



3RD ANNUAL
TRAVEL & ADVENTURE SHOW[®]

NEW YORK
JANUARY 27-28, 2024
JACOB K. JAVITS CONVENTION CENTER
WWW.TRAVELSHOWS.COM

RESULTS - EVENT SUMMARY

 @TravelandAdventureShow |  @TravAdventure





2024 NEW YORK TRAVEL & ADVENTURE SHOW

Date: January 27-28, 2024
Venue: Jacob K. Javits Convention Center
Location: 429 11th Ave,
 New York, NY 10001
Halls: 3D/3E 137,000 sq ft

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MEDIA SUPPORTERS:



OFFICIAL BROADCAST PARTNER: CBS NEW YORK

TRAVEL INDUSTRY PARTNERS:



PRODUCED BY:

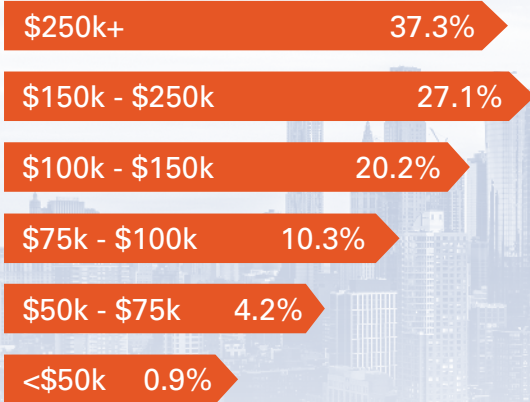


ATTENDANCE SUMMARY

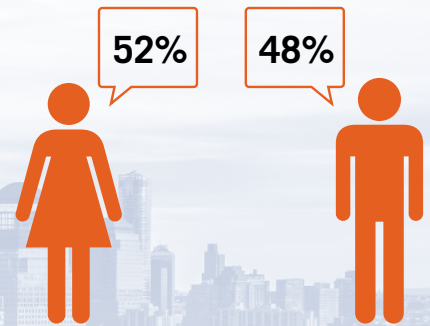
	2024	2023
TOTAL ATTENDANCE:	24,262	21,578
TRAVEL TRADE:	3,049	2,603
TRAVEL ADVISORS:	1,285	530
PRESS:	275	322

HOUSEHOLD INCOME (HHI)

67.8% Earn Over \$100,000 (43.3% Earn Over \$150,000)

