



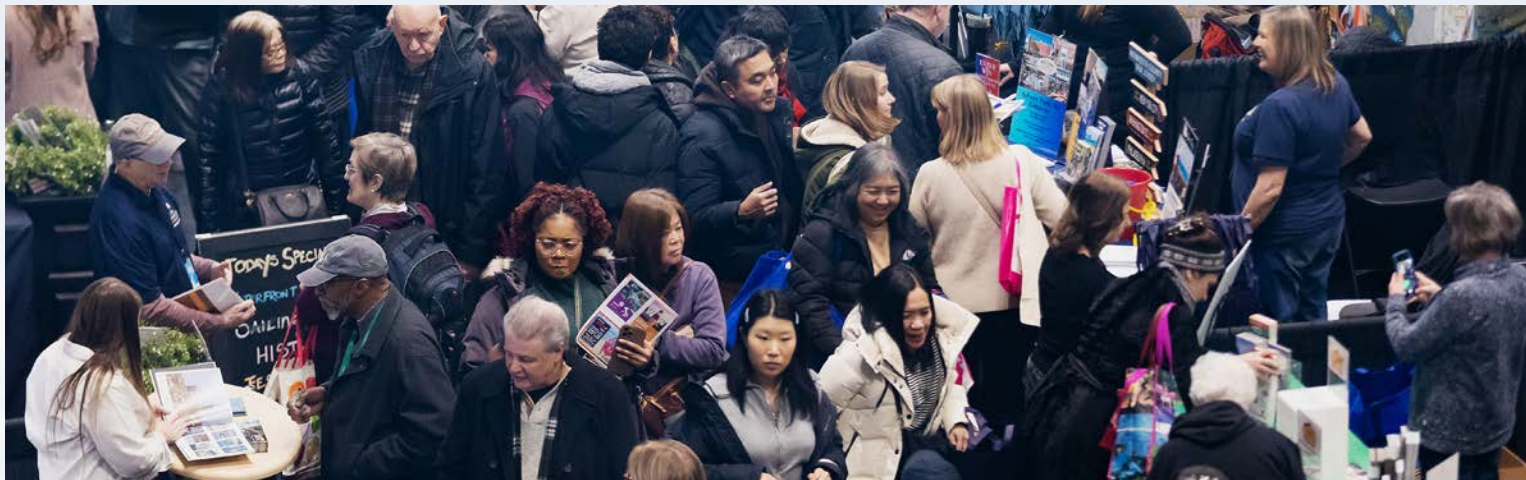
4<sup>TH</sup> ANNUAL  
**TRAVEL & ADVENTURE SHOW**<sup>®</sup>

**NEW YORK**  
JANUARY 25-26, 2025  
JACOB K. JAVITS CONVENTION CENTER  
[WWW.TRAVELSHOWS.COM](http://WWW.TRAVELSHOWS.COM)

**RESULTS - EVENT SUMMARY**

 @TravelandAdventureShow |  @TravAdventure





# 2025 NEW YORK TRAVEL & ADVENTURE SHOW

**Date:** January 25-26, 2025  
**Venue:** Jacob K. Javits Convention Center  
**Location:** 429 11th Ave,  
 New York, NY 10001  
**Halls:** 3D/3E 137,000 sq ft

## THANK YOU TO OUR SPONSORS

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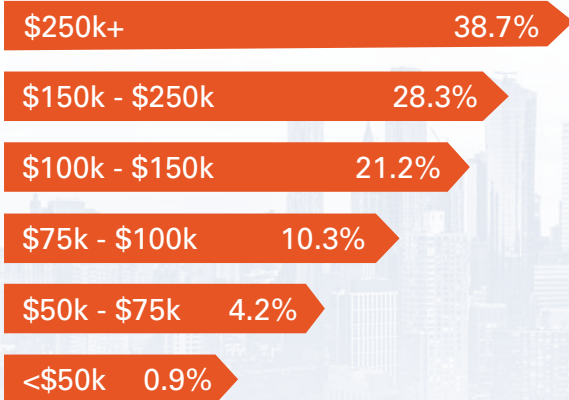
# ATTENDANCE SUMMARY

