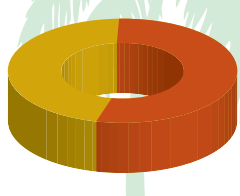
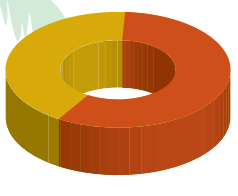


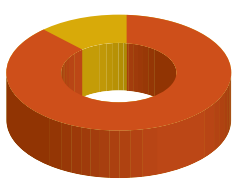
Audience Demographic Insights Reveal the Shows Attract
Affluent, Educated, Active Consumers



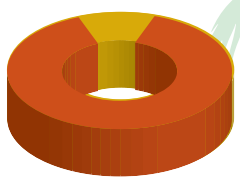
54%
Female



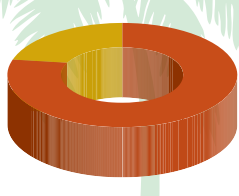
60%
Married
or in a
committed
relationship



93%
Age 35+
in peak
earning
years



88%
Hold a
college
degree



83%
Make over
\$100k a year

Attracting the Right Audience

We Deliver Pre-Qualified Travelers

\$1.5B+ Billion Dollars Spent Annually on Travel

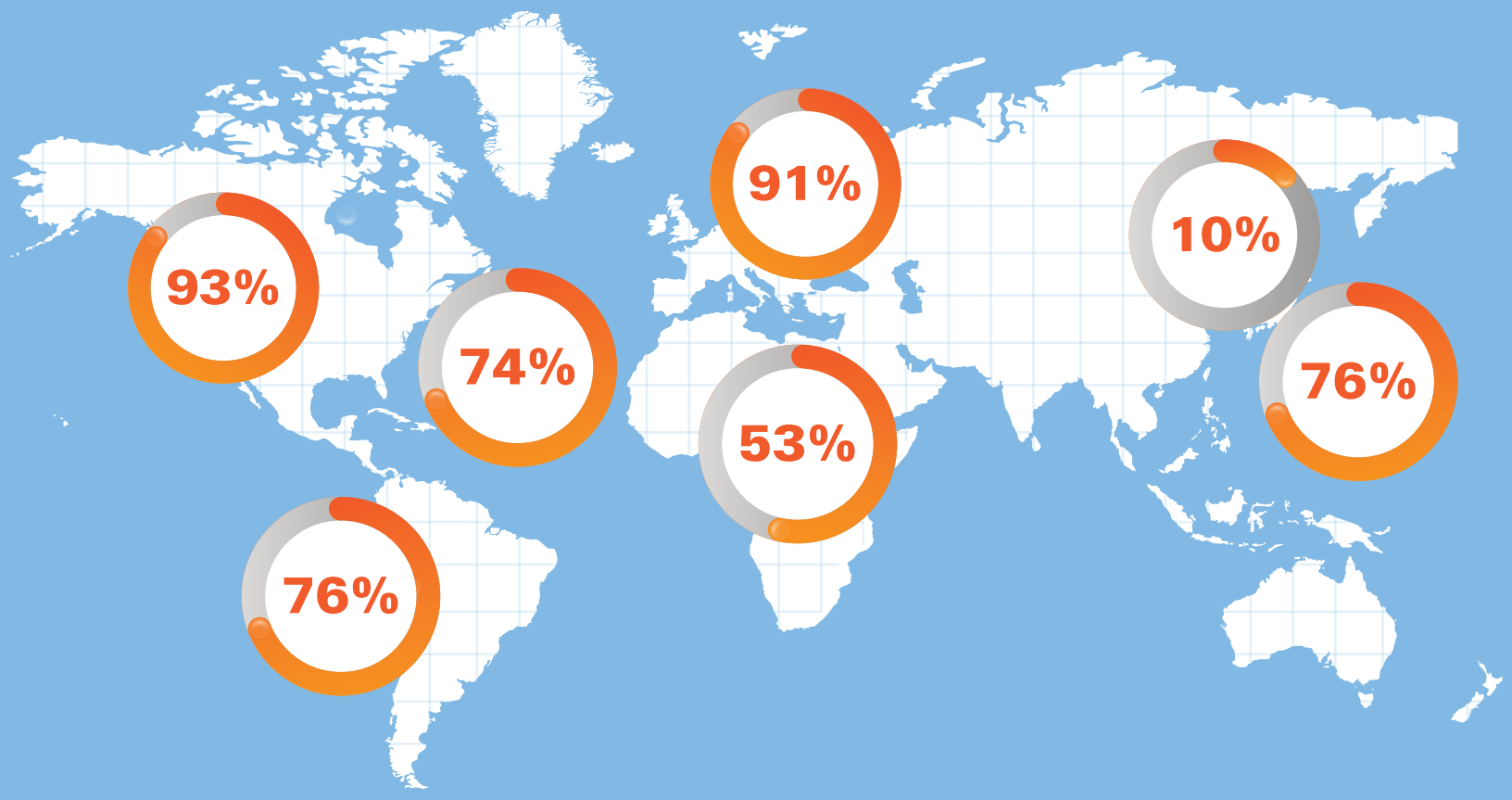
Over \$5,000 Average Per Trip Travel Spend

97% Of Attendees are Passport Holders



Ready to Travel

Where Our Attendees Are Interested in Going



Domestic

97%

Will take 3-9 domestic trips
in the next 12 months

89%

Intend to take more or the same
number of domestic trips

85%

Take regional getaways
multiple times a year

VS

International

93%

Of attendees took 1 or more
international trips over past 12 months

94%

Will take the same or more
international trips in next 12 months

96%

Are interested in
international travel

Types of Vacations*

89% Leisure/Cultural

64% Active/Adventure

47% Culinary/Experiential

12% Other



*Attendees surveyed were given the opportunity to choose multiple vacation types.

**Influence Bookings Among
Ready-to-Buy Consumers**

86%

of those looking to book a trip, booked
with an exhibitor they met at the show

90%

will book this vacation within a year

71%

of attendees spent over \$5,000 on travel
annually with exhibitors or destinations
they met at the show



“We just love to travel. We have quite a few trips planned but we came here to find
another adventure—something new and exciting!” – *Bobby, Philadelphia*

Of attendees
**booked one or two
trips with an exhibitor**
they met at the show

86%

83%

Indicated the **show**
has an impact on
where they go on
their next trips

94%

Found **more confidence in**
making travel plans with the
exhibitors based on their
involvement with the show

“It’s great to be back at an in person event again. There are so many different types of
vacations to take here and the information we get from the exhibitors in the booths is
something we can’t find online. Can’t wait to come back in 2025!” – *Jennifer, Chicago*

Qualified Attendance Per Market

	Consumers	Travel Trade	Travel Advisors	Media
ATLANTA	5,500 – 9,000	700 – 900	375 – 500	25 – 50
CHICAGO	15,500 – 19,000	1,450 – 2,000	400 – 550	50 – 75
DALLAS	7,250 – 10,500	850 – 1,200	325 – 425	25 – 50
DENVER	10,000 – 12,750	850 – 1,250	225 – 350	25 – 60
LOS ANGELES	16,000 – 20,000	1,750 – 2,750	500 – 725	85 – 150
NEW YORK	20,000 – 24,500	2,250 – 3,500	475 – 900	275 – 375
PHOENIX	5,500 – 8,500	750 – 1,000	275 – 375	25 – 50
SF/BAY AREA	15,500 – 19,000	1,450 – 1,850	375 – 425	50 – 75
WASHINGTON, DC	14,750 – 18,000	1,050 – 1,300	250 – 425	40 – 75