

AMERICA'S FAVORITE TRAVEL SHOW IS HEADING TO FORT LAUDERDALE IN 2026!

South Florida
**TRAVEL &
ADVENTURE
SHOW**®

FEB 28 - MAR 1, 2026
GREATER FORT LAUDERDALE/BROWARD
COUNTY CONVENTION CENTER

FORT LAUDERDALE MARKET STATS

- **Media Power:**
Strategically located in between Miami-Fort Lauderdale and Palm Beach DMA's, these two large scale media markets combined rank as a top 10 U.S. DMA based on 2023 Nielsen rankings.
- **Important International and Domestic Feeder Market:**
With three international airports within a 45-mile radius, over 91.1 million travelers pass through Miami International, Fort Lauderdale-Hollywood International and Palm Beach International Airports, making it the second busiest passenger traffic airport network in the country only to New York City.
- **Cruise Capital of the World:**
Located in Fort Lauderdale, Port Everglades, one of the largest cruise ports in the United States, welcomed over 4 million passengers and over 700 cruise ships in 2024. 28 miles south, PortMiami welcomed over 8.5 million passengers in 2024, making the Miami-Fort Lauderdale Metro Area the Cruise Capital of the World.
- **Strength in Numbers:**
The Miami-Fort Lauderdale-Palm Beach MSA is over 6.18 million residents, making it the 9th largest metro-area in the United States.

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

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DESTINATION: FORT LAUDERDALE

Over 6.18 million residents comprise the Miami-Fort Lauderdale-Palm Beach MSA, making this large population the 9th largest metro-area in the United States. Boasting a large, affluent and travel-focused demographic, this metro-area is one of largest travel markets in the country.

- With a median age of 42 years old, 61% of the Miami-Fort Lauderdale-Palm Beach MSA population is over the age of 35 years old, meaning you'll meet an audience of travelers in their peak earning years
- 50% of the MSA earns over \$75,000 year (U.S. average is 51% for top 10 not combined U.S. DMA's), while over 33% earn over \$100,000 per year in household income
- 31% are in their peak travel years of 55 years and older
- With over 70,000 high net worth individuals, the Miami-Fort Lauderdale-Palm Beach MSA is the 9th ranked wealthiest metro-area in the United States

What's more, an annual winter influx of retired, traveling "snow birds" adds to this exciting and unique travel buying market.

THE GREATER FORT LAUDERDALE/BROWARD COUNTY CONVENTION CENTER

Located four miles from the Fort Lauderdale-Hollywood International Airport, 47 miles from the Palm Beach International Airport and just 29 miles from the Miami International Airport, the Greater Fort Lauderdale/Broward County Convention Center is easily accessible from the three major South Florida airports.

Accessible from I-95, I-595 and I-75, as well as the Brightline and Tri-Rail, attendees will be able to travel to the Convention Center with ease. Only a 30 minute drive from Miami and 40 minute drive from Palm Beach, this central location is a prime spot for America's Favorite Travel Show.

NOT JUST A PASS-THROUGH, BUT A SELF SUSTAINING TRAVEL ENGINE

With Miami International, Palm Beach International and Fort Lauderdale-Hollywood International Airport within a 48 mile radius of each other, the Miami-Fort Lauderdale-Palm Beach MSA offers over 1,500 flights per day to hundreds of domestic and international destinations.

In addition, PortMiami and Port Everglades served over 12 million passengers in 2024 and welcomed over 700 cruise ships, feeding Caribbean and transatlantic routes, making this area the Cruise Capital of the World. With Port Everglades serving as home port for companies including Celebrity Cruises, Disney Cruise Lines, Princess Cruises and Royal Caribbean, and PortMiami hosting Carnival, Norwegian, MSC and Virgin Voyages, travelers across South Florida have access to thousands of cruise routes that cover the world.

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

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