

NOW IN OUR **20th** YEAR



2024 TRAVEL & ADVENTURE SHOW[®]

JOIN AMERICA'S ONLY TRAVEL
MARKET SHOW SERIES

ATLANTA

CHICAGO

DENVER

DALLAS

LOS ANGELES

NEW YORK

NEW FOR 2024
PHOENIX

SF/BAY AREA

WASHINGTON, DC



JOIN OVER 1,500 OF THE WORLD'S TOP TRAVEL
BRANDS WHO LEVERAGE THE 150,000-PLUS
READY-TO-BUY CONSUMERS AND OVER
2,500 QUALIFIED TRAVEL ADVISORS



THE TRAVEL INDUSTRY'S ONLY SERIES OF TRAVEL MARKET TRADE SHOWS

- + After 19 years and 118 events, the Travel & Adventure Shows are time-tested and highly predictable events trusted by top travel brands from around the world
- + Expose your brand to every segment of the travel industry in 9 top U.S. DMA's



“ The show solidified prospects' trust and they booked. They invited two more friends who came and signed up. Then another couple came over and they signed up. Eventually, 9 people had signed up for my Mongolia tour for 2024 right at the Denver Travel Show!

DAVID MCKAY, CO-FOUNDER, MCKAY PHOTOGRAPHY ACADEMY ”

A SHOW SEASON TIMED TO THE TRAVEL BUYING SEASON

WELCOME TO THE NATION'S PREMIER TRAVEL MARKETING PLATFORM

- + You'll meet tens of thousands of travelers who are paying to attend, meet you and find their next vacation
- + Attendees are pre-qualified, meaning you can count on meeting ready-to-book consumers who are already in the buying stage of the booking process
- + 89% of attendees state that they're more confident in booking with an exhibitor or destination they met at the show due to the face-to-face interactions

MEET THOUSANDS OF QUALIFIED TRAVEL ADVISORS FROM ACROSS THE U.S.A.

- + Expose your brand to an audience of trusted Travel Advisors looking for more information about your brand
- + With a multifaceted qualification system, you can count on meeting Travel Advisors from leading events trusted by top travel consortiums and associations
- + The series-wide FAM-TAS Program is available with hour-long familiarization sessions dedicated to your brand

[CLICK FOR MORE INFO](#)



“ 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, TX



ENGAGE A QUALITY AUDIENCE

LOCATED IN 9 TOP U.S. FEEDER MARKETS

- + Target attendees reside in high-volume gateway markets serving both domestic and international travel
- + Each event takes place in peak travel booking season, meaning you can count on increasing demand for your product immediately
- + You'll meet current, past and prospective customers who have easy access to transportation to your destination
- + Reach nine major markets with one easy-to-access and plan show platform



WE DO THE PROSPECTING FOR YOU, SO YOU CAN CONCENTRATE ON YOUR SALES

- + TAS attendees are pre-qualified via a hyper-targeted multimedia promotional campaign; you can be confident that you'll reach the demographic you're looking for
- + 93% of T&AS attendees state that their #1 reason for visiting the event is to meet with exhibitors like YOU



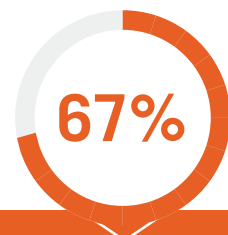
YOUR TARGET DEMOGRAPHIC IS AT EACH TRAVEL & ADVENTURE SHOW



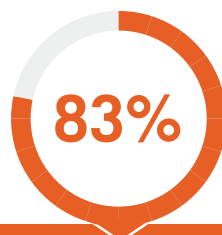
of attendees are in their **PEAK EARNING YEARS** of 35 and up



of attendees **EARN OVER \$100,000** in HHI



SPEND OVER \$5,000 on EACH TRIP they take



book directly with an exhibitor or destination they saw at the show



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



will take at least 1 international trip in the next 12 months



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



LONGSTANDING, RELIABLE EVENTS PRODUCE RESULTS

FOR TOUR OPERATORS:

