

VIRTUAL
TRAVEL & ADVENTURE SHOW
RESULTS - EVENT SUMMARY

EUROPE
OCTOBER 21, 2020
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TRAVEL SHOWS 365





2020 VIRTUAL TRAVEL & ADVENTURE SHOW

Date: October 21, 2020
Hours: Trade: 3pm - 5pm / Consumer 5 - 10pm
Focus: EUROPE

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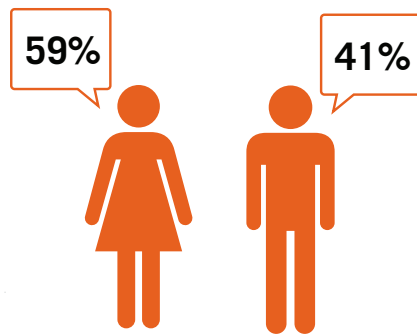
ATTENDANCE SUMMARY

Attendance Summary	2020
Total Attendance	3,932
Travel Trade	227
Travel Agents	348
Press	27

Interaction Summary	2020
Room Visits	66,103
Booth Visits	32,700
Files Viewed	1,945
Files Downloaded	1,151
Links Clicked	6,311
Chats	10,448
Videos Watched*	43,245
Average Time In Show	3.2 hrs

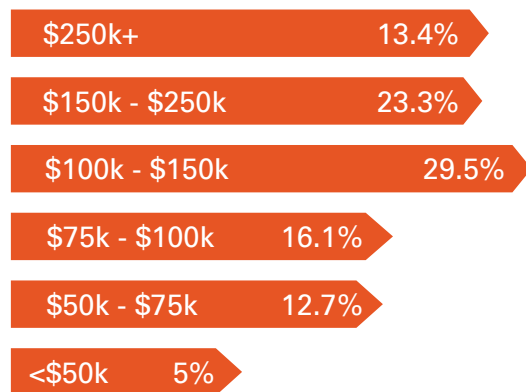
*Videos Watched includes Exhibitor and Theater Videos

ATTENDEE GENDER



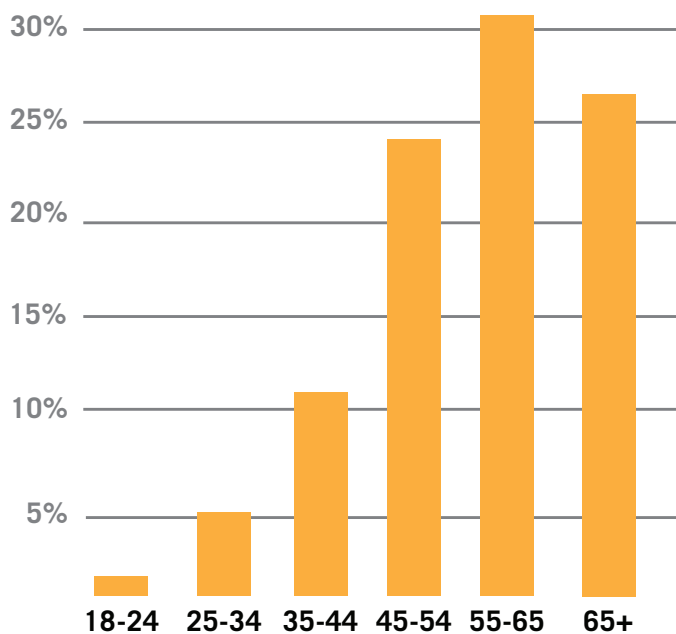
HOUSEHOLD INCOME (HHI)

+66% Earn Over \$100,000



ATTENDEE AGE

2020

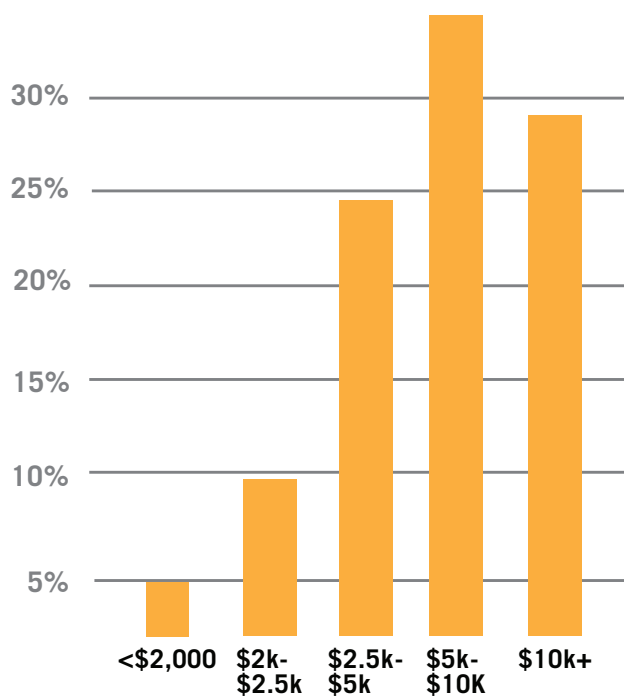


82% in Peak Travel Years 45-65+

TRAVEL EXPENDITURE

2020

61% 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 Hurtigruten's Kelli Mills, discussing the future of Artic cruising, to Angel Castellanos discussing his recent travel and how to navigate traveling moving forward, attendees received expert information LIVE throughout the night.

The event's keynote, Rick Steves, provided an in-depth session covering European trip planning. He also took part in 5 LIVE Q&A sessions with Jack Maxwell, as the two took questions from the audience.

