

VIRTUAL TRAVEL & ADVENTURE SHOW®

ASIA & SOUTH PACIFIC
DECEMBER 16, 2020
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RESULTS - EVENT SUMMARY

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TRAVEL SHOWS 365





2020 VIRTUAL TRAVEL & ADVENTURE SHOW

Date: December 16, 2020
Hours: Trade: 3pm - 5pm / Consumer 5 - 10pm
Focus: ASIA & SOUTH PACIFIC

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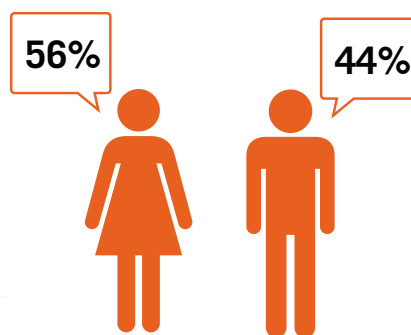
ATTENDANCE SUMMARY

Attendance Summary	2020
Total Attendance	3,381
Travel Trade	224
Travel Agents	336
Press	31

Interaction Summary	2020
Room Visits	41,611
Booth Visits	32,736
Files Viewed	4,963
Files Downloaded	2,930
Links Clicked	5,380
Chats	11,897
Videos Watched*	9,108
Average Time In Show	3.93 hrs.

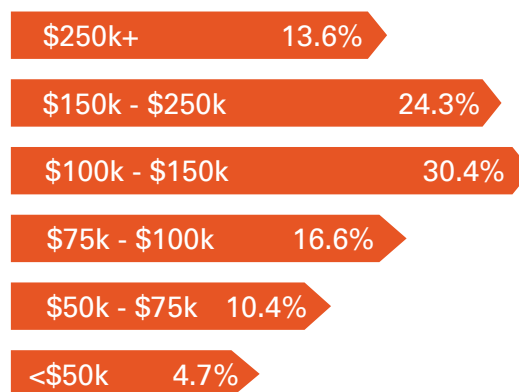
*Videos Watched includes Exhibitor and Theater Videos.

ATTENDEE GENDER



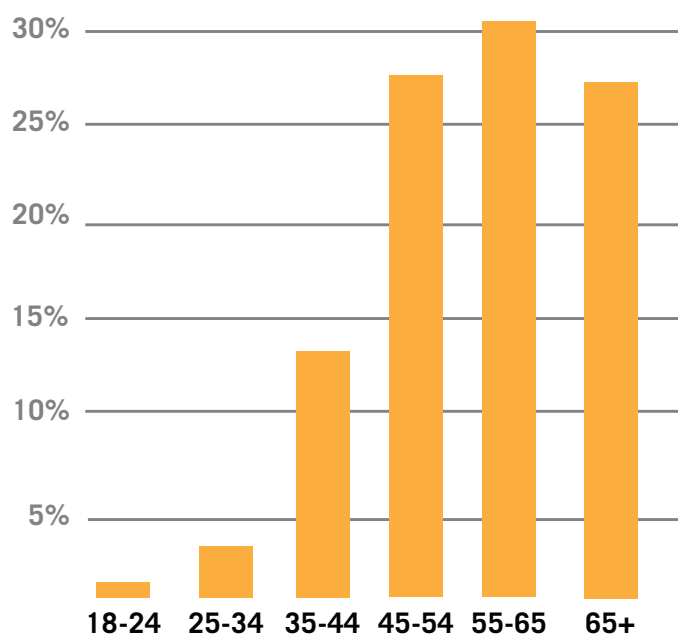
HOUSEHOLD INCOME (HHI)

