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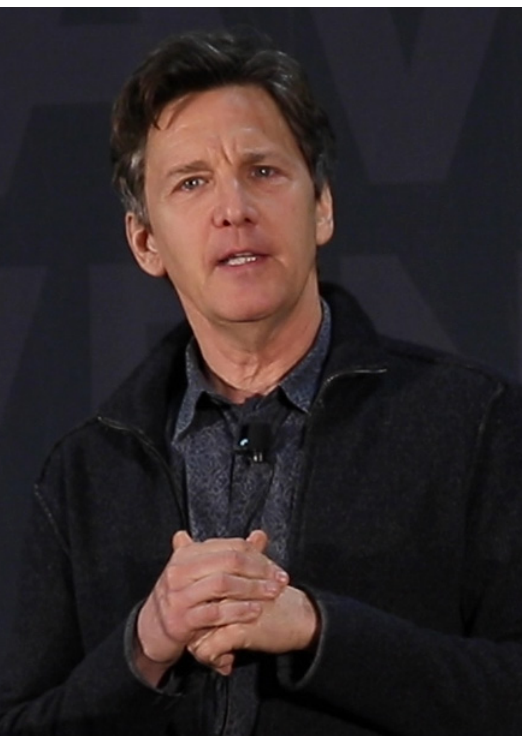
TRAVEL & ADVENTURE SHOW[®]

ATLANTA MARCH 25-26, 2023

COBB GALLERIA CENTRE
WWW.TRAVELSHOWS.COM

RESULTS - EVENT SUMMARY

/TravelandAdventureShow | @TravAdventure | @TravAdventure





2023 ATLANTA TRAVEL & ADVENTURE SHOW

Date: March 25-26, 2023
Venue: Cobb Galleria Centre
Location: 2 Galleria Pkwy SE, Atlanta, GA 30339
Hall: CD - 39,420 sq. ft.

THANK YOU TO OUR SPONSORS

SUPPORTING SPONSOR:



CONTRIBUTING SPONSOR:



PHOTO BOOTH SPONSOR:



PASSPORT ACCEPTANCE PROGRAM:



MEDIA SUPPORTERS:



TRAVEL INDUSTRY PARTNERS:



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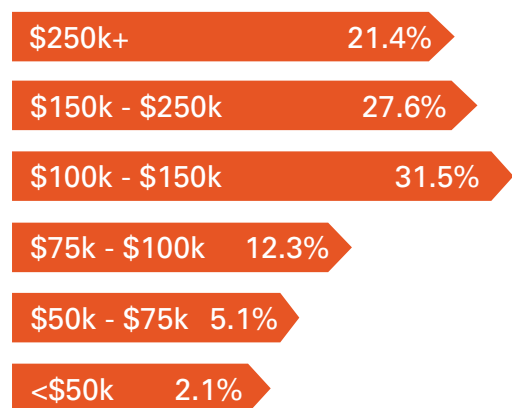


ATTENDANCE SUMMARY

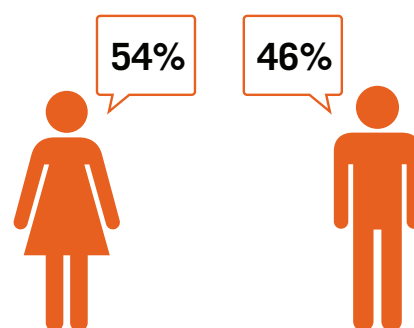
	2023	2022
TOTAL ATTENDANCE:	6,830	3,709
TRAVEL TRADE:	710	555
TRAVEL ADVISORS:	412	161
PRESS:	29	24

HOUSEHOLD INCOME (HHI)

+80% Earn Over \$100,000
(+49% Earn Over \$150,000)



