



19TH ANNUAL
TRAVEL & ADVENTURE SHOW[®]

WASHINGTON, DC
FEBRUARY 24-25, 2024
WASHINGTON CONVENTION CENTER
WWW.TRAVELSHOWS.COM

RESULTS - EVENT SUMMARY

 @TravelandAdventureShow |  @TravAdventure





2024 WASHINGTON, DC TRAVEL & ADVENTURE SHOW

Date: February 24-25, 2024
Venue: Washington Convention Center
Location: 801 Allen Y. Lew Place NW, Washington, DC 20001
Hall: C 118,900 sq. ft.

THANK YOU TO OUR SPONSORS

CONTRIBUTING SPONSORS:



PHOTO BOOTH SPONSOR:



PASSPORT OFFICE:



LGBTQ PAVILION:

MEDIA PARTNERS:



INDUSTRY PARTNER:



CONTRIBUTING SPONSORS:



OFFICIAL BROADCAST PARTNER:



MEDIA SUPPORTERS:



TRAVEL INDUSTRY SUPPORTERS:



PRODUCED BY:



ATTENDANCE SUMMARY

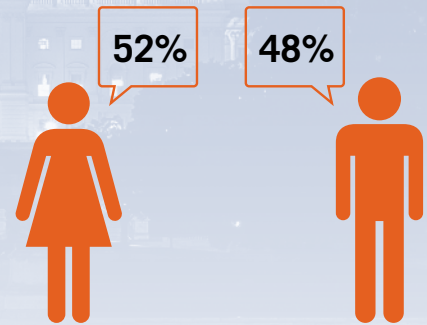
	2023	2024
TOTAL ATTENDANCE:	15,652	15,917
TRAVEL TRADE:	1,126	920
TRAVEL ADVISORS:	273	433
PRESS:	47	57

HOUSEHOLD INCOME (HHI)

