

NOW IN OUR **21st** YEAR



2025 **TRAVEL & ADVENTURE** SHOW[®]

**JOIN AMERICA'S ONLY TRAVEL
MARKET SHOW SERIES**

ATLANTA

CHICAGO

DENVER

DALLAS

LOS ANGELES

NEW YORK

PHOENIX

BAY AREA

WASHINGTON, DC



**JOIN OVER 1,900 OF THE WORLD'S TOP TRAVEL
BRANDS WHO LEVERAGE THE 150,000-PLUS
READY-TO-BUY CONSUMERS AND OVER
2,500 QUALIFIED TRAVEL ADVISORS**



AMERICA'S ONLY SERIES OF TRAVEL MARKET TRADE SHOWS

WHY EXHIBIT?

- + After 20 years and 120+ events, the Travel & Adventure Shows are time tested and highly predictable
- + Over 1,900 of the world's top travel brands trust these events to deliver direct bookings, quality leads and maximum in-market awareness
- + Capture mindshare from every segment of the travel industry in 9 top U.S. DMA's





A SHOW SERIES TIMED TO THE TRAVEL BUYING SEASON

THE NATION'S PREMIER TRAVEL MARKETING PLATFORM

- + Meet tens-of-thousands of travel enthusiasts who pay to attend, meaning you can count on a pre-qualified audience looking to meet with YOU
- + Each event takes place in the prime travel buying season, so you can be assured you are meeting consumers who are already in the buying stage of the booking process

QUALIFIED TRAVEL ADVISORS ACT AS INFORMATION MULTIPLIERS

- + Trusted Travel Advisors attend each event looking for the newest vacation options, itineraries, products and more to pass on to their client databases
- + Our multifaceted qualification and vetting system produces Travel Advisors from top tier consortiums and associations
- + The series-wide FAM-TAS Program is available with hour-long familiarization sessions and segment-focused panels to drive further pre-qualification measures

[CLICK FOR MORE INFO](#)





DEDICATED TRAVEL ADVISOR- FOCUSED PROGRAMS

RECEIVE ALL OF THE BENEFITS OF A CUSTOM ROADSHOW IN 9 TOP MARKETS

- + The FAM-TAS Program provides a unique opportunity for select destinations and suppliers to connect with pre-qualified Travel Advisors in a professional setting on the Saturday of each show
- + Qualified Travel Advisors pay to attend the FAM-TAS Program in each market, meaning you can count on an audience of serious Advisors looking to learn how to sell your product
- + This program is turnkey, limited to only three, one-hour sessions per event with the room rental, AV setup, catering and agent recruitment all included
- + Take advantage of this high-return, low-risk opportunity to activate future sales and create meaningful trade relationships

THE PASSPORT PROGRAM DRIVES FAM-TAS AGENTS DIRECTLY TO YOUR BOOTH

- + Limited to 12 exhibitors per show, this exclusive opportunity requires FAM-TAS Advisors to get their physical TAS Passport stamped at your booth
- + FAM-TAS Advisors are then entered into a giveaway, where they can win swag, trips and more directly from you
- + Engage directly with the leading travel sellers and multipliers in each local market, all in one day, and under one roof
- + All you have to do is show up prepared to talk to Advisors with some Advisor-facing collateral!

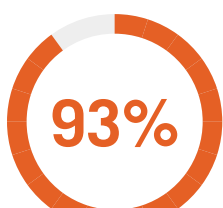
QUALITY EVENTS YOU CAN TRUST

STRATEGICALLY LOCATED IN 9 TOP U.S. FEEDER MARKETS

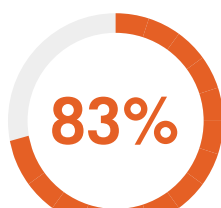
- + You'll engage attendees who reside in high-volume gateway markets serving both domestic and international destinations
- + Top U.S. DMA's deliver mass quantities of travelers matching your target demographic, meaning you can count on increasing demand for your product immediately
- + Reach consumers and trade in nine major metro-areas with one easy to access, turnkey platform



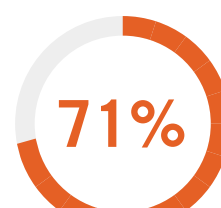
YOUR IDEAL PROSPECT IS AT EACH TRAVEL & ADVENTURE SHOW



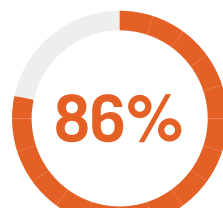
of attendees are in their **PEAK EARNING YEARS** of 35 and up



