



12TH ANNUAL
**TRAVEL &
ADVENTURE
SHOW**[®]


**DALLAS
APRIL 1-2, 2023**

DALLAS MARKET HALL
WWW.TRAVELSHOWS.COM

RESULTS - EVENT SUMMARY

 /TravelandAdventureShow

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2023 DALLAS TRAVEL & ADVENTURE SHOW

Date: April 1-2, 2023
Venue: Dallas Market Hall
Location: 2200 N Stemmons Fwy, Dallas, TX 75207
Hall: Exhibit Hall - 43,622 sq. ft.

THANK YOU TO OUR SPONSORS

SUPPORTING SPONSOR:



CONTRIBUTING SPONSORS:



SAVVY TRAVELER THEATER SPONSOR:



DIVE & WATER SPORTS PAVILION SPONSOR:



FEATURED DESTINATION & PHOTO BOOTH SPONSOR:



PASSPORT ACCEPTANCE PROGRAM:



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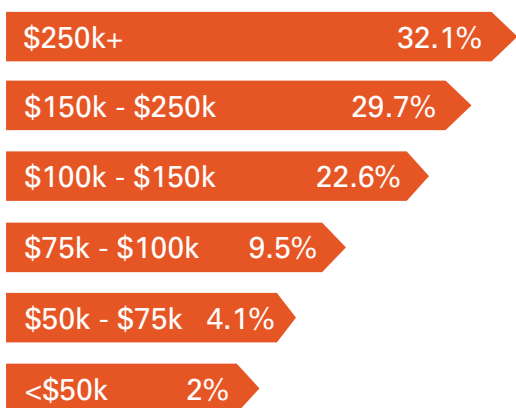


ATTENDANCE SUMMARY

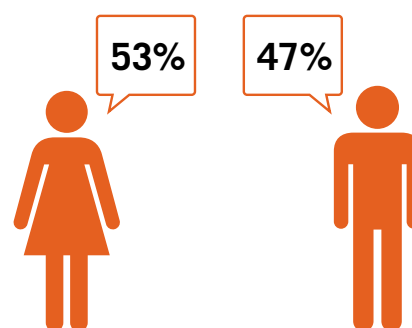
	2023	2022
TOTAL ATTENDANCE:	7,956	5,380
TRAVEL TRADE:	959	836
TRAVEL ADVISORS:	372	161
PRESS:	37	33

HOUSEHOLD INCOME (HHI)

84% Earn Over \$100,000
(62% Earn Over \$150,000)