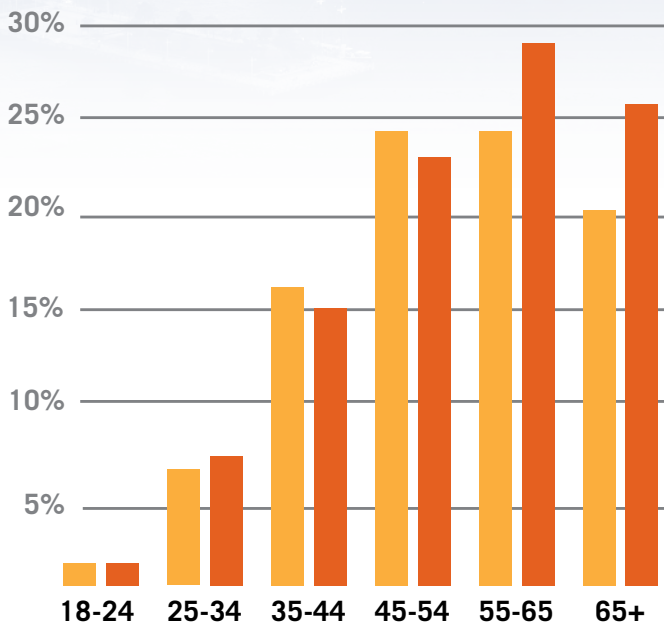


ATTENDEE GENDER



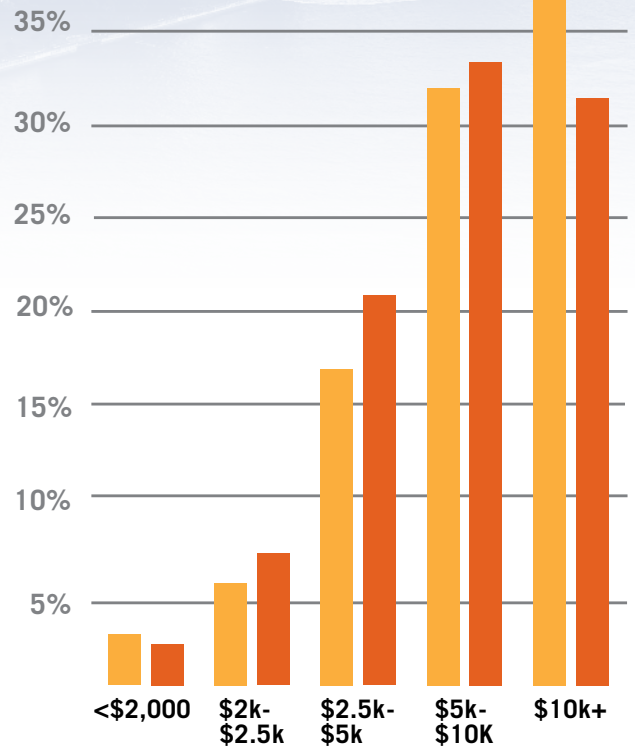
ATTENDEE AGE

● 2024 ● 2023



TRAVEL EXPENDITURE

● 2024 ● 2023



HEADLINE SPEAKERS & STAGES



RICK STEVES

TRAVEL WRITER, HOST OF RICK STEVES' EUROPE AND TRAVEL WITH RICK STEVES



PAULINE FROMMER

EDITORIAL DIRECTOR OF THE FROMMER'S GUIDES AND PUBLISHER OF FROMMERS.COM

Frommer's



PETER GREENBERG

EMMY AWARD-WINNING INVESTIGATIVE REPORTER & PRODUCER & CBS NEWS TRAVEL EDITOR



PHIL ROSENTHAL

HOST, CREATOR, AND EXECUTIVE PRODUCER OF "SOMEBODY FEED PHIL"



TRAVEL ADVENTURE SHOW DESTINATION THEATER TRAVEL ADVENTURE SHOW

INSPIRING VACATIONS VIKING VISIT ANCHORAGE ALASKA The Florida Keys & Key West

TRAVEL ADVENTURE SHOW SAVVY TRAVELER TRAVEL ADVENTURE SHOW

THE LOCAL TOURIST ANGEL'S TRAVEL LODGES bare feet

TRAVEL WORKSHOPS THEATER

GREEN BOOK EXPERIENCE @create DreamQ vacations traveling Jules WANDERFUL

DIVE & WATER SPORTS/ OUTDOOR ADVENTURE THEATER

wakatobi OEOE DEEP BLUE World Nomads Global Child

In addition to meeting with our vendors, attendees engaged in activities such as:

+ Travel Theater + Destination Theater + Savvy Traveler Theater + Travel Workshops Theater + Dive & Water Sports/Outdoor Theater + Global Beats Stage + Choctaw Nation of Oklahoma Photo Booth + Meet & Greet

FOR INFORMATION ON EXHIBITING: 203.878.2577 | sales@travelshows.com | TRAVELSHOWS.COM

MEDIA PROMOTION SUMMARY

TELEVISION:



OVERALL:

29.1M
IMPRESSIONS

DIGITAL:



THE WALL STREET JOURNAL.
The New York Times

OVERALL:

4.75M+
IMPRESSIONS

PR:

CBS NEW YORK

The Citizen

THE WALL STREET JOURNAL.

The New York Times

OVERALL:

42.2M
IMPRESSIONS



FAM-TAS PROGRAM SUMMARY

2024 FAM-TAS PRESENTATION SPONSORS



2024 FAM-TAS PANEL SPONSORS

Cruise Panel



Florida Panel



Caribbean Panel



275
FAM-TAS ADVISORS

JOIN US NEXT YEAR IN THESE MARKETS

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FEBRUARY 22-23, 2025

DENVER

MARCH 8-9, 2025

BAY AREA

MARCH 15-16, 2025

DALLAS

MARCH 22-23, 2025

WASHINGTON D.C.

MARCH 29-30, 2025

NOTE: DATES SUBJECT TO CHANGE