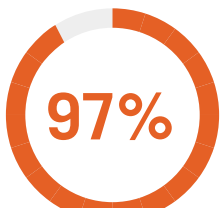
of attendees **EARN OVER \$100,000** in HHI



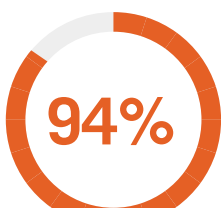
SPEND OVER \$5,000 on **EACH TRIP** they take



book directly with an exhibitor or destination they saw at the show



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



will take at least 1 international trip in the next 12 months



ATTENDANCE LEVELS PER MARKET

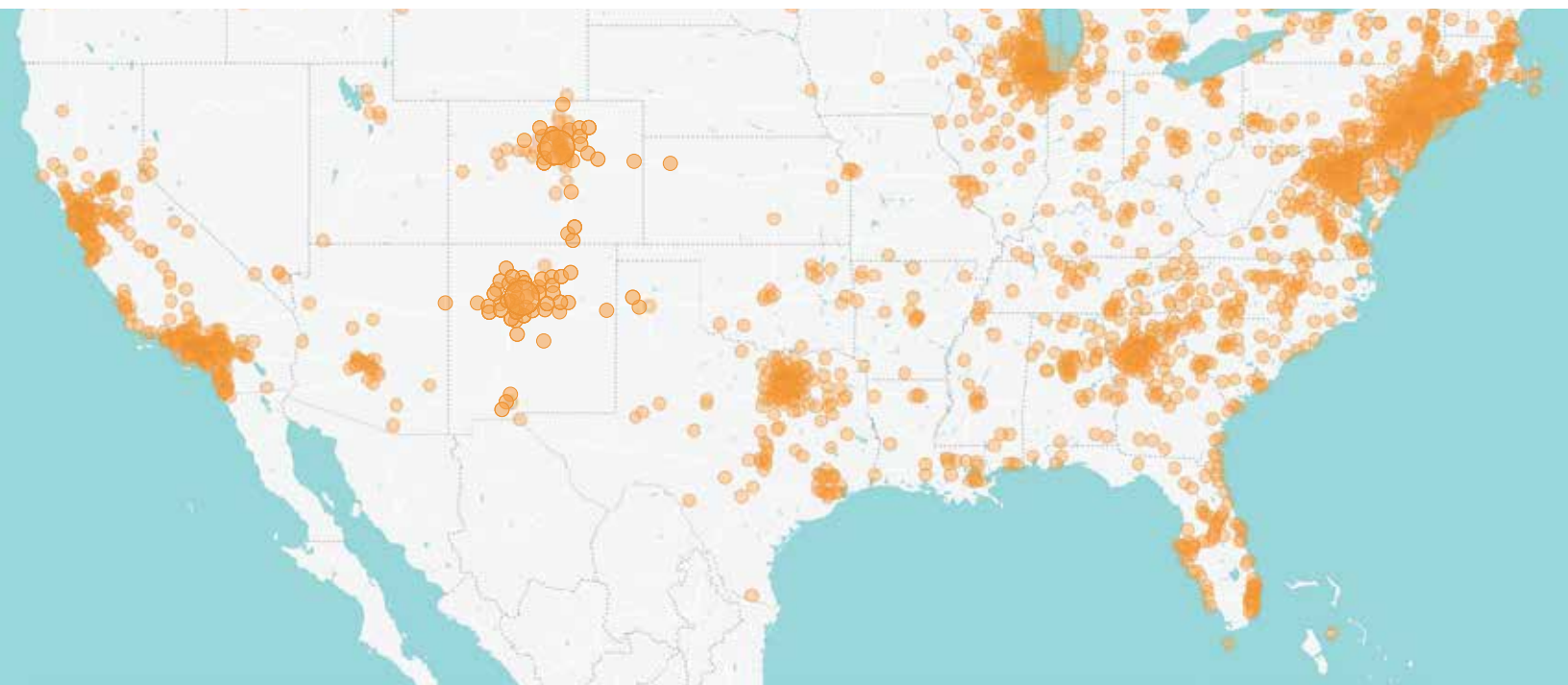
	Consumers	Travel Trade	Travel Advisors	Media
ATLANTA	5,500 – 9,000	700 – 900	375 – 500	25 – 50
CHICAGO	15,500 – 19,000	1,450 – 2,000	400 – 550	50 – 75
DALLAS	7,250 – 10,500	850 – 1,200	325 – 425	25 – 50
DENVER	10,000 – 12,750	850 – 1,250	225 – 350	25 – 60
LOS ANGELES	16,000 – 20,000	1,750 – 2,750	500 – 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



