

# AMERICA'S FAVORITE TRAVEL SHOW IS HEADING TO SEATTLE IN 2026!

Seattle

**TRAVEL &  
ADVENTURE  
SHOW®**

**JAN 10-11, 2026**

SEATTLE CONVENTION CENTER

## SEATTLE MARKET ANALYSIS

- Seattle is a rapidly growing economic hub, ranking as the #15 Designated Market Area (DMA) in the U.S., driven by a strong tech sector and global corporations like Amazon, Microsoft, and Boeing. The region's economy benefits from innovation, research, and infrastructure investment, leading to consistent GDP growth above the national average.

## TRAVELER DEMOGRAPHICS

Seattle's outbound travel market is fueled by affluent, well-educated professionals and a diverse generational mix:

- **High-Income Frequent Travelers:** Median household income of ~\$122K enables multiple trips per year.
- **Business Travel:** Strong presence from tech professionals traveling for work.
- **Travel Preferences:** Adventure/nature getaways, winter sun escapes (Hawaii, Mexico), and international cultural trips (Asia, Europe, Latin America).

TURN THE PAGE FOR MORE DETAILS.

CONTACT US TODAY FOR MORE INFORMATION: EXHIBIT AT THE SEATTLE TRAVEL & ADVENTURE SHOW

203-878-2577 | [sales@travelshows.com](mailto:sales@travelshows.com) | [www.TravelShows.com](http://www.TravelShows.com)





## TOP DESTINATIONS

- **Domestic:** Anchorage, Los Angeles, Las Vegas, Phoenix, and Denver.
- **International:** Vancouver, London, Seoul, Tokyo, and Mexico's beach destinations (Cancún & Los Cabos). Growing demand for Europe and Asia-Pacific.

## MARKET SIZE & GROWTH TRENDS

- 2024 Passenger Volume: 52.64M (record high, +3% YoY).
- **Fastest-Growing Segments:**
  - International travel up 15% vs. 2019.
  - Mexico travel doubled (+101%).
- **Future Outlook:**
  - Strong growth in Asia-Pacific and Europe.
  - \$5B airport investment to increase capacity.

## KEY FACTORS INFLUENCING OUTBOUND TRAVEL

- **Economic Conditions:** High incomes support travel, though inflation affects frequency.
- **Seasonality:** Peak summer travel, winter sun escapes, and off-season deals in Jan-Feb.
- **Connectivity:** SEA offers 94 domestic and 35 international nonstop routes, with new flights to Munich, Taipei, Manila, and Costa Rica.

## THE SEATTLE CONVENTION CENTER

The **Seattle Convention Center** offers a premier venue in the heart of a dynamic, tech-driven city, providing state-of-the-art facilities, flexible event spaces, and seamless accessibility. With modern amenities, sustainable design, and proximity to world-class dining, hotels, and entertainment, it's the ideal setting for the Travel & Adventure Show.

## A STRATEGIC LOCATION & GLOBAL GATEWAY HUB

Seattle's strategic Pacific Rim location, thriving economy, and expanding airport connectivity make it a premier global travel hub. As a gateway to Asia, Canada, and Europe, Seattle-Tacoma International Airport (SEA) offers growing links to key markets. The city attracts high volumes of business and tech travelers, while its proximity to Alaska, the Pacific Northwest, and top outdoor destinations fuels adventure tourism.

# Seattle TRAVEL & ADVENTURE SHOW®

**JAN 10-11, 2026**

**SEATTLE CONVENTION CENTER**



**DON'T MISS THIS PRIME TRAVEL MARKETING OPPORTUNITY AT ONE OF THE FASTEST GROWING OUTBOUND TRAVEL MARKETS IN THE U.S.!**

**CONTACT US TODAY FOR MORE INFORMATION: EXHIBIT AT THE SEATTLE TRAVEL & ADVENTURE SHOW**