VIRTUAL
**TRAVEL &
ADVENTURE
SHOW®**

**DISCOVER
AMERICA**
DECEMBER 9, 2020

WWW.TRAVELSHOWS.COM

RESULTS - EVENT SUMMARY

f /TravelandAdventureShow

🐦 @TravAdventure

📷 @TravAdventure
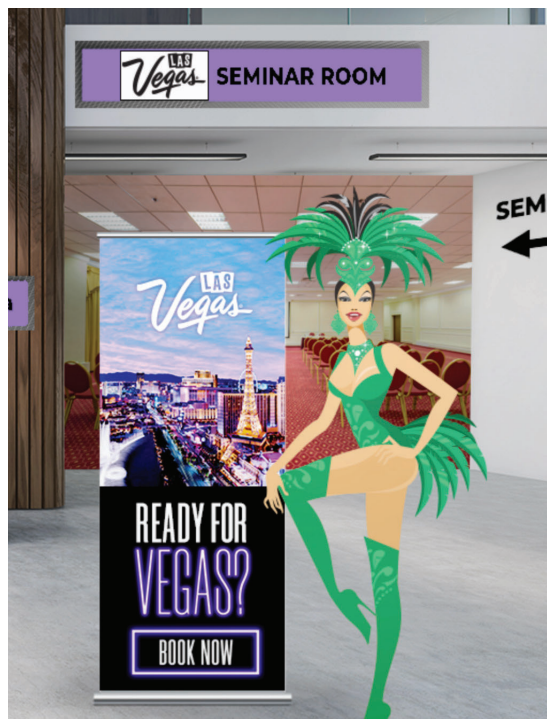
TRAVEL
SHOWS 365

2020 VIRTUAL TRAVEL & ADVENTURE SHOW

Date: December 9, 2020

Hours: Trade: 2pm - 5pm / Consumer 5 - 11pm

Focus: DISCOVER AMERICA

THANK YOU TO OUR SPONSORS

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SPONSORS:

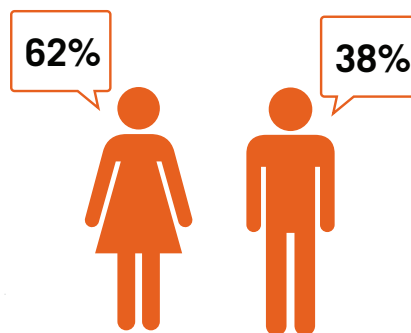FAM-TAS SPONSORS:

PRODUCED BY:

ATTENDANCE SUMMARY

Attendance Summary	2020
Total Attendance	3,917
Travel Trade	314
Travel Agents	536
Press	41

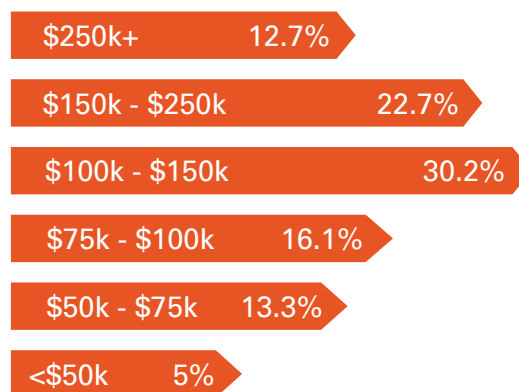| Interaction Summary	2020
Room Visits	65,088
Booth Visits	46,363
Files Viewed	5,052
Files Downloaded	2,966
Links Clicked	7,240
Chats	13,363
Videos Watched*	21,751
Average Time In Show	4.91 hrs.

*Videos Watched includes Exhibitor and Theater Videos
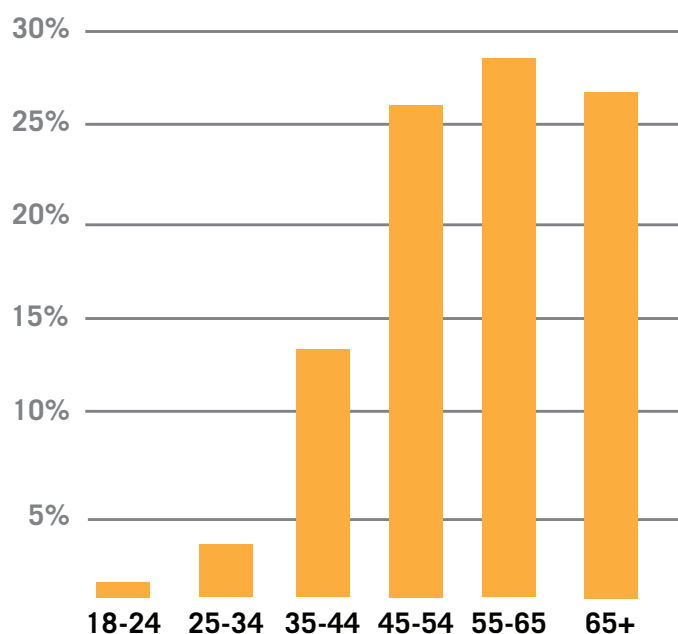
ATTENDEE GENDER

62%   38%

HOUSEHOLD INCOME (HHI)

+66% Earn Over $100,000

$250k+	12.7%
$150k - $250k	22.7%
$100k - $150k	30.2%
$75k - $100k	16.1%
$50k - $75k	13.3%
<$50k	5%