A WELL TRAVELED AUDIENCE

TRAVELERS ATTEND SHOWS FROM ALL OVER THE U.S.

- + TAS marketing and advertising reaches more than just each local metro market
- + Look-alike digital targeting, interest driven social media campaigns, search & display programs and more contribute to attendance radiuses reaching more than 90+ miles outside each city
- + By participating in the Travel & Adventure Shows, you're reaching more attendees traveling from all over each region just to meet YOU



WE DO THE PROSPECTING FOR YOU, SO YOU CAN CONCENTRATE ON YOUR SALES

INDUSTRY LEADING MULTI-MEDIA MARKETING CAMPAIGNS DELIVER:

431+ MILLION IMPRESSIONS

Reached via Highly Target Mass Media Advertising Campaigns



114.9 Million
TV Impressions



3.6 Million
Radio
Impressions



113.3 Million
Outdoor
Impressions



38.2 Million
Social Media/
Digital Impressions



136.6 Million
PR Impressions



1.8 Million
Direct Mail/Email
Impressions



20 Million
Co-op
Impressions



3.4 Million
Paid
Search

EVOLVING MARKETING AND ADVERTISING CAMPAIGNS ATTRACT QUALIFIED TRAVELERS

- + Strategic mass-media advertising campaigns, high level partnerships and hyper-targeted digital programs flood local markets
- + By gaining maximum exposure, these proven media activations allow your brand to be associated with the show, maximizing visibility before, during and after each event
- + New and evolving hyper-targeting techniques ensure that each marketing vehicle is placed in front of the right kind of travel prospect

TOP MEDIA OUTLETS

REACH TOP TIER TRAVELERS

BROADCAST TV ADVERTISING:



OUT OF HOME ADVERTISING:



DIGITAL ADVERTISING:

- + Streaming radio ads are hyper-targeted to listeners that match the TAS demographic
- + 550,000 individual :15s and :30s ads are delivered in each market depending on audience size



ATTRACTING TOP MEDIA:

- + In-market PR Firms work with Show Management and top media outlets to ensure on-site, in-studio, radio, print and digital earned placements
- + Media coverage produces over 136m unique PR impressions throughout the season





ON-SITE THEATERS FEATURE TOP TRAVEL CONTENT

TOP TRAVEL EXPERTS ATTRACT REAL TRAVEL ENTHUSIASTS

- + Industry leading content provides dozens of inspirational, informational and actionable advice for attendees
- + The main **Travel Theater** presents top travel personalities including **Rick Steves, Phil Rosenthal, Peter Greenberg, Andrew McCarthy, Samantha Brown, Josh Gates, Phil Keoghan, Pauline Frommer, Patricia Schultz** and more

UNPARALLELED PROGRAMMING OFFERS TOP TIER ADVICE

- + The **Destination Theater** features exhibitors who provide dedicated, 30-minute workshops specific to their destination or brand
- + From packing and technology tips, to using reward points and traveling on a budget, the **Savvy Traveler Theater** provides attendees with the tips, tricks and advice straight from the experts themselves
- + NEW in select markets, the **Travel Workshops Theater** provides alternative, niche travel information on subjects ranging from wellness and becoming a travel writer, to culinary and photography focused itineraries





LONGSTANDING, RELIABLE EVENTS THAT PRODUCE RESULTS

FOR TOUR OPERATORS:

- + Present your brand story to thousands of consumers and travel advisors in each market
- + Accelerate your sales pipeline by meeting face to face with pre-qualified, ready-to-buy travel enthusiasts
- + Position your tour operations to available inventory
- + Gather feedback from your customers to refine marketing and sales positioning



FOR DESTINATIONS:

- + Reach hundreds of thousands of ready-to-buy, pre-qualified travel enthusiasts
- + Showcase your private sector partners by creating demand and generating leads
- + Leverage your destination in a proven multimedia campaign in 9 of the country's top gateway markets
- + Collect feedback from consumers and advisors to refine marketing and sales messaging





GENERATE QUALITY LEADS AND BUILD BRAND AWARENESS

FOR TRAVEL SUPPLIERS:

- + Promote your brand to pre-qualified travelers who are already in the planning stage of their trip
- + Support your regional BDMs by showcasing your brand to drive business
- + Receive real-time feedback from consumers and travel advisors to help your sales and marketing teams with up-to-date messaging



FOR TRAVEL PRODUCT PROVIDERS:

- + Place your product or service in front of a pre-qualified, laser-focused travel consumer
- + Realize immediate sales and promote show specials
- + Collect testimonials and product reviews from your customer base to enhance marketing messaging
- + Ask about exclusive product exhibitor pricing and demonstration options





SHOW QUALITY YOU CAN TRUST

PROFESSIONALLY MANAGED EVENTS CREATE TURNKEY, SUCCESSFUL, PREDICTABLE ACTIVATIONS

- + From a dedicated Customer Success Program and educational tools, to expertly run show floors and efficient show hours, you can count on selling your product in a unique environment that facilitates face-to-face conversations and attracts top travel brands year after year
- + Strategically designed show floors, colorful on-site signage and intimate stage settings present a comfortable attendee experience that breeds confidence in the events and exhibitors



SPECIALTY PAVILIONS REACH NEW TRAVEL AUDIENCES

- + The highly-acclaimed LGBTQ Pavilion, located in select TAS markets, provides an experiential area on the show floor designed to attract LGBTQ-focused travelers, their friends, allies, families and media across multiple touchpoints and activations
- + The LGBTQ Pavilion is a “show within a show,” with dedicated programming, media events, entertainment and experiences organized by local LGBTQ Travel experts and influencers
- + The Dive & Water Sports Pavilion has now expanded to all 9 TAS events in 2025, providing destinations and travel providers that specialize in water-based travel itineraries with the opportunity to connect with the local dive/water sport community
- + Many cities have been without a dive consumer event for more than a decade, bringing a fresh audience looking to book their next water-based itinerary with YOU



PROMOTIONAL BUNDLES HELP YOU SAVE THOUSANDS

Main Floor Pricing -Tourism Boards, DMO's, Tour Operators, Suppliers ETC																		
Shows	1		2		3		4		5		6		7		8		9	
Booth Size	Per Booth	Total	Per Booth	Total	Per Booth	Total	Per Booth	Total	Per Booth	Total	Per Booth	Total	Per Booth	Total	Per Booth	Total	Per Booth	Total
10x10	\$4,495	\$4,495	\$4,445	\$8,890	\$4,395	\$13,185	\$4,345	\$17,380	\$4,245	\$21,225	\$4,145	\$24,870	\$4,045	\$28,315	\$3,945	\$31,560	\$3,845	\$34,605

We offer a **Multi-Show Discount Plan** that reduces the booth price the more shows you participate in.

**We take \$50 off per booth for every extra show you book up through four shows.
After that we take \$100 off per booth for every extra show you book.**

List price is \$4,495 per booth.

- + If you do four shows it's only \$4,345 per booth for each show.
- + Do all nine and save! Only \$3,845 per booth per show.

***Ask About Show Saving Bundles and Payment Plan Options to Help Increase Exposure on a Budget!**

SHARE THE SHOW FLOOR WITH TOP TRAVEL BRANDS



“ The 2024 Travel and Adventure Shows were the best ones for us out of all the eleven previous years we attended. Folks are coming back from the pandemic eager to travel and ready to book tours. We have had more customized bookings in the first three months of 2024 than we did in all of 2018 and 2019 combined. Travel is back.

STEVE MANNSHARDT
GUEST SERVICES MANAGER
MAGICAL JOURNEYS BEYOND

”



2025

TRAVEL & ADVENTURE SHOW®

PLACE YOUR BRAND IN FRONT OF
AN AUDIENCE LOOKING TO BOOK
THEIR NEXT TRIP WITH YOU

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

PRODUCED BY:

Unicomm
Events For New Business

NOTE: DATES SUBJECT TO CHANGE

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