

TRAVEL & ADVENTURE SHOW

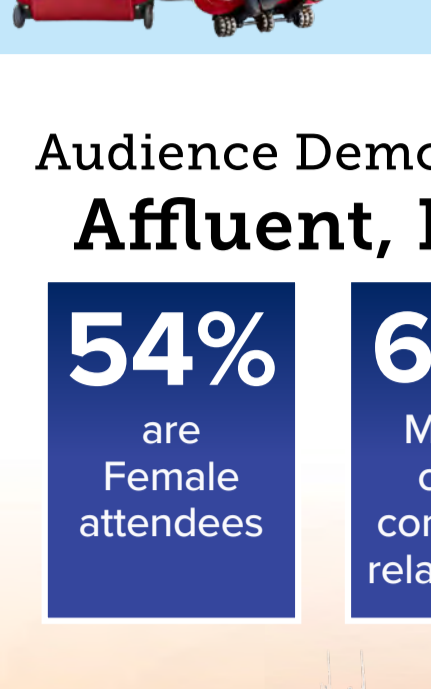
The ONLY & Longest Running Series of Travel Shows in the U.S.



23RD YEAR • 140+ EVENTS

LOCATED IN THE TOP 10 FEEDER MARKETS

Over \$10 Billion in Total Travel & Hospitality Spend were influenced by the Travel & Adventure Shows



We come to this show every year with a bigger list than we had the year before. You never know what travel options you'll find when wandering the aisles. Speaking live with the booth representatives is important to us in making sure that we can personalize our trip. — Rachel, New York, NY

95% plan on returning to the show

Audience Demographic Insights Reveal the Shows Attract **Affluent, Educated, Active Consumers**