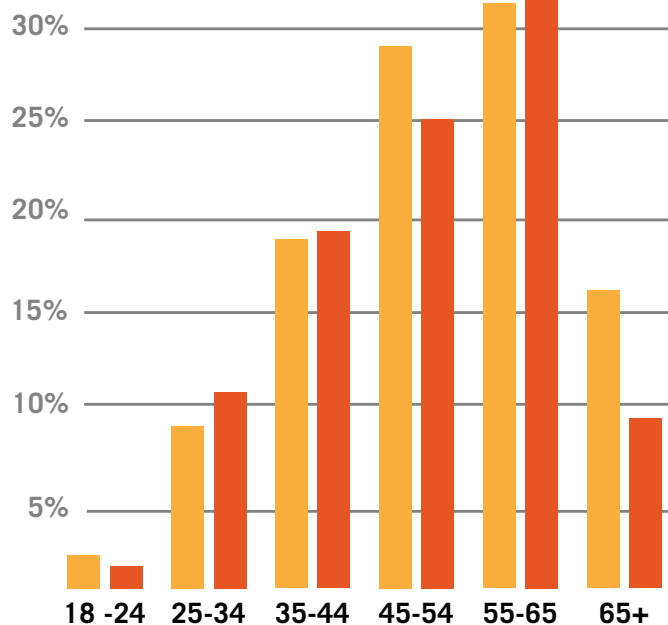
ATTENDEE GENDER



ATTENDEE AGE

● 2023 ● 2022

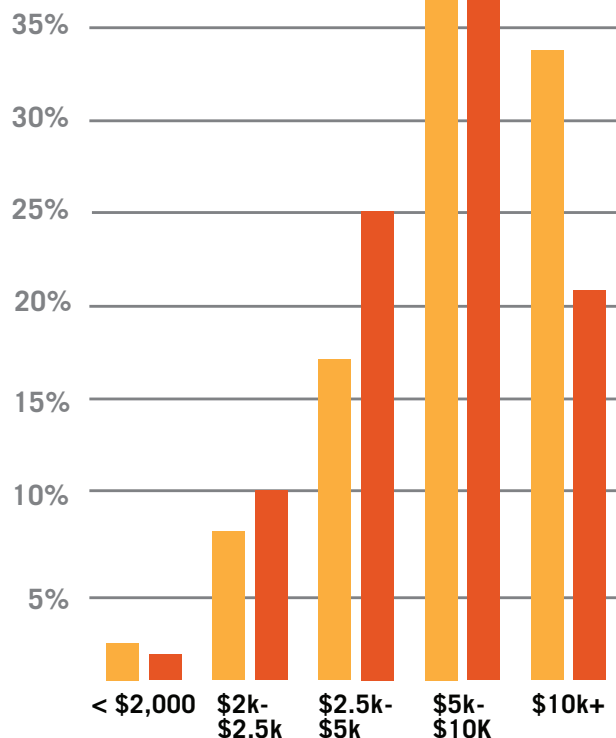
77% in Peak Earning Years 35-65



TRAVEL EXPENDITURE

● 2023 ● 2022

+72% %Spend Over \$5,000 on Travel



HEADLINE SPEAKERS & STAGES

In 2023, the Atlanta 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. Peter Greenberg and panelists, Melanie Lieberman and Scott Mayerowitz, Pauline Frommer, and Andrew McCarthy, 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
- + Visit North Carolina Photo Booth
- + Meet & Greet

Keynote Speakers Included:



ANDREW McCARTHY

Award-Winning Travel Writer, Actor and Director



PETER GREENBERG

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



MELANIE LIEBERMAN

Global Features Editor, The Points Guy



SCOTT MAYEROWITZ

Executive Editor of The Points Guy



PAULINE FROMMER

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



PROMOTION SUMMARY

For the 2023 Atlanta 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, FOX and ABC, were utilized to spread the word 10 days out from the event. With over 175 commercials running during hyper-targeted day parts, overall television impressions came in at over 5 million.

Radio:

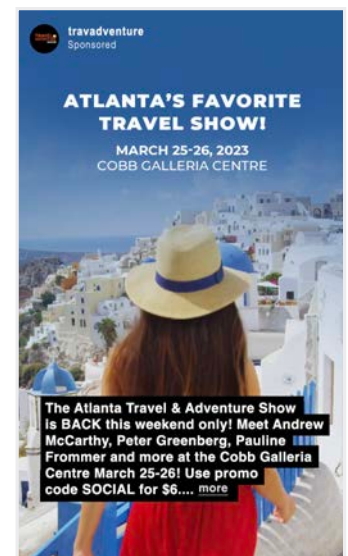
Streaming radio on Pandora, Spotify and iHeart radio, produced targeted impressions over 516,000 served ads over a 6 week promotional period.

Digital Campaign:

In addition to digital campaigns with industry and media partners, a multi-platform social and digital campaign was implemented, targeting the Atlanta metro area. Over 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 Sunday morning Pauline Frommer spoke live from the show floor with CBS Morning News.



FAM-TAS PROGRAM SUMMARY

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

Travel Advisors: 170

2023 FAM-TAS PRESENTATION SPONSORS

- Alaska Land & Sea Adventures
- Atlas Ocean Voyages

2023 PASSPORT PROGRAM SPONSORS

- Atlas Ocean Voyages
- Poseidon Expeditions
- A & S Signature Journeys
- Quest Dive Adventures
- Hurtigruten Expeditions
- Alaska Land & Sea Adventures
- ARREVA Advantage

FAM-TAS PROGRAM SPONSORS:



JOIN US NEXT YEAR IN THESE MARKETS

TRAVEL & ADVENTURE SHOW®

INTERESTED IN EXHIBITING/SPONSORING:

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NEW YORK

JANUARY 27-28, 2024

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FEBRUARY 3-4, 2024

PHOENIX

FEBRUARY 17-18, 2024

WASHINGTON D.C.

FEBRUARY 24-25, 2024

ATLANTA

MARCH 9-10, 2024

SF/BAY AREA

MARCH 16-17, 2024

DALLAS

MARCH 23-24, 2024

NOTE: DATES SUBJECT TO CHANGE