- + Present your brand story to thousands of consumers and travel advisors in each market
- + Accelerate your sales pipeline by meeting face to face with pre-qualified, ready-to-buy travel enthusiasts
- + Position your tour operations to available inventory
- + Gather feedback from your customers to refine marketing and sales positioning



FOR DESTINATIONS:

- + Reach hundreds of thousands of ready-to-buy, pre-qualified travel enthusiasts
- + Showcase your private sector partners by creating demand and generating leads
- + Leverage your destination in a proven multimedia campaign in 9 of the country's top gateway markets
- + Collect feedback from consumers and advisors to refine marketing and sales messaging





GENERATE QUALITY LEADS AND BUILD BRAND AWARENESS

FOR TRAVEL SUPPLIERS:

- + Promote your brand to pre-qualified travelers who are already in the planning stage of their trip
- + Support your regional BDMs by showcasing your brand to drive business
- + Receive real-time feedback from consumers and travel advisors to help your sales and marketing teams with up-to-date messaging



FOR TRAVEL PRODUCT PROVIDERS:

- + Place your product or service in front of a pre-qualified, laser-focused travel consumer
- + Realize immediate sales and promote show specials
- + Collect testimonials and product reviews from your customer base to enhance marketing messaging
- + Ask about exclusive product exhibitor pricing and demonstration options





SHOW QUALITY YOU CAN TRUST

PROFESSIONALLY MANAGED EVENTS SET THE STAGE FOR YOUR SUCCESS

- + From a dedicated Customer Success Program, to expertly run show floors, to our efficient show hours, you can count on selling your product in a one-of-a-kind environment that facilitates face-to-face conversations and attracts top travel trade
- + Strategically designed show floors, colorful on-site signage and intimate stage settings present a comfortable attendee experience that breeds confidence in the events and exhibitors

DELIVER YOUR MESSAGE

- + Personalize your sales pitch to each customer at your booth throughout the weekend
- + Attendees state that the #1 value of coming to the show is the one-on-one interactions and expert information they get from you – the destination experts



“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 next year!”

JENNIFER, CHICAGO, IL ”



THREE ON-SITE THEATERS FEATURE DOZENS OF TRAVEL-FOCUSED SEMINARS

TOP TRAVEL EXPERTS ATTRACT REAL TRAVEL ENTHUSIASTS

- + No other show delivers more travel talent with better content to attract travel enthusiasts
- + Travelers flock to the main **Travel Theater** to see and meet Rick Steves, Samantha Brown, Phil Keoghan, Josh Gates, Peter Greenberg, Andrew McCarthy, Pauline Frommer, Patricia Schultz, The Points Guy – Brian Kelly and so many more
- + T&AS keynote speakers inspire attendees to travel to local and exotic destinations, resulting in an increase in traffic to your booth

UNPARALLELED CONTENT OFFERS ACTIONABLE TRAVEL ADVICE

- + The **Destination Theater** features exhibitors who provide 30-minute workshops on information specific to their destination or travel offering
- + From packing and technology tips to using credit card points and loyalty rewards, the **Savvy Traveler Theater** offers attendees expert tips, tricks and advice to help maximize their next travel experience



“ Well, this show is a rare opportunity in the United States to get in front of 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, CEO,
RICK STEVES' EUROPE** ”

SPECIALTY PAVILIONS: LGBTQ AND DIVE & WATER SPORTS

REACH LGBTQ-FOCUSED TRAVELERS AT AMERICA'S FAVORITE TRAVEL SHOWS!

- + The LGBTQ Pavilion at the Chicago, New York, Los Angeles and Washington, DC Travel & Adventure Shows will boast an experiential space designed to qualify and engage with LGBTQ travelers, allies and media across multiple touchpoints and activations
- + Innovative engagement spaces and a dedicated theater containing exclusive content and performances
- + Tens of millions of targeted media impressions are delivered to potential attendees over multiple media in a carefully assembled sales funnel
- + The LGBTQ Pavilion is a “show within a show,” with dedicated programming and experiences organized by a local LGBTQ expert



DIVE & WATER SPORTS PAVILION EXPANDS FOR 2024!