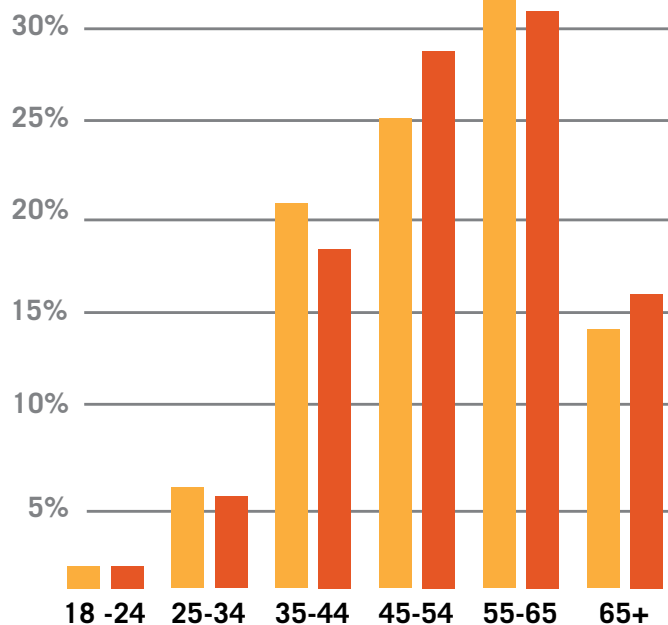
ATTENDEE GENDER



ATTENDEE AGE

● 2023 ● 2022

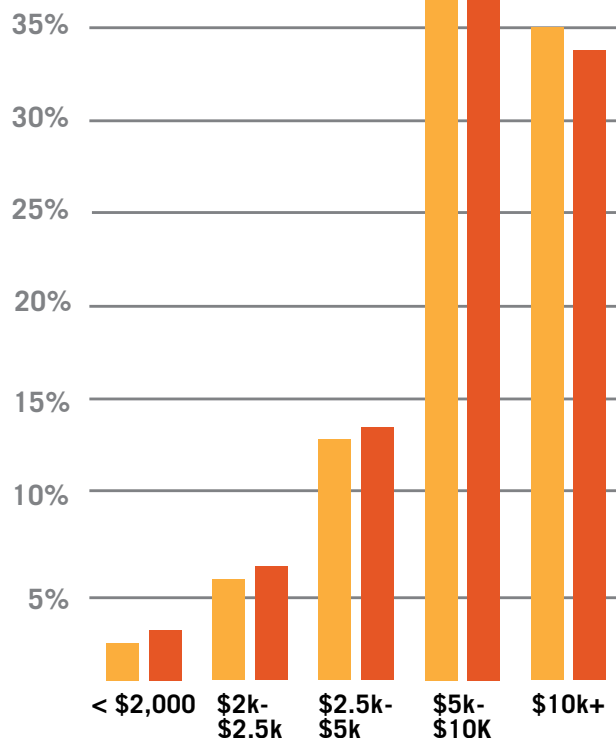
77% in Peak Earning Years 35-65



TRAVEL EXPENDITURE

● 2023 ● 2022

+74% %Spend Over \$5,000 on Travel



HEADLINE SPEAKERS & STAGES

In 2023, the Dallas 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, Senitra Horbrook and Scott McCartney, Angel Castellanos, and Andrew McCarthy, 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
- + Global Beats Stage
- + Arizona Office of Tourism 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



SCOTT MCCARTNEY

Co-host, Airlines Confidential podcast and former Travel Editor and Middle Seat Columnist, the Wall Street Journal



SENITRA HORBROOK

Credit Card Editor, The Points Guy



ANGEL CASTELLANOS

World Travel Expert, Writer/TV Host, AngelsTravelLounge.com



PROMOTION SUMMARY

For the 2023 Dallas 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 150 commercials running during hyper-targeted day parts, overall television impressions came in at over 4 million.

Radio:

Streaming radio on Pandora, Spotify and iHeart radio, produced targeted impressions over 549,000 served ads over a 6 week promotional period.

Out of Home:

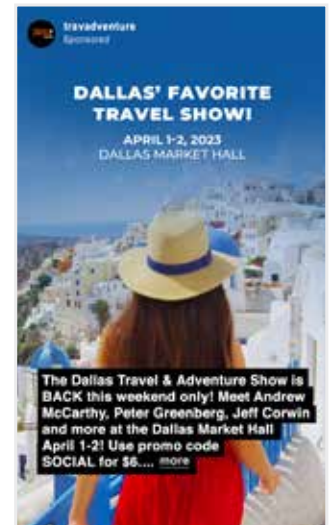
Starting 4 weeks prior to the event, static and digital billboards were placed along main interstates to target affluent communities in the Dallas/Ft. Worth metro-area. Multiple boards produced over 10 million impressions over the length of the campaign.

Digital Campaign:

In addition to digital campaigns with industry and media partners, a multi-platform social and digital campaign was implemented, targeting the Dallas metro area. Over 5.1 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.



FAM-TAS PROGRAM SUMMARY

The FAM-TAS Travel Advisor Program was offered on day one of the 2023 Dallas 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, APRIL 1

Travel Advisors: 108

2023 FAM-TAS PRESENTATION SPONSORS

- Arizona Office of Tourism
- Atlas Ocean Voyages

2023 PASSPORT PROGRAM SPONSORS

- Atlas Ocean Voyages
- Sirenian Bay Resorts & Villas
- Adventure Life
- Visit Panama City Beach
- Inspiring Vacations
- Visit Pensacola
- Visit Fairfield
- GALAPAGOS & ECUADOR by Latin Travel Collection
- Arizona Office of Tourism

FAM-TAS PROGRAM SPONSORS:



JOIN US NEXT YEAR IN THESE MARKETS

TRAVEL & ADVENTURE SHOW®

INTERESTED IN EXHIBITING/SPONSORING:

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MARCH 16-17, 2024

DALLAS

MARCH 23-24, 2024

NOTE: DATES SUBJECT TO CHANGE