+68% Earn Over \$100,000



ATTENDEE AGE

● 2020

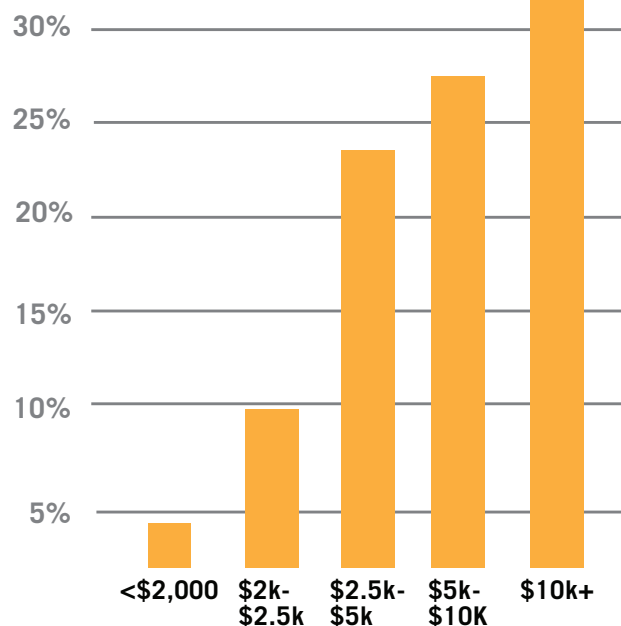


+84% in Peak Travel Years 45-65+

TRAVEL EXPENDITURE

● 2020

58% Spend Over \$5,000 on Travel



HEADLINE SPEAKERS & CONTENT

Virtual Travel & Adventure Show attendees had the option to explore content both on-demand, and live, in the VTAS Live Studio.

The VTAS Live Studio was hosted by Travel Channel's "Booze Traveler," Jack Maxwell, and featured interviews with travel experts throughout the evening. With Trish Feaster talking about her background in traveling the world, The Cook Islands' Christian Mani discussing tourism in his country, Kristin Carlson talking Tahiti and David McKay giving photography tips, attendees received expert information LIVE throughout the night.

CBS's "The Amazing Race" and "Tough as Nails" host, Phil Keoghan, was the event's keynote speaker. Since he and his wife were quarantining in his home country of New Zealand, the presentation was pre-recorded. Event emcee Jack Maxwell and Phil discussed everything from an inside look at his new shows, to intimate life experiences, and gave viewers a rarely seen side of the TV host.

On the Virtual Destination Theater, attendees had the ability to view on-demand workshops covering individual destinations and tours from exhibitors participating in the event. The Cook Islands, Taiwan, Tokyo, Thailand, Indonesia and Japan, all delivered destination-specific information focusing on travel planning and itineraries.

On the Virtual Savvy Traveler Theater, attendees were able to download on-demand educational seminars focusing on maximizing the travel experience. From Vietnamese travel tips and travel photography advice, to booking cheap flights and how to plan a trip to Australia, attendees heard from some of the top experts in the industry.

Travel advisors were invited 2 hours earlier than consumers for trade-only hours. They were given the opportunity to take part in LIVE FAM-TAS Sessions, including Japan and Indonesia.



Host & Keynote Speakers:



JACK MAXWELL

Host of Booze Traveler, The High Road with Jack Maxwell



PHIL KEOGHAN

Host, "The Amazing Race" and "Tough as Nails" on CBS



Meet the Experts Speakers:



TRISH FEASTER

Founder and CEO, The Travelphile



CHRISTIAN MANI

General Manager North America, Cook Islands



KRISTIN CARLSON

Managing Director, Tahiti Tourisme US



DAVID AND ALLY MCKAY

David and Ally McKay Master Photographers, McKay Photography Academy

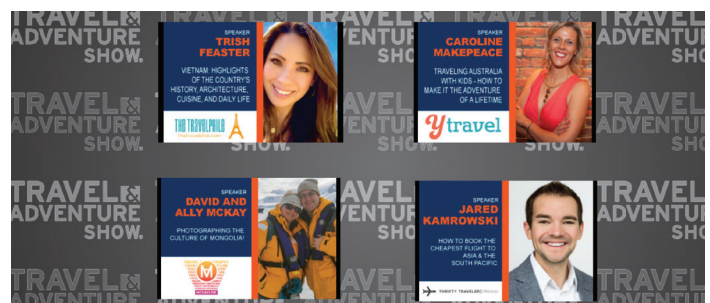
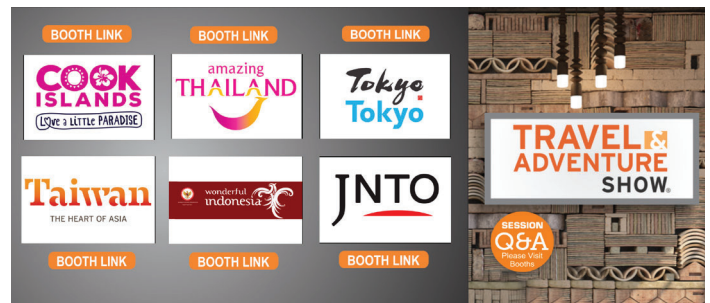


EXHIBIT BOOTHS

The top travel brands from around the globe were present on the virtual show floor. Each booth was fully customizable, even down to the booth staff avatar. From brochures and informational sheets, to dedicated Zoom Breakout Rooms and promo videos, each booth contained information designed to give attendees the tools they needed to plan and book their next trip.

