

AMERICA'S FAVORITE TRAVEL SHOW IS COMING TO PHOENIX IN 2024

Phoenix **TRAVEL & ADVENTURE SHOW**®


February 17-18, 2024
PHOENIX CONVENTION CENTER

PHOENIX MARKET STATS

- **Media Power:** Phoenix is ranked as the #12 U.S. DMA as ranked by Nielsen in 2023
- **Strength in Numbers:** Phoenix is America's 5th largest city and 10th largest metro-area with a metro-area population of over 5.5 million
- **Important Feeder Market:** Phoenix Sky Harbor International Airport is the 8th busiest in the United States and 11th busiest in the world
- **Professional Setting:** Phoenix Convention Center named one of the top 10 convention center facilities in the country

CONTACT US TODAY FOR MORE INFORMATION: EXHIBIT AT THE PHOENIX TRAVEL & ADVENTURE SHOW

203-878-2577 | sales@travelshows.com | www.TravelShows.com



"Over the past few years, we have been eyeing Phoenix as a potential market for America's Favorite Travel Show. Now, after careful consideration and an already substantial commitment from exhibitors, the Travel & Adventure Show is heading to Phoenix."

- John Golicz, CEO, Travel & Adventure Show Series

DESTINATION: PHOENIX

As the #12 DMA in the United States, the greater Phoenix metro-area market continues to grow with a population of over 5.038 million. This top-tier market provides travel marketers with an audience of travel consumers.

- 59% of Phoenix consumers earn over \$75,000/year in household income (U.S. average is 51% for top 10 U.S. DMAs)
- 56% of area residents are aged 35 years and older, meaning you'll have access to consumers who are in their peak earning years
- 28% are in their peak travel years of 55 years and older
- Two local airports serve more than 48 million travelers annually, providing access to international (non-stop to 7 countries) and domestic destinations (non-stop to 36 states)
- Neighboring Scottsdale/Paradise Valley rank in the Top 10 of wealth centers in the U.S.

What's more, an annual winter influx of retired, traveling "snow birds" adds to this exciting travel buying market.

PHOENIX CONVENTION CENTER

Located just four miles from Sky Harbor International Airport, the Phoenix Convention Center is easily accessed from major highway routes, light rail, and a quick walk for downtown residents. Valley Metro Light Rail operates 18–22 hours per day, seven days a week and stops every 12–20 minutes along the 28-mile line linking Phoenix to neighboring communities and attractions. There is a dedicated stop on the Valley Metro Light Rail at the Phoenix Convention Center, making travel to and from the area convenient, especially to and from Phoenix Sky Harbor Airport.

AMERICA'S FRIENDLIEST AIRPORT

Phoenix has nonstop service from 80 US and 20 international destinations through Sky Harbor International Airport (PHX), so getting to and from "America's Friendliest Airport" is both easy and affordable. Over 46 million passengers are served through Sky Harbor International Airport annually, making it Arizona's largest airport and one of the busiest airports in the United States. Sky Harbor is a hub for two major carriers – American Airlines and Southwest Airlines – providing Phoenix travelers with multiple options for both domestic and international travel. What's more, Phoenix-Mesa Gateway Airport provides a second option for daily flights and served nearly 2 million passengers in 2022, giving access to over 55 regional U.S. and Canadian destinations.

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DON'T MISS THIS PRIME TRAVEL MARKETING OPPORTUNITY AT ONE OF THE FASTEST GROWING OUTBOUND TRAVEL MARKETS IN THE U.S.!

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