



**VIRTUAL**  
**TRAVEL & ADVENTURE SHOW**<sup>®</sup>

**CARIBBEAN & LATIN AMERICA**  
 NOVEMBER 18, 2020

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**RESULTS - EVENT SUMMARY**

 /TravelandAdventureShow  
 @TravAdventure  
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**TRAVEL SHOWS 365**





# 2020 VIRTUAL TRAVEL & ADVENTURE SHOW

**Date:** November 18, 2020  
**Hours:** Trade: 3pm - 5pm / Consumer 5 - 10pm  
**Focus:** CARIBBEAN & LATIN AMERICA

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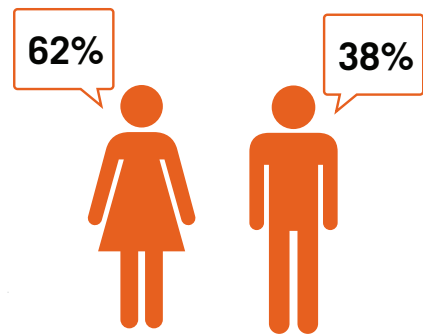
# ATTENDANCE SUMMARY

Attendance Summary	2020
Total Attendance	3,411
Travel Trade	246
Travel Agents	277
Press	36

Interaction Summary	2020
Room Visits	44,464
Booth Visits	24,685
Files Viewed	3,401
Files Downloaded	2,839
Links Clicked	6,311
Chats	4,936
Videos Watched*	18,661
Average Time In Show	3.89 hrs.

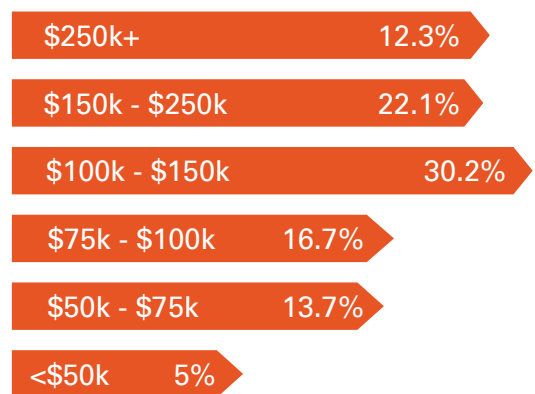
\*Videos Watched includes Exhibitor and Theater Videos

## ATTENDEE GENDER



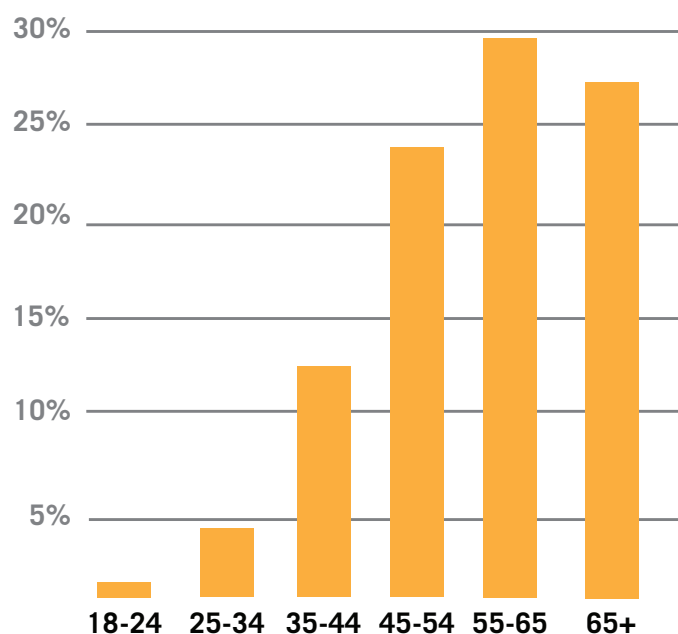
## HOUSEHOLD INCOME (HHI)

+67% Earn Over \$100,000



## ATTENDEE AGE

2020

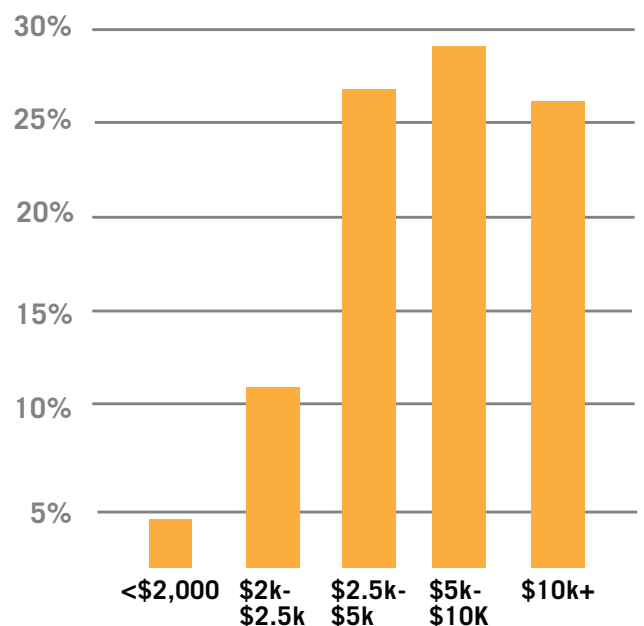


+80% in Peak Travel Years 45-65+

## TRAVEL EXPENDITURE

2020

55% 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. From MSC Cruise's Michelle Lardizabal, discussing the future of cruising, to Sandals & Beaches Resorts, Dawn Bolte, showcasing all-inclusive resorts, attendees received expert information LIVE throughout the night.