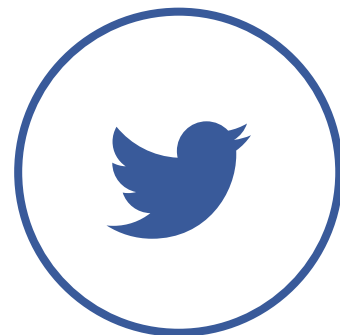
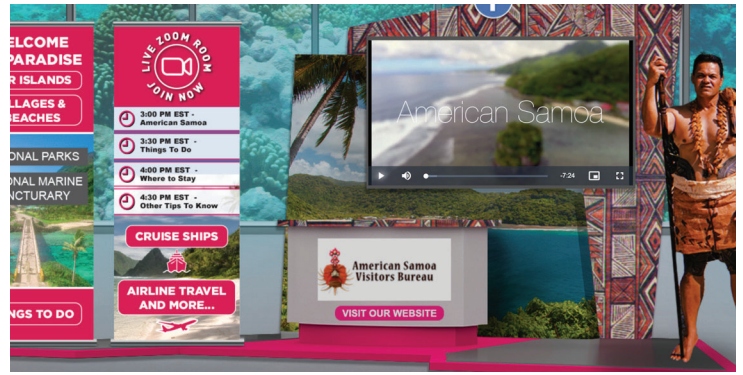
All in all, there were over 32,700+ booth visits throughout the night from both travel agents and attendees alike. 2,932 files were downloaded from booths, and just under 5,000 files were viewed. There were over 11,800 chats occurring between exhibitors and attendees, while there were over 5,300 individual links clicked within booth spaces throughout the night.

MARKETING AND ADVERTISING

Between partnership marketing, email marketing and an aggressive digital advertising campaign, over 4 million impressions were served to a highly-targeted audience of attendee prospects.

Digital Campaign:

An outside digital marketing agency, Zero Gravity, put together a campaign that spanned across social media platforms. The results? Over 500K digital impressions to qualified prospects that met the Virtual Travel & Adventure Show's demographic.



MARKETING AND ADVERTISING CONT.

FACEBOOK:

Within three weeks leading up to the Virtual Travel & Adventure Show, the Travel & Adventure Show Facebook advertising campaign targeted travelers across the U.S., promoting event speakers, sponsors and exhibitors. These ads reached 159,041 people while creating 450,000 impressions, drawing more attention to the event and driving ticket sales. Additionally, The Travel & Adventure Show Facebook Advertising campaign included a separate Virtual Event Response Campaign that reached 59,184 people while creating 93,377 impressions and 753 event responses.



TWITTER:

By engaging celebrity speakers, local and national bloggers and industry professionals, @TravAdventure created over 15K organic impressions. The Virtual Travel Show hashtag, #VirtualTravelShows was used in over 100 Tweets.



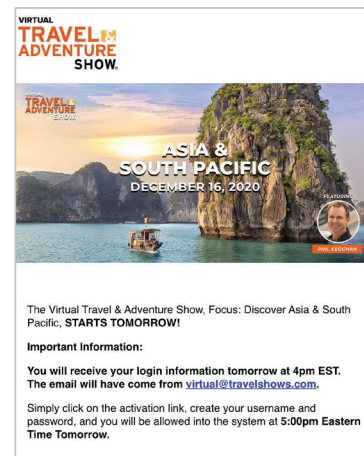
INSTAGRAM:

Withing three weeks leading up to the Virtual Travel & Adventure Show, the Travel & Adventure Show Instagram advertising campaign targeted travelers across the U.S., promoting event speakers, sponsors and exhibitors. These created over 40,000 impressions. #VirtualTravelShows was used in over 30 posts/stories.



E-MAIL MARKETING:

Previous Travel & Adventure Show live attendees were marketed to over a 3 week period, with 9 emails being sent targeting different features of the virtual events. Over 1.2 million impressions were served through email marketing, including partnership emails being sent from exhibitors and sponsors.



CONTACT YOUR SALES REPRESENTATIVE FOR OUR 2021 SCHEDULE

VIRTUAL TRAVEL & ADVENTURE SHOW®

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