- + Plan now and reserve your spot for events in Chicago, New York, Phoenix, Denver, Atlanta, Dallas and Washington, DC
- + Strategically located in cities with strong dive travel markets, there are seven opportunities for new business among the dive community: many of the 2024 cities have been without dive consumer events for more than a decade!
- + Proven marketing and advertising programs deliver a pre-qualified audience of customers that meet your target demographic
- + Market-specific public relations campaigns attract local and national media attention



INDUSTRY-LEADING MULTI-MEDIA MARKETING CAMPAIGN

665+ MILLION IMPRESSIONS

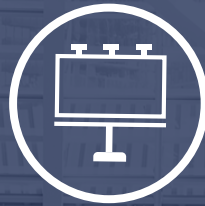
Reached via Highly Targeted Mass Media Campaigns



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

PROVEN MARKETING AND ADVERTISING MIX ATTRACTS QUALIFIED TRAVELERS

- + With over 19 years of experience, the Travel & Adventure Show has developed the industry's most complex media and promotional campaign, designed to flood major media outlets in each market
- + Media consumption changes and the Travel & Adventure Shows contingently change marketing and promotion plans to keep ahead of the market
- + By gaining maximum exposure for both the event and its exhibitors, this proven media activation allows your brand to be associated with the show, maximizing your visibility before and during each event
- + New in 2023: with the addition of hyper-targeted digital campaigns, you can count on TAS advertising reaching specific demographic profiles that deliver custom messaging that will drive results

NEW: QUANTUM-BASED DIGITAL MARKETING

SOCIAL MEDIA/DIGITAL PROMOTION

An integral part of the Series' marketing campaign is omnichannel promotion, which is powered by quantum-based digital marketing. By leveraging the power of user-based learning, this innovative, third-party algorithm drives omnichannel optimizations across quantum display, quantum native, quantum pre-roll, quantum TV and social media channels to maximize performance and messaging.

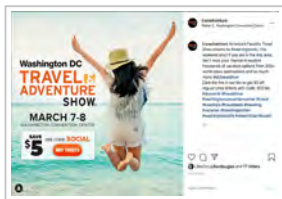
SOCIAL MEDIA



FACEBOOK



- + 36,000+ Followers
- + Dedicated campaigns target qualified travel enthusiasts in each market and highlight ticket offers, sponsors/partners, speakers, show specials/ giveaways, show floor activities, etc.
- + Produces highly engaging content before, during and after the shows using a variety of ad types including event response, promotional videos, photos, etc.



INSTAGRAM



- + 10,000 Followers (85% Increase year over year)
- + Pre-show and on-site tool used to highlight ticket offers, sponsors, speakers, T&AS activities and cultural performances through a variety of ad types including stories, photos and videos

DESKTOP/MOBILE SEARCH, DISPLAY, RETARGETING



- + 32.9 Million Impressions (158% increase year over year)
- + Hyper-targeted based on user demographics
- + Display/search ads promote engagement and push ticket sales
- + Retargeting campaign tracks qualified Expedia users with promotional campaign



MARKETING AUTOMATION

- + Email marketing reaches prior attendees and highlights new exhibitors and offerings
- + System learns about each user and tailors messaging based on their actions
- + Managed by the TAS Marketing Team and includes the most up-to-date show information

ADVERTISING ON TOP MEDIA OUTLETS

BROADCAST TV ADVERTISING:



OUT OF HOME ADVERTISING:



RADIO ADVERTISING:

- + Streaming radio ads are hyper-targeted to listeners that match the TAS demographic
- + 550,000 individual :15s and :30s ads are delivered in each market depending on audience size