	2025	2024
TOTAL ATTENDANCE:	23,453	24,262
TRAVEL TRADE:	3,755	3,049
TRAVEL ADVISORS:	641	1,285
PRESS:	294	275

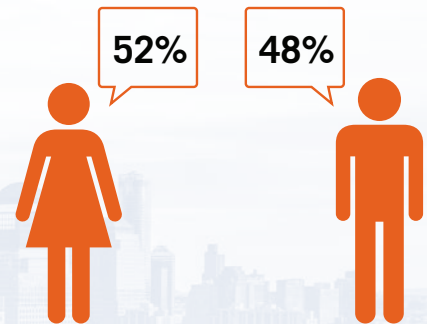
\*2025 all Travel Advisors Paid to attend

## HOUSEHOLD INCOME (HHI)

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

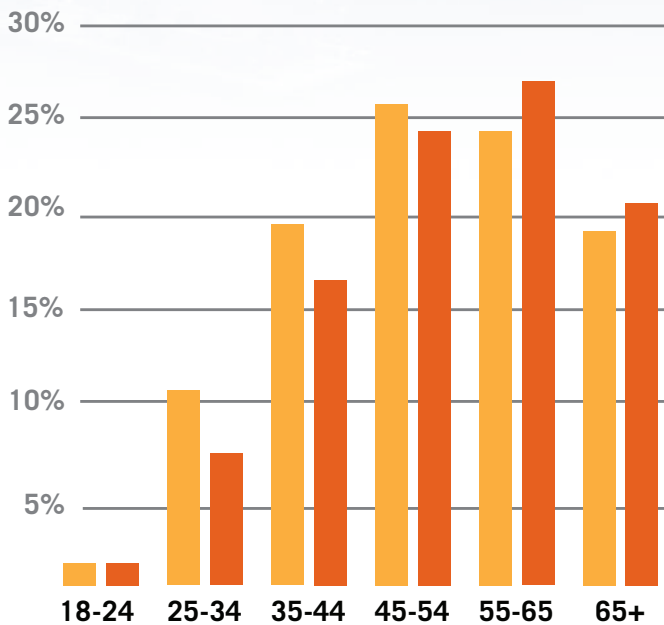


## ATTENDEE GENDER



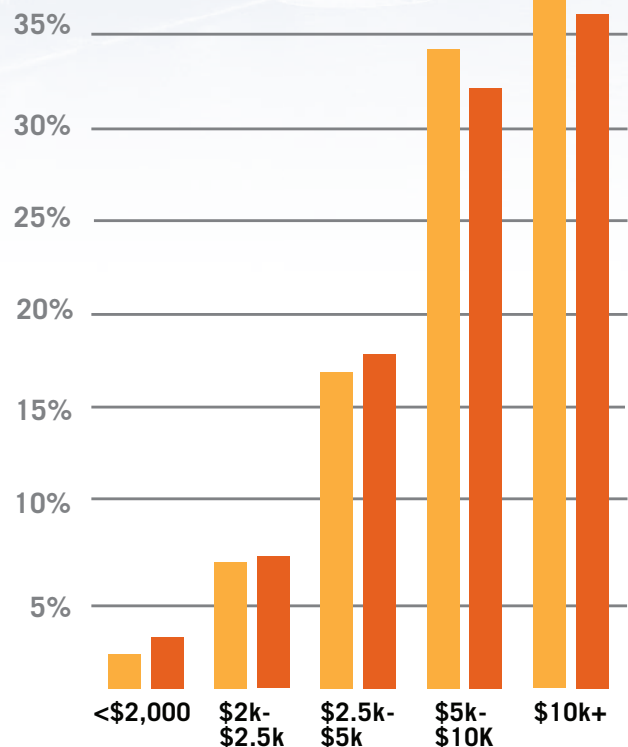
## ATTENDEE AGE

● 2025 ● 2024



## TRAVEL EXPENDITURE

● 2025 ● 2024



# HEADLINE SPEAKERS & STAGES



<p><b>PHIL KEOGHAN</b>          HOST AND AN EXECUTIVE PRODUCER OF CBS' EMMY AWARD-WINNING REALITY SERIES THE AMAZING RACE</p>  <p><b>BUCKET</b>  <small>TRAVEL INSPIRATION THROUGH IT</small></p>	<p><b>PAULINE FROMMER</b>          EDITORIAL DIRECTOR OF THE FROMMER'S GUIDES AND PUBLISHER OF FROMMERS.COM</p>  <p>Frommer's</p>	<p><b>PETER GREENBERG</b>          EMMY AWARD-WINNING INVESTIGATIVE REPORTER &amp; PRODUCER &amp; CBS NEWS TRAVEL EDITOR</p>  <p>50 STATES TO VISIT</p>	<p><b>PATRICIA SCHULTZ</b>          AUTHOR OF 1,000 PLACES TO SEE BEFORE YOU DIE, 1,000 PLACES TO SEE IN THE USA &amp; CANADA BEFORE YOU DIE &amp; WHY WE TRAVEL</p>  <p>1,000 PLACES TO SEE BEFORE YOU DIE</p>
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**TRAVEL ADVENTURE SHOW** **DESTINATION THEATER** **TRAVEL ADVENTURE SHOW**

**TAIWAN** WAVES OF WONDER | **VIKING** | **VISIT ANCHORAGE ALASKA** | **The Florida Keys & Key West** come do you eat? | **YOUR OWN ITALY**

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