54% are Female attendees

60% Married or in a committed relationship

93% Age 35+ in peak earning years

88% Hold a college degree

83% Make over \$100k a year

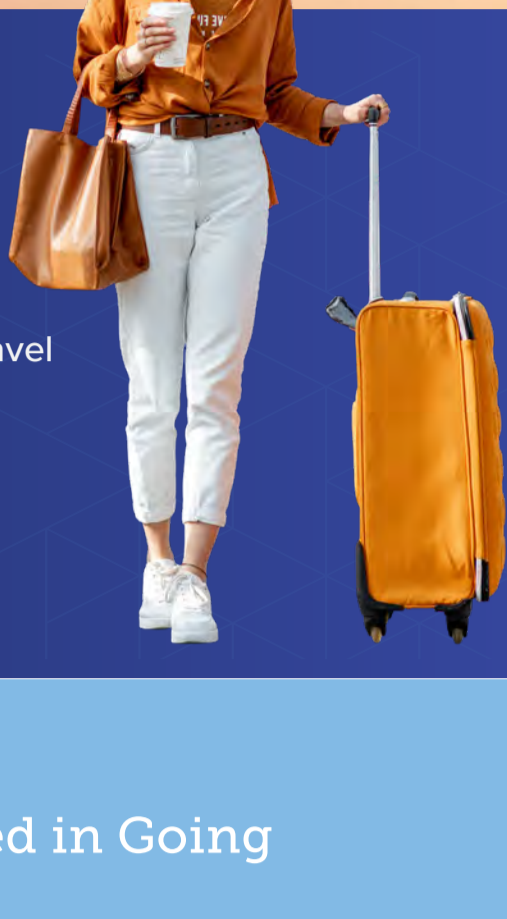
Attracting the Right Audience

We Deliver Pre-Qualified Travelers

\$750M+ Million Dollars Spent Annually on Travel

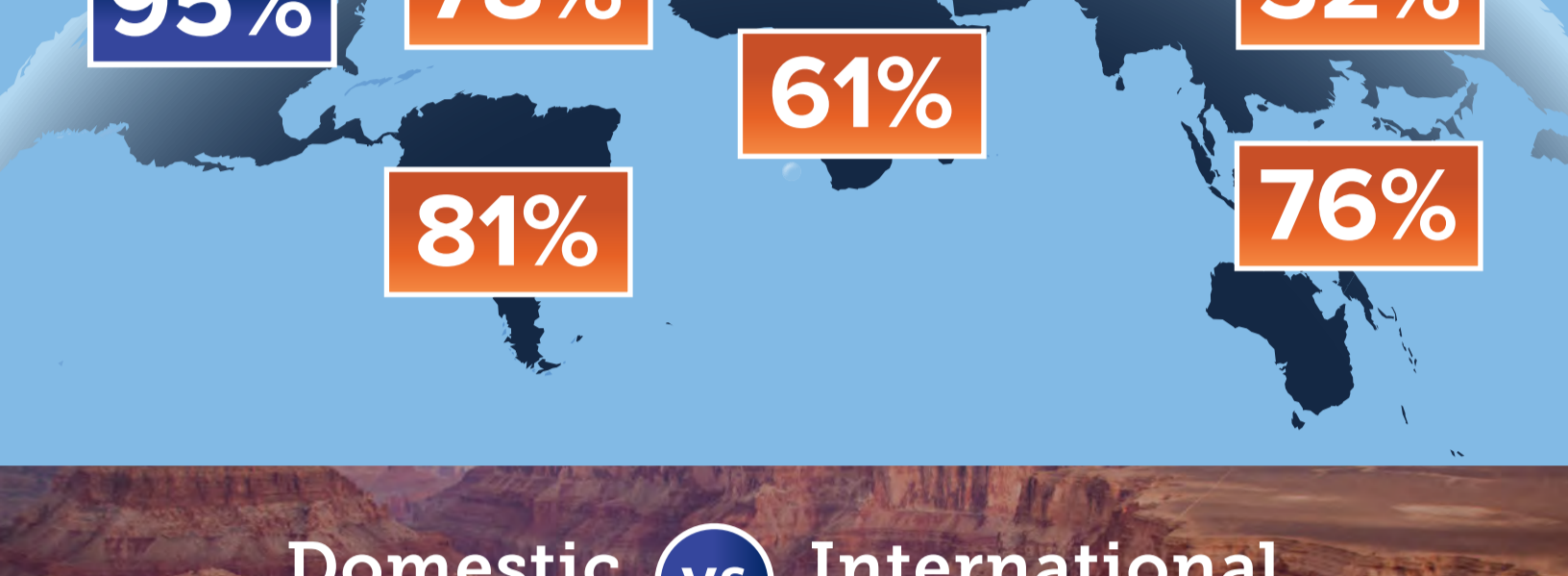
Over \$5,000 Average Per Trip Travel Spend

97% Of Attendees are Passport Holders



Ready to Travel

Where Our Attendees Are Interested in Going



Domestic vs International

Domestic

97% will take 3-9 domestic trips in the next 12 months

89% Intend to take more or the same number of domestic trips

85% Take regional getaways multiple times a year

International

94% Of attendees took 1 or more international trips over past 12 months

94% Will take the same or more international trips in next 12 months

98% Are interested in international travel

Types of Vacations Interested In

Leisure/Cultural **89%**

Active/Adventure **71%**

Culinary/Experiential **55%**

Other **18%**

Attendees surveyed were given the opportunity to choose multiple vacation types.

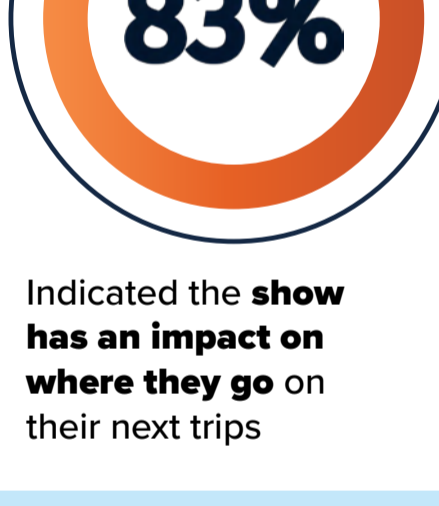
Influence Bookings Among Ready-to-Buy Consumers

86% of those looking to book a trip, booked with an exhibitor they met at the show