ATTENDEE AGE   ● 2020

18-24   25-34   35-44   45-54   55-65   65+

+77% in Peak Travel Years 45-65+

TRAVEL EXPENDITURE   ● 2020

55% Spend Over $5,000 on Travel

<$2,000 $2k-$2.5k $2.5k-$5k $5k-$10K $10k+
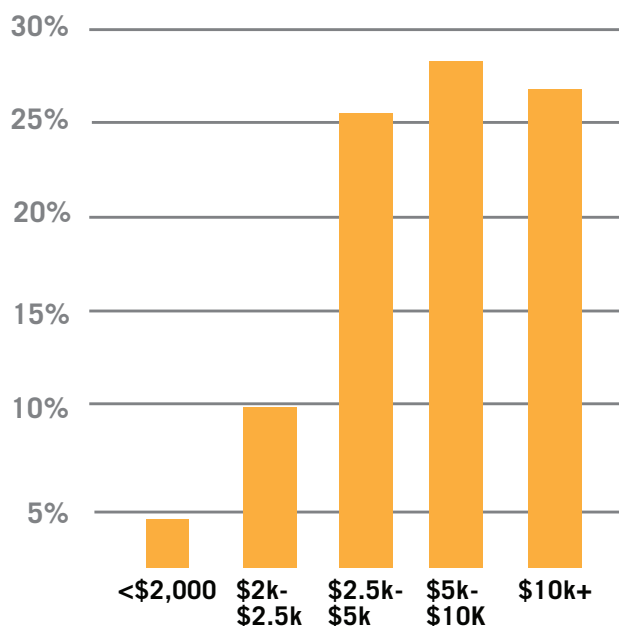
HEADLINE SPEAKERS & CONTENT

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 Julian Douglas discussing luxury tours, Sarah Dandashy giving you the inside scoop on hotel changes, and Theresa Goodrich talking about the great America road trip, attendees received expert information LIVE throughout the night.

This event hosted two keynotes, Frommer's Guide's, Pauline Frommer, and Places to Love Host, Samantha Brown. 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. The Florida Keys & Key West, North Carolina, Kauai, Arizona, Visit Anchorage and Las Vegas Territory, 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 3 hours earlier than consumers for trade-only hours. They were given the opportunity to take part in LIVE FAM-TAS Sessions, including Visit North Carolina, Arizona, Visit Anchorage, Las Vegas and Team Texas.

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

SAMANTHA BROWN

Travel Expert and Television Host, PBS's Samantha Brown's Places to Love

Meet the Experts Speakers:

JULIAN DOUGLAS

Travel Writer, Photographer and Experience Curator, Listen, Journey, Savor

SARAH DANDASHY

Award-winning Concierge and Travel Expert, Ask A Concierge

THERESA GOODRICH

Theresa Goodrich Founder and Publisher, The Local Tourist

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 46,300+ booth visits throughout the night from both travel agents and attendees alike. 3,000 files were downloaded from booths, and over 5,000 files were viewed. There were over 13,000 chats occurring between exhibitors and attendees, while there were over 7,200 individual links clicked within booth spaces throughout the night.
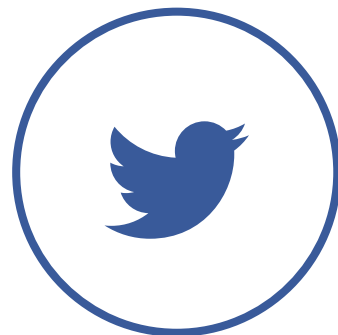
MARKETING AND ADVERTISING

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 750K 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 152,451 people while creating 438,464 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 51,119 people while creating 89,493 impressions and 948 event responses.

TWITTER:

By engaging celebrity speakers, local and national bloggers and industry professionals, @TravAdventure created over 63K 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 50,000 impressions. #VirtualTravelShows was used in over 150 posts.

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.
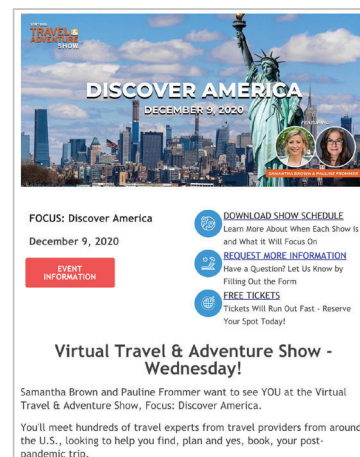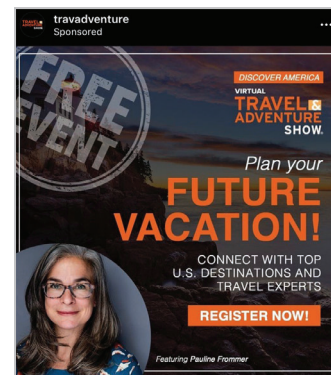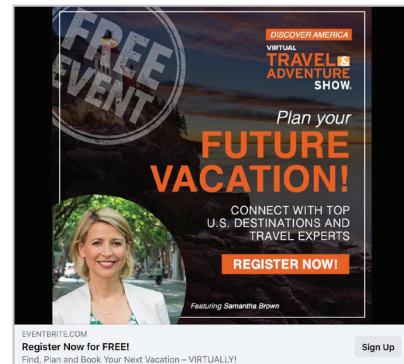
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