**WANDERFUL** | **ANGEL'S TRAVEL LOUNGE** | **BREAK: Travel Barrier** TRAVEL MORE STAY LONGER SPEND LESS | **NYC 4ALL**

**TRAVEL WORKSHOPS THEATER**

**GREEN BOOK EXPERIENCE** | **THE AIRPLANE MODE** | **HEALTHY AGING** | **WANDERFUL**

**GLOBAL BEATS STAGE**

**In addition to meeting with our vendors, attendees engaged in activities such as:**  
 + Travel Theater + Destination Theater + Savvy Traveler Theater + Travel Workshops Theater  
 + Global Beats Stage + Choctaw Nation of Oklahoma Photo Booth + Meet & Greet

# MEDIA PROMOTION SUMMARY

## TELEVISION:

CBS NEW YORK



## OVERALL:

**29.1M**  
IMPRESSIONS

## PR:



## OVERALL:

**53.4M**  
IMPRESSIONS

## DIGITAL:

TRAVELZOO®



yahoo!

Google

Bing

THE WALL STREET JOURNAL.

The New York Times

## OVERALL:

**3.9M**  
IMPRESSIONS



# FAM-TAS PROGRAM SUMMARY

## 2025 FAM-TAS PRESENTATION SPONSORS



## 2025 FAM-TAS PANEL SPONSORS

### Cruise Panel



FAM-TAS CROATIAN NATIONAL  
TOURIST BOARD, WINE TASTING



**262** ADVISORS



# JOIN US NEXT YEAR IN THESE MARKETS

## TRAVEL & ADVENTURE SHOW®

### WASHINGTON DC

WASHINGTON  
CONVENTION CENTER  
JAN 17-18, 2026

### NEW YORK

JACOB JAVITS  
CONVENTION CENTER  
JAN 24-25, 2026

### SEATTLE \*NEW MARKET

SEATTLE  
CONVENTION CENTER  
JAN 31-FEB 1, 2026

### PHOENIX

PHOENIX CONVENTION CENTER  
FEB 14-15, 2026

### CHICAGO

STEPHENS CONVENTION CENTER  
FEB 21-22, 2026

NOTE: DATES SUBJECT TO CHANGE

### SOUTH FLORIDA

GREATER FORT LAUDERDALE/  
BROWARD COUNTY \*NEW MARKET  
CONVENTION CENTER  
FEB 28-MAR 1, 2026

### LOS ANGELES

LONG BEACH \*NEW VENUE  
CONVENTION CENTER  
MAR 7-8, 2026

### BAY AREA

SANTA CLARA  
CONVENTION CENTER  
MAR 21-22, 2026

### DALLAS

DALLAS MARKET HALL  
MAR 28-29, 2026

### DENVER

COLORADO  
CONVENTION CENTER  
APR 11-12, 2026

PRODUCED BY:

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Events For New Business

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