

# TRAVEL & ADVENTURE SHOW®



## TURN INTEREST INTO VISITS – EXHIBIT AT THE 2026 TRAVEL & ADVENTURE SHOWS WITH YOUR NYSTIA DISCOUNT

Meet thousands of qualified travelers, travel advisors, and media – face-to-face –and inspire them to choose your New York destination.

### WHY EXHIBIT?

- **Access High-Value Travelers** – Engage with consumers who are actively planning their next trip.
- **Direct Brand Exposure** – Showcase your unique attractions, experiences, and events.
- **Grow Industry Relationships** – Network with travel agents, trade professionals and travel media.
- **National & Regional Reach** – Be part of the largest and only travel show series in the U.S.
- **Exclusive NYSTIA Savings** – Make your marketing dollars go further with NYSTIA member discounts.

### 2026 SHOW MARKETS INCLUDE:

- **New York City** – your backyard advantage
- **Chicago** – direct, convenient access
- **Washington DC** – affluent mid-Atlantic drive audience
- **South Florida, Dallas, Los Angeles, Bay Area** – national reach in top fly markets
- **Seattle, Phoenix, Denver** – niche markets for qualified travelers

### NYSTIA MEMBER ADVANTAGE:

- **Exclusive discounted** rates for exhibit space
- Opportunities to exhibit in multiple markets with multi-show pricing
- Access to pre-show marketing and on-site exposure
- Lead capture capabilities for revenue generating opportunities

### Pricing

| For Destinations             | For Private Sector/Attractions |
|------------------------------|--------------------------------|
| 1 Show: \$3,695 per 10'x10'  | 1 Show: \$2,895 per 10'x10'    |
| 2 Shows: \$3,495 per 10'x10' | 2 Shows: \$2,695 per 10'x10'   |
| 3 Shows: \$3,295 per 10'x10' | 3 Shows: \$2,495 per 10'x10'   |
| 4 Shows: \$3,095 per 10'x10' | 4 Shows: \$2,295 per 10'x10'   |
| 5 Shows: \$2,995 per 10'x10' | 5 Shows: \$2,095 per 10'x10'   |

For more information and to reserve your space, reach out to **Zach Schaeffer, Sales Director, Travel & Adventure Show Series** (203-713-1086) or [zschaef@travelshows.com](mailto:zschaef@travelshows.com).

**Don't miss this chance to create demand for your destination.**

### 2026 SHOW DATES

**SEATTLE** NEW MARKET  
JANUARY 10-11, 2026

**WASHINGTON, D.C.**  
JANUARY 17-18, 2026

**NEW YORK**  
JANUARY 24-25, 2026

**PHOENIX**  
FEBRUARY 14-15, 2026

**CHICAGO**  
FEBRUARY 21-22, 2026

**SOUTH FLORIDA** NEW MARKET  
FEBRUARY 28-MARCH 1, 2026

**LOS ANGELES** NEW VENUE  
MARCH 7-8, 2026

**BAY AREA**  
MARCH 21-22, 2026

**DALLAS**  
MARCH 28-29, 2026

**DENVER**  
APRIL 11-12, 2026

