

THE ONLY TRAVEL-FOCUSED DIVE SHOW IN THE INDUSTRY

You Want More Customers – We Deliver!

Adventure Travel is BACK! Following overwhelming response to the Dive & Watersports Pavilions in 2024, there will be nine opportunities to meet new customers in 2025. Plan now and reserve your spot for events in Atlanta, New York, Chicago, Phoenix, Los Angeles, Denver, Bay Area, Dallas and Washington DC.

REASONS YOU SHOULD PARTICIPATE:

- The Travel & Adventure Shows are the largest, most diverse, and only consumer Travel Show Series in the United States. In 2024, more than 120,000 pre-qualified, enthusiastic travelers attended one or more of Travel & Adventure Show events around the U.S.
- Strategically located in cities with strong travel markets, there are nine opportunities for new business among the dive community. **Most of the 2025 cities have been without dive consumer events for more than a decade!**
- America's Favorite Travel Shows produce the largest concentration of traveling consumers of any event in the United States
- Proven marketing and advertising programs deliver a pre-qualified audience of customers that meet your target demographic
- Market-specific public relations campaigns attract local and national media attention

HERE'S WHAT YOUR PEERS ARE SAYING:

"We participate in these shows because they work!" – **Claudia Cuevas, Anthony's Key Roatan**

"It was so busy that we needed to reprint our literature TWICE!" – **Jesus Reyes, Turquoise Bay Resort**

"Our lead jar was full after just an hour. It was impressive to see aisles full of travelers and who were interested in booking trips." – **Cheryl Patterson, Deep Blue Adventures**

- **CONTACT US TODAY FOR SPECIAL EARLY BIRD RATES FOR THE DIVE & WATERSPORTS PAVILION!**

2025 SHOW DATES

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 DC
MARCH 29-30, 2025

2025 DIVE PAVILION PRICING

DMO/CVB: \$2,995

Tour Operator/Supplier: \$2,395

Dive Shop/Product: \$1,995

2024 DIVE & WATER SPORTS PAVILION EXHIBITORS

