

TRAVEL & ADVENTURE SHOW®



JOIN US AT AMERICA'S FAVORITE TRAVEL SHOWS

WASHINGTON D.C. - JANUARY 14-15, 2017

CHICAGO - JANUARY 21-22, 2017

SF/BAY AREA - FEBRUARY 11-12, 2017

LOS ANGELES - FEBRUARY 18-19, 2017

SAN DIEGO - MARCH 4-5, 2017

DENVER - MARCH 18-19, 2017

PHILADELPHIA - MARCH 25-26, 2017

DALLAS - APRIL 1-2, 2017

WWW.TRAVELSHOWS.COM

"The Show was awesome! We met with thousands of quality consumers who presented good questions and fit the profile that fits the type of traveler that we target for the Island of Maui!" – **Chris Kaiakamalie, Director of Sales – Leisure, Maui Visitors and Convention Bureau**

"This was our first Travel & Adventure Show experience and it was well worth it! Potential travelers flooded our booth and were eager for information about Oklahoma. The staff was very friendly and organized! We had great success talking to people about our area and we can't wait to see them visit Choctaw Nation next year!" – **Erin McDaniel, Tourism Manager, Choctaw Nation and Brittany Lopez, Choctaw Nation**

"The Travel & Adventure Shows have really surpassed expectations. The attendance was overwhelming and their enthusiasm was off the charts. Cruise Planners is looking forward to returning to the Show Series next year!" – **Tony Bello, Cruise Planners**



ELEVATE YOUR BRAND AT THE #1 SERIES OF TRAVEL SHOWS IN THE U.S.

JOIN THE TRAVEL INDUSTRY'S PREMIER CONSUMER MARKETING PLATFORM TODAY!

- 13 years and 68 events, the Travel & Adventure Show is "time-tested".
- You can count on meeting tens of thousands of travelers who are at the event to find their next vacation.
- Your investment in the Travel & Adventure Show Series delivers a high-return, low-risk opportunity to generate sales with your target demographic.



"Well this show is a rare opportunity in the United States to get in front of 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, CEO, Rick Steves' Europe

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OVER 4.5 MILLION TRAVELER DECISIONS HAVE BEEN INFLUENCED BY THE TRAVEL & ADVENTURE SHOWS

MEET OVER 137,500 TRAVEL ENTHUSIASTS

- Place your brand in front of tens of thousands of highly qualified, affluent, ready-to-buy travelers.
- These travel enthusiasts pay to come to the show just to meet YOU to find, and book, their next trip.
- **89% of attendees state that they're more confident booking with exhibitors that they met at the show.**

LOCATED IN 8 OF THE NATION'S TOP FEEDER MARKETS

- T&AS attendees reside in high-volume gateway markets that facilitate both domestic and international travel.
- With each event occurring in the peak of the travel booking season, you can count on activating sales immediately.



ENGAGE A PROVEN AUDIENCE

WE DO THE PROSPECTING FOR YOU, SO YOU CAN CONCENTRATE ON YOUR SALES

- T&AS attendees are pre-qualified, meaning you can be confident that you'll reach the demographic that you're looking for.
- 93% of T&AS attendees state that their #1 reason for visiting the event is to meet with exhibitors like YOU.

"This is my 5th time attending the LA Travel & Adventure Show and each time I leave with more destinations added to my bucket list." – *Sarah, Los Angeles*

San Diego

Total Attendance: 14,648
Travel Trade: 1,491
Travel Agents: 423
Press: 109

Los Angeles

Total Attendance: 34,069 (1.75% Increase Over 2015)
Travel Trade: 3,722
Travel Agents: 897
Press: 221

Chicago

Total Attendance: 23,912 (8% Increase Over 2015)
Travel Trade: 1,561
Travel Agents: 482
Press: 79

San Francisco / Bay Area

Total Attendance: 17,993
Travel Trade: 1,396
Travel Agents: 461
Press: 89

Dallas

Total Attendance: 13,785 (+4,000 Over Last Event)
Travel Trade: 806
Travel Agents: 221
Press: 54

Philadelphia

Total Attendance: 11,231
Travel Trade: 1,019
Travel Agents: 354
Press: 72

Washington D.C.