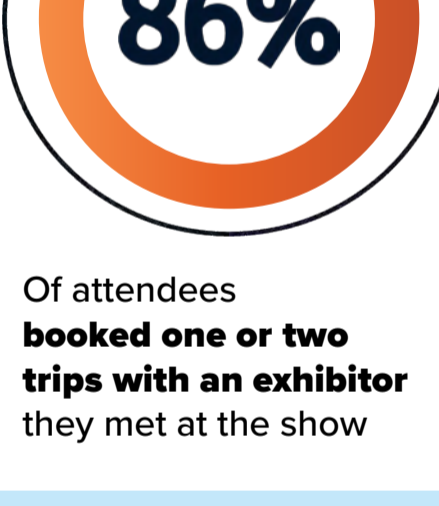
90% will book this vacation within a year

71% of attendees spend over \$5,000 with exhibitors they met at the show

We love to travel and we're always trying to find new and exciting places to go. That's why we come to this show year after year! — Allan, Palo Alto, CA



Indicated the **show has an impact on where they go** on their next trips



Of attendees **booked one or two trips with an exhibitor** they met at the show



Found **more confidence in making travel plans** with the exhibitors based on their involvement with the show

The ease of going online to do research is great, but I feel like I don't always get the full picture. That's why I love these shows - I have the chance to get the real information directly from a local rep in each booth that tailors my trip directly to me. — Phil, Denver, CO

2027 Show Schedule

WASHINGTON DC JANUARY 16-17	BAY AREA FEBRUARY 27-28
NEW YORK JANUARY 23-24	DALLAS MARCH 6-7 <small>NEW VENUE</small> Kay Bailey Hutchison Convention Center
PHOENIX JANUARY 30-31	DENVER MARCH 13-14
CHICAGO FEBRUARY 6-7	SEATTLE MARCH 20-21
SOUTH FLORIDA FEBRUARY 20-21 Fort Lauderdale	LOS ANGELES APRIL 3-4 Long Beach

Qualified Attendance Per Market

	CONSUMERS	TRAVEL TRADE	TRAVEL ADVISORS	MEDIA
SEATTLE	5,500 – 7,500	700 – 900	275 – 375	25 – 50
WASHINGTON, DC	14,750 – 18,000	1,050 – 1,300	250 – 425	40 – 75
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
CHICAGO	15,500 – 19,000	1,450 – 2,000	400 – 550	50 – 75
SOUTH FLORIDA	6,500 – 8,000	800 – 900	250 – 350	50 – 75
LOS ANGELES	16,000 – 20,000	1,750 – 2,750	500 – 725	85 – 150
BAY AREA	15,500 – 19,000	1,450 – 1,850	375 – 425	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

Making an Impression

Multi-Media Campaigns Generate Hundreds of Millions of Impressions Nationwide

1.7 BILLION

Reached VIA Highly Targeted Mass Media Campaign



OVERALL:
294.2M
TV IMPRESSIONS



OVERALL:
1.5M
OTT & STREAMING TV IMPRESSIONS



OVERALL:
90.6M
OUTDOOR IMPRESSIONS



OVERALL:
24.8M
SOCIAL MEDIA/DIGITAL IMPRESSIONS



OVERALL:
1.3B
EARNED MEDIA & PR IMPRESSIONS



OVERALL:
2.5M
DIRECT MAIL/EMAIL IMPRESSIONS



OVERALL:
25M
CO-OP IMPRESSIONS



OVERALL:
212K
PAID SEARCH IMPRESSIONS

Top Travel Personalities Attract Travel Super Fans



You have the avid travelers who come to these shows, in the thousands! I mean, it's so extraordinary. — Pauline Frommer, Editorial Director of the Frommer's Guides and Publisher of Frommers.com

Well this show is a rare opportunity in the United States to get thousands of travelers in the planning stage of their trip. If you want to put your destination at the forefront of the minds of American travel dreamers, this is certainly a good opportunity. I do it every year and I do it every year for good reason. — Rick Steves, Travel Writer, Host of Rick Steves' Europe, and Travel with Rick Steves



Samantha Brown



Josh Gates



Peter Greenberg



Patricia Schultz



Phil Rosenthal



Andrew McCarthy



Phil Keoghan

Visit www.TravelShows.com For More Information

*Survey results collected from Travel & Adventure Show attendees during the ticket purchase process.

REV 04/2026