81% Earn Over \$100,000



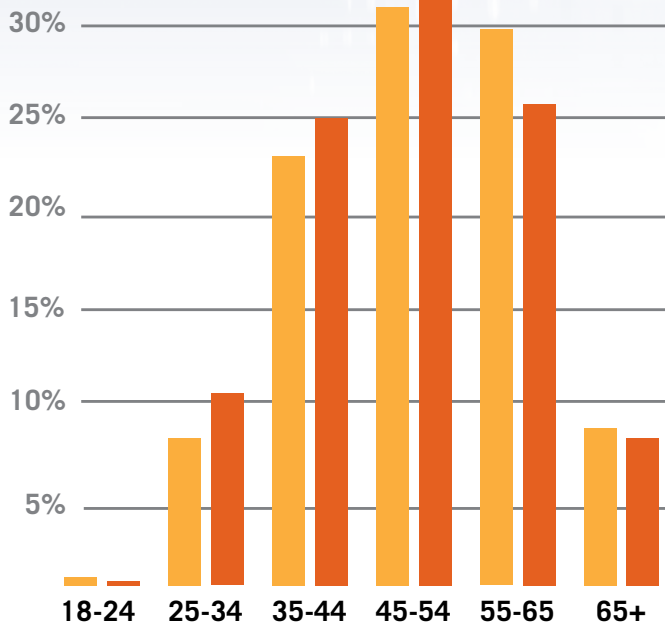
ATTENDEE GENDER



ATTENDEE AGE

76% in Peak Earning Years 35-65+

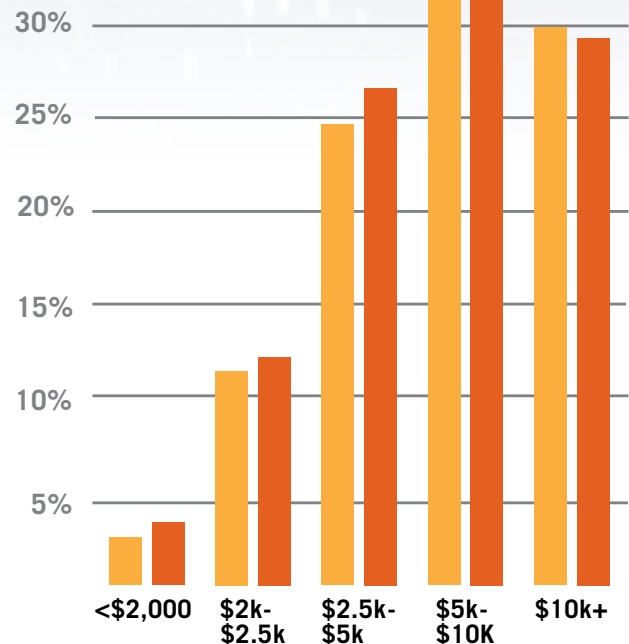
● 2024 ● 2023



TRAVEL EXPENDITURE

67% Spend Over \$5,000 on Travel

● 2024 ● 2023



HEADLINE SPEAKERS & STAGES

TRAVEL THEATER

ANDREW McCARTHY
AWARD-WINNING TRAVEL WRITER, ACTOR AND DIRECTOR

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

PATRICIA SCHULTZ
AUTHOR OF 1,000 PLACES TO SEE BEFORE YOU DIE, 1,000 PLACES TO SEE IN THE USA & CANADA BEFORE YOU DIE & WHY WE TRAVEL

TRAVEL ADVENTURE SHOW **DESTINATION THEATER** **TRAVEL ADVENTURE SHOW**

U.S. DOT
Arrive: 9:20
Board: 9:20
Depart: 9:30

The Florida Keys & Key West
VIKING
VISIT SOUTH AFRICA
BORANA
anchorage ALASKA

TRAVEL ADVENTURE SHOW **SAVVY TRAVELER** **TRAVEL ADVENTURE SHOW**

BREAK:Travel Barrier
ANGEL'S TRAVEL COURAGE
WETA
VISIT - SPAIN - GORON

DIVE & WATER SPORTS THEATER

SUPREMACY TRAVEL
Deep Blue
NICK THOURTZEKOV'S ANSE CHASTANET SAINT LUCIA

GLOBAL BEATS & LGBTQ STAGE

ESPIRIT
VISIT SOUTH AFRICA
Vacationer
The Florida Keys & Key West
IGLTA

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

- + Travel Theater + Destination Theater + Savvy Traveler Theater + Global Beats Stage
- + Currituck Outer Banks, NC Photo Booth + Meet & Greet

MEDIA PROMOTION SUMMARY

TELEVISION:

FOX 5
WASHINGTON DC

4
WASHINGTON

OVERALL:

15.9M
IMPRESSIONS

PR:

FOX 5
WASHINGTON DC

4
WASHINGTON

abc 7
WILA-TV WASHINGTON, D.C.

9
WUSA

DC NEWS NOW

OVERALL:

12.7M
IMPRESSIONS

DIGITAL:

 Expedia **TRAVELZOO®**

  **yahoo!**

OVERALL:

3.3M+
IMPRESSIONS



FAM-TAS PROGRAM SUMMARY

2024 FAM-TAS PRESENTATION SPONSORS



165
FAM-TAS
ADVISORS

JOIN US NEXT YEAR IN THESE MARKETS

TRAVEL & ADVENTURE SHOW®

INTERESTED IN EXHIBITING/SPONSORING:

P: 203-878-2577

E: SALES@TRAVELSHOWS.COM

WWW.TRAVELSHOWS.COM

PRODUCED BY:

Unicomm
Events For New Business

ATLANTA

JANUARY 11-12, 2025

NEW YORK

JANUARY 25-26, 2025

CHICAGO

FEBRUARY 1-2, 2025

PHOENIX

FEBRUARY 15-16, 2025

LOS ANGELES

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