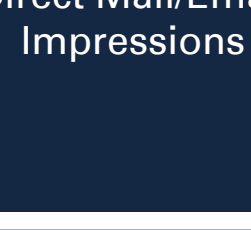
31.4 Million
Outdoor Impressions



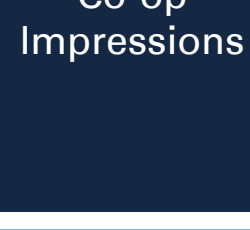
35.1 Million
Social Media/
Digital Impressions



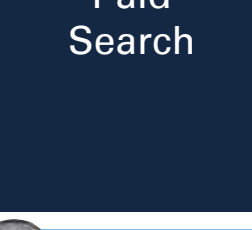
500+ Million
PR Impressions



1.75 Million
Direct Mail/Email Impressions

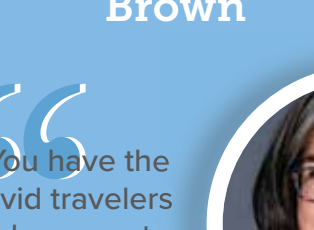


17.5 Million
Co-op Impressions

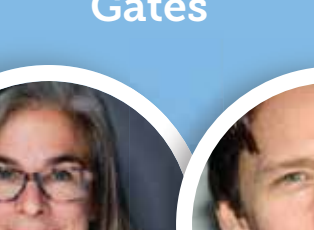


2.5 Million
Paid Search

Top Travel Speakers Bring Super Travel Fans



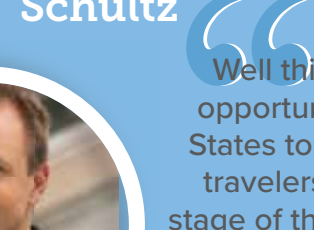
Samantha Brown



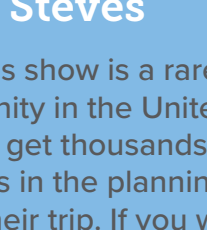
Josh Gates



Peter Greenberg



Patricia Schultz



Rick Steves



Pauline Frommer



Andrew McCarthy



Phil Keoghan

"You have the avid travelers who come to these shows, in the thousands! I mean, it's so extraordinary." – Pauline Frommer

"Well this show is a rare opportunity in the United States to get thousands of travelers in the planning stage of their trip. If you want to put your destination at the forefront of the minds of American travel dreamers, this is certainly a good opportunity. I do it every year and I do it every year for good reason." – Rick Steves

Visit www.TravelShows.com For More Information

*Mercury CSC, Survey of Travel & Adventure Show Attendees Regarding Travel Behavior and Bookings, Travel & Adventure Show Registration Data and Travel & Adventure Show Attendee Survey Data.

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