This event hosted two keynotes, Frommer's Guide's, Pauline Frommer, and Discovery Channel Host, Josh Gates. Each held sessions in the VTAS Live Studio, and took questions from the audience live with Jack Maxwell.

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. MSC Cruises, Jamaica, Peru, Aruba, The Bahamas and Sandals, 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 photography and planning private tours, to budget travel, solo travel heritage travel and more, 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 two LIVE FAM-TAS Sessions, including MSC Cruises and Sandals & Beaches Resorts.



## Host & Keynote Speakers:



**JACK MAXWELL**

Host of Booze Traveler, The High Road with Jack Maxwell



**PAULINE FROMMER**

Editorial Director of the Frommer's Guides & Publisher of Frommers.com



**JOSH GATES**

Explorer, Host of Discovery Channel's Expedition Unknown



## Meet the Experts Speakers:



**MICHELLE LARDIZABAL**

Senior Vice President and Chief Sales Officer, MSC Cruises USA



**DAWN BOLTE**

Director of Sales-Midwest & Various Tourist Boards, Sandals & Beaches Resorts



# 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 24,600+ booth visits throughout the night from both travel agents and attendees alike. 3,400 files were downloaded from booths, and just under 3,000 files were viewed. There were just under 5,000 chats occurring between exhibitors and attendees, while there were over 6,300 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 and programmatic banner ads. The results? Over 1 million digital impressions to qualified prospects that met the Virtual Travel & Adventure Show's demographic.

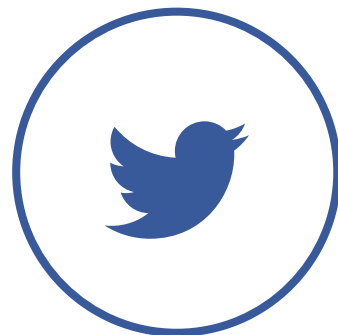
## RTB Display:

261,465 Impressions

## FB Page Level Organic Data

Reach – 9,602

Impressions – 10,543



# 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 265,063 people while creating 435,930 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 68,929 people while creating 101,247 impressions and 1,063 event responses.

## TWITTER:

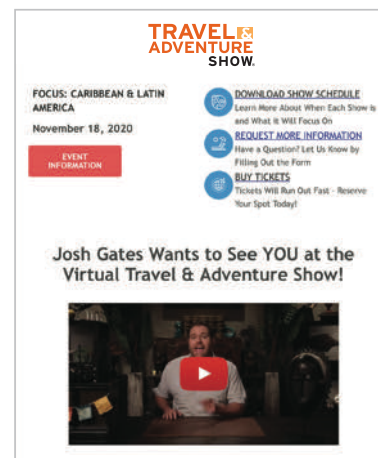
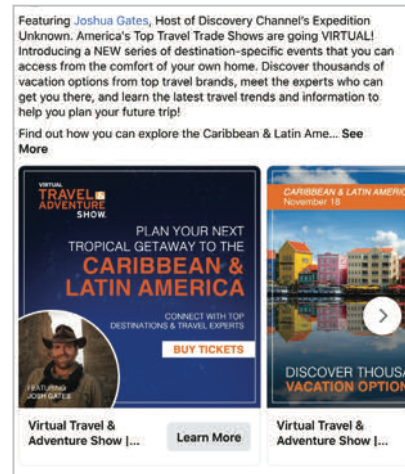
By engaging celebrity speakers, local and national bloggers and industry professionals, @TravAdventure created over 15K organic impressions. The Virtual Travel Show hashtag, #VirtualTravelShows was used in over 100 Tweets.

## INSTAGRAM:

Within 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 promotions reached over 100,000 people and created over 215,000 impressions.

## 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.



# JOIN US FOR THESE UPCOMING SHOWS

## VIRTUAL **TRAVEL & ADVENTURE SHOW**<sup>®</sup>

### INTERESTED IN EXHIBITING/SPONSORING:

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**DISCOVER  
AMERICA**  
WEDNESDAY,  
DECEMBER 9, 2020

**ASIA AND  
SOUTH PACIFIC**  
WEDNESDAY,  
DECEMBER 16, 2020

**CRUISE NIGHT -  
RIVER, OCEAN &  
EXPLORATION**  
WEDNESDAY,  
JANUARY 6, 2021

**AFRICA - SAFARI &  
THE MIDDLE EAST**  
WEDNESDAY,  
JANUARY 13, 2021

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