



OUTDOOR ADVENTURE PAVILION

NEW: THE OUTDOOR ADVENTURE PAVILION

Looking for customers who are seeking outdoor adventure in their next travel experience?

Are you leveraging the mega-shift in consumer behavior towards outdoor recreation by all generations?

Introducing the Outdoor Adventure Pavilion at the 2024 Travel & Adventure Shows. Located directly on the show floor in the 2024 Denver, New York and Phoenix (NEW) events, you'll have the opportunity to meet directly with a pre-qualified audience of adventure travel and outdoor enthusiasts.

AMERICA'S ONLY TRAVEL MARKET TRADE SHOWS

- The Travel & Adventure Shows are the largest, most diverse and only consumer-focused travel trade shows in the United States
- Strategically located in cities with strong adventure travel markets, there are opportunities to create new business opportunities with a quality audience of adventure travel consumers, advisors and network with like-minded companies
- Proven marketing and advertising campaigns deliver an audience of travelers that meet your target demographic
- Market-specific public relations campaigns attract both local and national media attention in each event, furthering your exposure in the marketplace

IF YOUR ORGANIZATION OFFERS:

Biking – Hiking – Climbing – Camping – Snowsports – Horseback Riding/ Dude Ranch – ATV Tours – Backpacking – Kayaking – Canoeing – Hunting – Fishing – RV Travel – Outdoor Gear and more!

For Destinations this is your opportunity to showcase your adventure offerings and support strategic partners.

For Tour Operators, Lodges & Ranches you will be able to get in front of active outdoor enthusiasts in the mindset to travel.

For Gear Providers this is a chance to not only showcase your products, but support your sales channel partners in a professionally managed, turnkey environment.

YOU CAN'T AFFORD TO MISS THIS PRIME TRAVEL MARKETING AND SALES OPPORTUNITY!

FOR MORE INFORMATION, PLEASE REACH OUT TO YOUR SALES REPRESENTATIVE FOR A COMPLIMENTARY CONSULTATION.

OFFICIAL MEDIA PARTNER OF THE OUTDOOR ADVENTURE PAVILION: OWAA & OUTDOORS UNLIMITED



2024 SHOW DATES

DENVER

JANUARY 20-21, 2024

NEW YORK

JANUARY 27-28, 2024

PHOENIX *NEW FOR 2024*

FEBRUARY 17-18, 2024



2024 OUTDOOR ADVENTURE PAVILION PRICING

Retail: \$1,895

Industry: \$2,195

Destination: \$2,795

- (2nd booth only – if participating in just the Outdoor Adventure Pavilion, booth rate is \$4,294)

Bundle: \$6,000

- (1x 10'x10' booth on main Show Floor, 1x 10'x10' in Outdoor Adventure Pavilion)