



VIRTUAL
TRAVEL & ADVENTURE
 SHOW®

**AFRICA/SAFARIS,
 MIDDLE EAST &
 ANTARCTICA**
 JANUARY 27, 2021

WWW.TRAVELSHOWS.COM

RESULTS - EVENT SUMMARY

/TravelandAdventureShow

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2021 VIRTUAL TRAVEL & ADVENTURE SHOW

Date: January 27, 2021
Hours: Trade: 3pm - 5pm / Consumer 5 - 10pm
Focus: AFRICA/SAFARIS, MIDDLE EAST & ANTARCTICA

THANK YOU TO OUR SPONSORS

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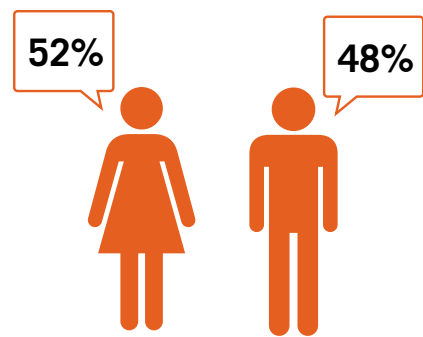
ATTENDANCE SUMMARY

Attendance Summary	2021
Total Attendance	3092
Travel Trade	218
Travel Agents	298
Press	33

Interaction Summary	2021
Room Visits	40,133
Booth Visits	33,201
Files Viewed	4,872
Files Downloaded	2,811
Links Clicked	5,305
Chats	11,976
Videos Watched*	8,998
Average Time In Show	3.73 hrs.

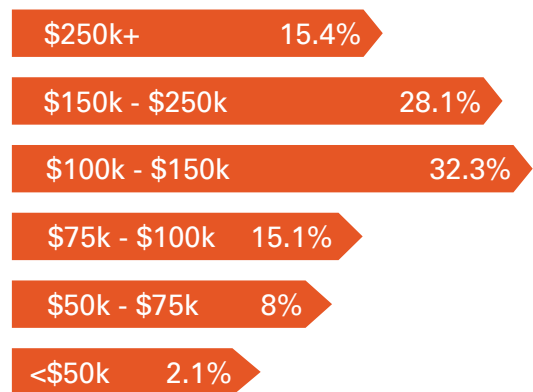
*Videos Watched includes Exhibitor and Theater Videos.

ATTENDEE GENDER



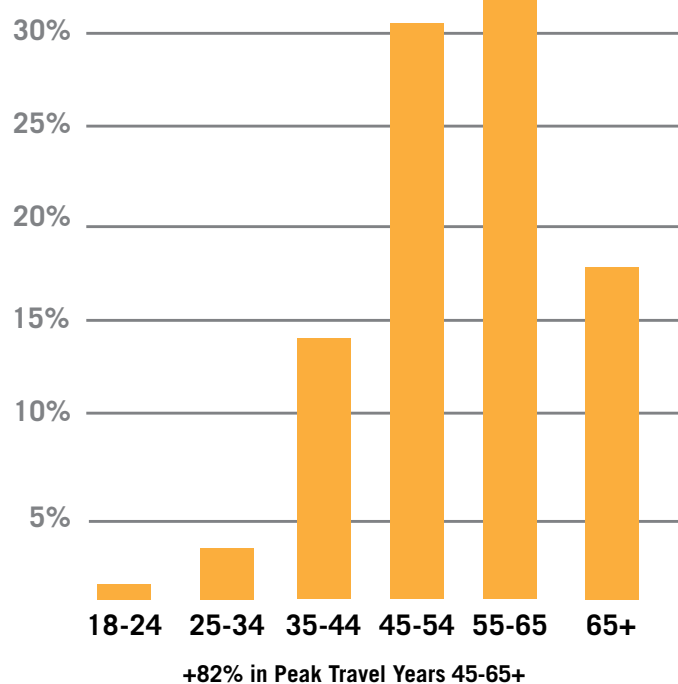
HOUSEHOLD INCOME (HHI)