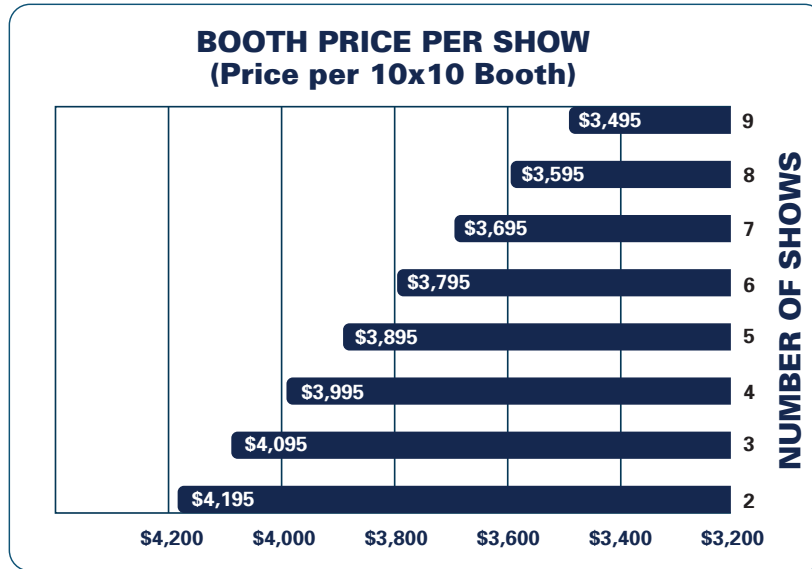
ATTRACTING TOP MEDIA:

- + Dedicated PR firms local to each market work with Show Management and top media outlets to ensure on-site, in-studio, radio, print and digital interviews with Show Management, exhibitors and speakers
- + Media coverage produces over 200 million unique PR impressions throughout the show season



PROMOTIONAL BUNDLES HELP YOU SAVE THOUSANDS

MULTI-SHOW DISCOUNT PLAN



We offer a **Multi-Show Discount Plan** that reduces the booth-price with the more shows you participate in.

We take \$100 off per booth every extra show you book.

List price is \$4,295 per booth.

- + If you do four shows it's only \$3,995 per booth for each show.
- + Do all nine and save! Only \$3,495 per booth per show.

OR

MULTI-BOOTH DISCOUNT PLAN

Buying a Bigger Booth:

For each extra booth you buy per show, you get an **Extra \$100 off for Each Booth!**

Start With Multi-Show Discount Price and Reduce \$100 per 10x10 Booth Unit.

Examples:

Buy a 10x20 Booth = 2 10x10 Booths

- + You save \$200 per booth or \$400 Total
- + 10x20 = 2 booths @ \$4,095 = \$8,190

Buy a 20x20 Booth = 4 10x10 Booths

- + You Save \$400 per booth or \$1,600 Total
- + 20x20 = 4 booths @ \$3,895 = \$15,580

SHARE THE SHOW FLOOR WITH TOP TRAVEL BRANDS



“ The Travel & Adventure Show was an absolutely incredible experience. From start to finish, the conference was well organized, informative and engaging. But what really stood out to me was the non-stop quality and number of attendees for both days of the show. People from all over the country came by our booth to learn about our destination. I would highly recommend anyone interested in reaching new travelers to be a part of the Travel & Adventure Show. You know we'll be there.

KELLY LAM, DIRECTOR OF MARKETING, VISIT LODI! CONFERENCE & VISITORS BUREAU ”



2024

TRAVEL & ADVENTURE SHOW®

PLACE YOUR BRAND IN FRONT OF
AN AUDIENCE LOOKING TO BOOK
THEIR NEXT TRIP WITH YOU

CHICAGO

JANUARY 13-14, 2024

DENVER

JANUARY 20-21, 2024

NEW YORK

JANUARY 27-28, 2024

LOS ANGELES

FEBRUARY 3-4, 2024

PHOENIX *NEW IN 2024!*

FEBRUARY 17-18, 2024

WASHINGTON, DC

FEBRUARY 24-25, 2024

ATLANTA

MARCH 9-10, 2024

SF/BAY AREA

MARCH 16-17, 2024

DALLAS

MARCH 23-24, 2024

PRODUCED BY:

Unicomm[™]
Events For New Business

NOTE: DATES SUBJECT TO CHANGE

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