Total Attendance: 21,245
Travel Trade: 2,078
Travel Agents: 657
Press: 131

**OVER \$2.1 BILLION
DOLLARS IN
BOOKINGS
AND
COUNTING**

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INDUSTRY LEADING SHOW QUALITY

PROFESSIONALLY MANAGED EVENTS SET THE STAGE FOR YOUR SUCCESS

- From flawless customer service to beautifully decorated show floors, you can count on a one of a kind selling environment.
- Fully carpeted aisles, colorful on-site signage and intimate stage setting presents a comforting attendee experience that builds confidence in the event and exhibitors.

TOP TRAVEL EXPERTS ATTRACT TRAVEL SUPER FANS

- No other show delivers more top travel experts and personalities.
- Travelers flock the show in the thousands to see travel celebrities such as Rick Steves, Samantha Brown, Peter Greenberg, Pauline Frommer, Patricia Schultz, Phil Keoghan, Johnny Jet and more.
- T&AS headliners inspire attendees to travel to local and exotic destinations driving them directly to your booth.

"This show is fabulous! All the vendors and speakers are so much fun to talk to and we love the variety of destinations and tour operators."

- *Linda, Palo Alto*

"We loved the very informative speakers - especially the practical tips. All of the vendors were there to talk to us like travelers instead of trying to sell us as family travelers."

- *Magaly, Chicago*

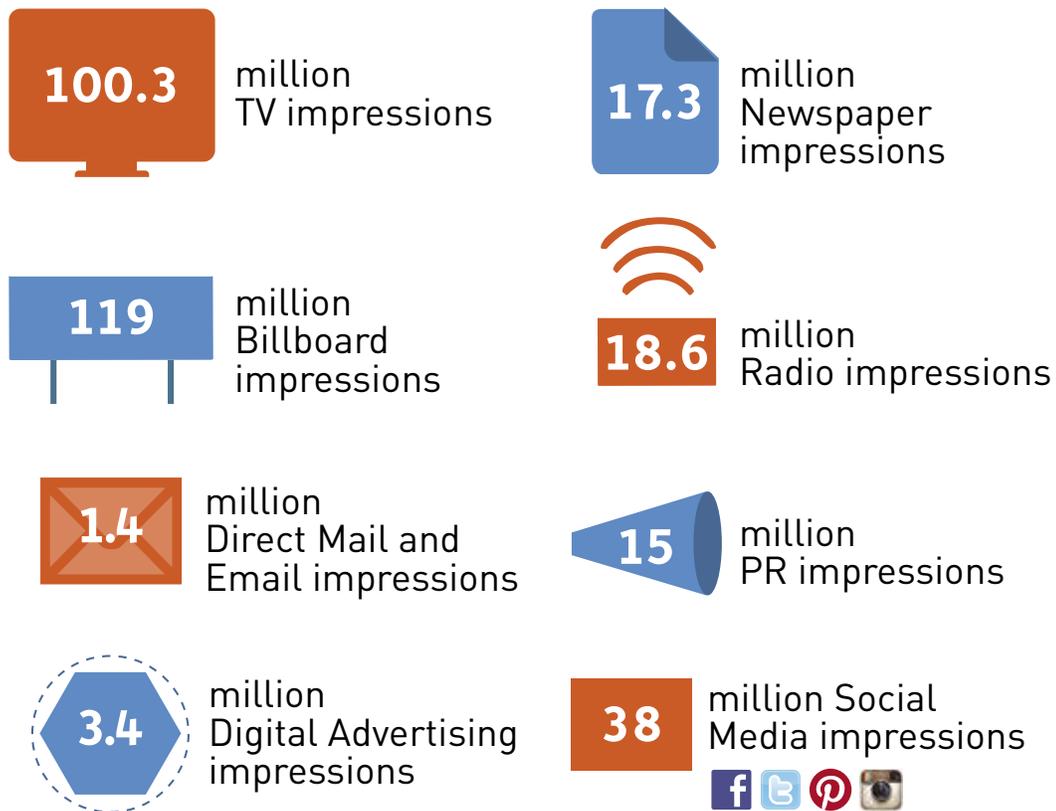


UNRIVALED MULTI-MEDIA MARKETING CAMPAIGN

PROVEN INTEGRATED MARKETING AND ADVERTISING ATTRACTS SIGNIFICANT MEDIA ATTENTION

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Annual Impressions Reached VIA Mass Marketing Approach