+75.8% Earn Over \$100,000



ATTENDEE AGE

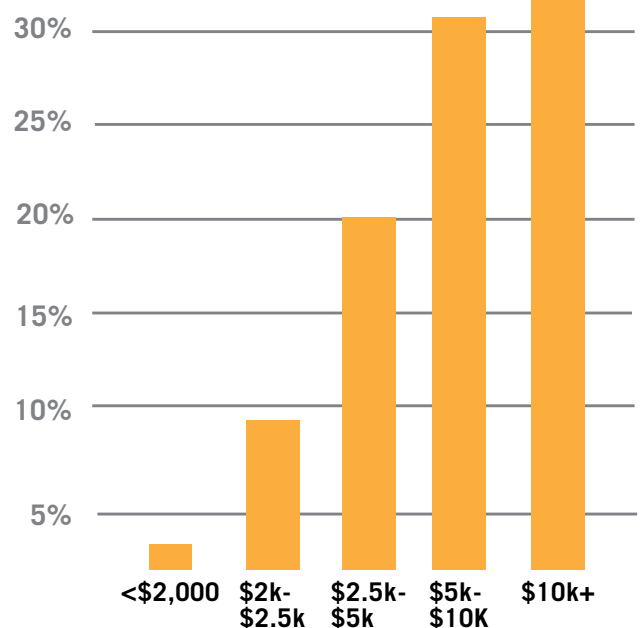
2021



TRAVEL EXPENDITURE

2021

73% 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 Alana Hayden talking about African safaris, Israel's Chad Martin discussing tourism and travel recovery, and Lisa Bertini discussing exploration cruising throughout Antarctica.

CBS News Editor and Emmy-Award Winner Investigative Report, Peter Greenberg, was the event's keynote speaker. This live keynote session, hosted by event emcee Jack Maxwell, focused on Peter's adventures through Israel, Egypt and meeting the gorillas in Rwanda, for his critically acclaimed PBS Series, "The Royal Tour."

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. Go Touch Down Travel & Tours, Celebrity Cruises, Hurtigruten, Israel and McKay Photography Academy, 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. Solo Travel tips, Middle East Travel Skills, Travel Photography Tips and Heritage Travel Advice were all covered throughout the event.

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 Hurtigruten and Israel.

Host & Keynote Speakers:



JACK MAXWELL

Host of Booze Traveler, The High Road with Jack Maxwell



PETER GREENBERG

Emmy Award-Winning Investigative Reporter and Producer, Peter Greenberg Worldwide



Meet the Experts Speakers:



ALANA HAYDEN

Founding Director, TourSafe Africa



CHAD MARTIN

Director, Northeast Region USA Israel Ministry of Tourism



LISA BERTINI

Director of Sales, North America Aurora Expeditions



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.

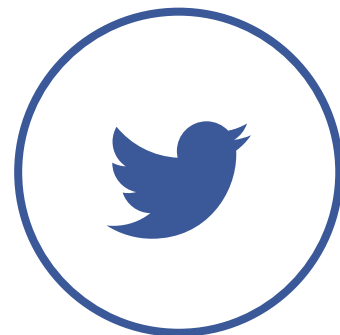
All in all, there were over 33,100+ booth visits throughout the night from both travel agents and attendees alike. 2,811 files were downloaded from booths, and over 4,800 files were viewed. There were over 11,900 chats occurring between exhibitors and attendees, while there were over 5,300 individual 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 795,000 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 120,830 people while creating 511,102 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 126,889 people while creating 236,254 impressions and 1,909 event responses.



TWITTER:

By engaging celebrity speakers, local and national bloggers and industry professionals, @TravAdventure created over 15,600 organic impressions.



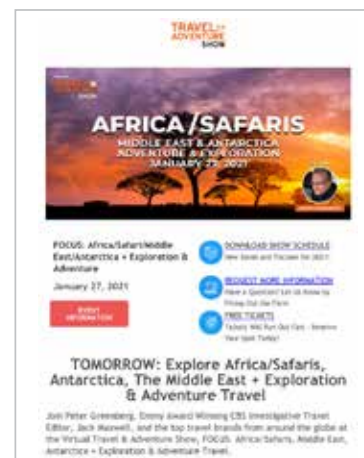
INSTAGRAM:

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 15,000 people while creating 32,341 impressions.



E-MAIL MARKETING:

Previous Travel & Adventure Show live attendees were marketed to over a 3 week period, with 6 emails being sent targeting different features of the virtual events. Over 1.25 million impressions were served through email marketing, including partnership emails being sent from exhibitors and sponsors.



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**MIDDLE EAST - AFRICA / SAFARIS
- ANTARCTICA + ADVENTURE &
EXPLORATION**

WEDNESDAY, JANUARY 27, 2021

RETURN TO TRAVEL

PRESENTED BY AAA TRAVEL

WEDNESDAY, APRIL 14, 2021

ROAD TRIP USA

WEDNESDAY, MAY 12, 2021

LGBTQ TRAVEL

SUNDAY, JUNE 6, 2021

INTERNATIONAL VACATIONS

WEDNESDAY, JULY 14, 2021

**WINTER TRAVEL PREVIEW: SKI
& SNOW SPORT TRAVEL / ALL
INCLUSIVE SUN & SAND**

WEDNESDAY, AUGUST 4, 2021

**CARIBBEAN & LATIN AMERICA,
CRUISE & ALL INCLUSIVE**

PRESENTED BY AAA TRAVEL

WEDNESDAY, OCTOBER 13, 2021

EUROPEAN VACATIONS

WEDNESDAY, NOVEMBER 17, 2021

DISCOVER AMERICA

WEDNESDAY, DECEMBER 15, 2021

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