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. Hurtigruten, David McGuffin's Exploring Europe, MSC Cruises, Go Touch Down Travel & Tours, and Palace Tours, 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 European specific tips, attendees hear from some of the top experts in the industry. Angel Castellanos, Beth Santos, Russell Hannon, Jared Kamrowski, Julian Douglas, Ralph Velasco, Mickela Mallozzi and Lisa Vogele all provided pre-recording content for the event. There was even a surprise on-demand session from Rick Steves himself.

In the FAM-TAS meeting room, two sessions were held for travel advisors and travel trade hosted by:



Host & Keynote Speaker:



JACK MAXWELL

Host of Booze Traveler, The High Road with Jack Maxwell



RICK STEVES

Travel Writer, Host of Rick Steves' Europe and Travel with Rick Steves



Meet the Experts Speakers:



KELLI ANN MILLS

Sales Director, USA East: Hurtigruten - Antarctica & Arctic Expeditions



ANGEL CASTELLANOS

World Travel Expert, Writer/TV Host
AngelsTravelLounge.com

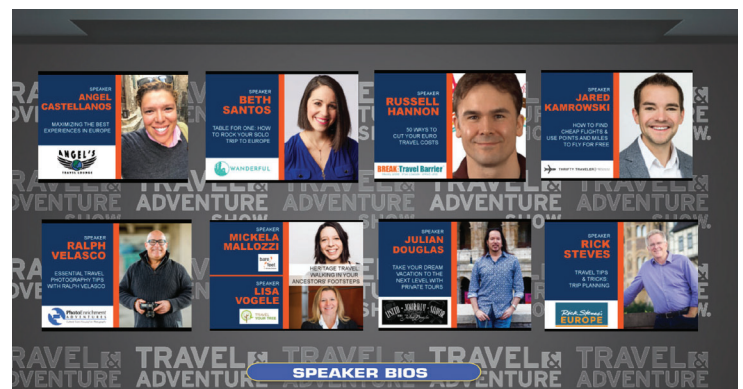
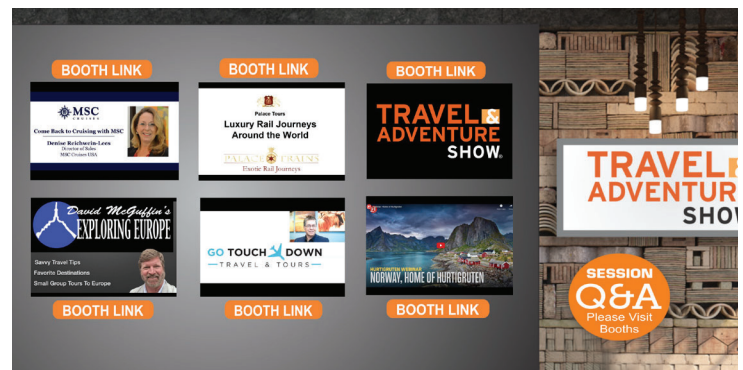


EXHIBIT BOOTHS

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. 1,151 files were downloaded from booths, and just under 2,000 files were viewed. There were over 10,000 chats occurring between exhibitors and attendees, while there were over 6,000 individual links clicked within booth spaces throughout the night.



MARKETING AND ADVERTISING

Between partnership marketing, e-mail 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, AdTaxi, put together a campaign that spanned across social media and programmatic banner ads. The results? Over 1.2 million digital impressions to qualified prospects that met the Virtual Travel & Adventure Show's demographic.

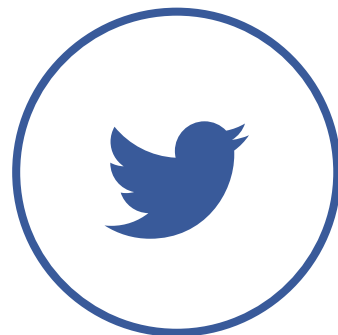
RTB Display:

585,000 Impressions.

FB Page Level Organic/Paid Data (Includes \$500 video boost)

Reach – 110,812.

Impressions – 119,204.



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 558,366 people while creating 631,646 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 167,812 people while creating 173,768 impressions and over 2000 event responses.



TWITTER:

By engaging celebrity speakers, local and national bloggers and industry professionals, @TravAdventure created over 30K organic impressions. The Virtual Travel Show hashtag, #VirtualTravelShows was used in over 100 Tweets.



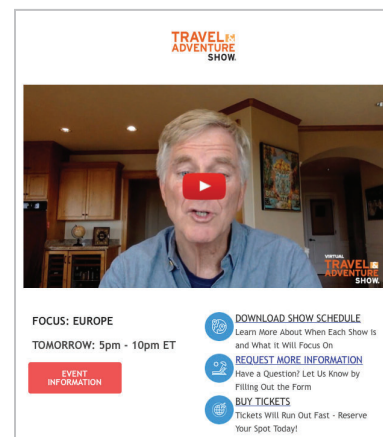
INSTAGRAM:

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 created over 250,000 impressions. #VirtualTravelShows was used in over 200 posts.



E-MAIL MARKETING:

Previous Travel & Adventure Show live attendees were marketed to over a 3 week period, with 9 e-mails being sent targeting different features of the virtual events. Over 1.2 million impressions were served through e-mail marketing, including partnership e-mails being sent from Rick Steves' Europe, AFAR Magazine, taConnect and JAXFAX media.



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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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