OUR COMPREHENSIVE MULTI-MEDIA MARKETING CAMPAIGN DRAWS TRAVEL ENTHUSIASTS TO YOU

- With 13 years of experience, the Travel & Adventure Show has developed the industry's most complex media and promotion program designed to flood major media outlets in each market gaining maximum exposure for the event and its exhibitors.
- This proven media activation allows your brand to be associated with the show, maximizing your visibility before and during each event.

UNRIVALED MULTI-MEDIA MARKETING CAMPAIGN (CONTINUED)

SOCIAL MEDIA

An integral part of the event's campaign is the expanding social media initiative. From highlighting new and existing T&AS exhibitors and sponsors in the "T&AS Daily Escape" and generating a sense of wanderlust in potential attendees in our #WanderlustWednesday campaign, to engaging speakers and travel experts in live Twitter chats, travel fans are able to experience the event before, during and after each show.

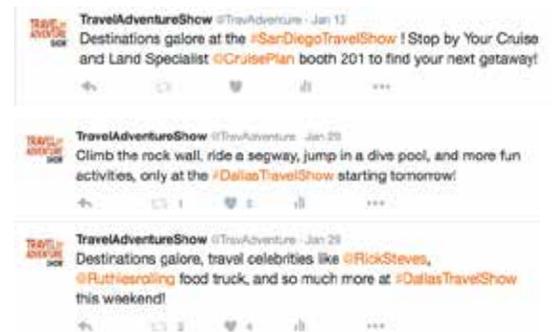
FACEBOOK

- Over 23,000 Likes
- Produces highly engaging content pre, during and post-event using advertising, giveaways and speaker/exhibitor highlights.



TWITTER

- Over 3,500 Followers
- Primarily used as an at-show tool showcasing show pictures and videos.
- Pre-show Twitter chats engage speakers, exhibitors and attendees and create awareness about the event.



INSTAGRAM

- Over 1,650 Followers
- Pre-show and on-site tool designed to highlight exhibitors, sponsors, speakers and T&AS activities.



ATTRACTING TOP MEDIA

BROADCAST TV:



OUTDOOR ADVERTISING:



RADIO ADVERTISING:



NEWSPAPER:



PRIOR ATTENDEE CAMPAIGN:

This highly effective direct mail and email campaign is deployed to our database of previous attendees, travel agent and press members beginning about 6 weeks out from each event. These nurture and awareness programs were highly successful in 2016.



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“I was very impressed with the genuine interest that was displayed at the Travel & Adventure Show. We were able to persuade at least twelve different parties throughout the weekend to visit the Keys as opposed to their traditional vacation spots. I am always surprised at how strong of an emotional connection that these markets have to the Florida Keys.”

– Stacey Mitchell, Director of Sales, Florida Keys & Key West



"The Travel & Adventure Show Series is one of the premier marketing platforms in the travel industry. Our professionally produced shows facilitate face-to-face communication with your target demographic designed to increase bookings, leads and ROI. Nowhere else can you place your brand in front of 135,000+ pre-qualified travel enthusiasts who are already in the planning stage of the booking process!" - *John Golicz, CEO & Founder, Travel & Adventure Show Series*



PLACE YOUR BRAND IN FRONT OF AN
AUDIENCE LOOKING TO BOOK THEIR
NEXT TRIP WITH YOU.

TRAVEL & ADVENTURE SHOW®

INTERESTED IN EXHIBITING/SPONSORING:

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