



VIRTUAL
TRAVEL & ADVENTURE
 SHOW®

RETURN TO TRAVEL

PRESENTED BY EXPECT SOMETHING MORE™

APRIL 14, 2021

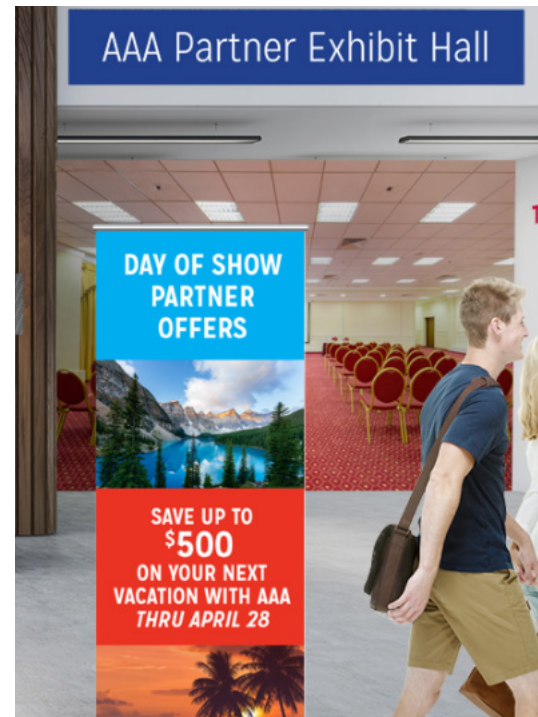
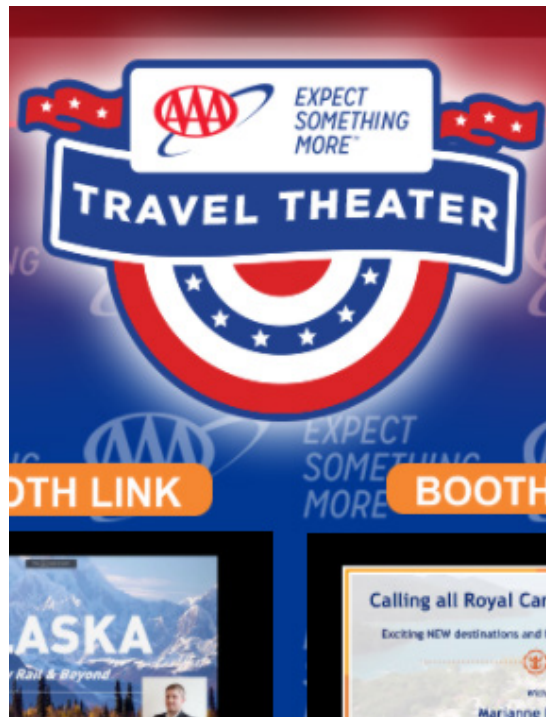
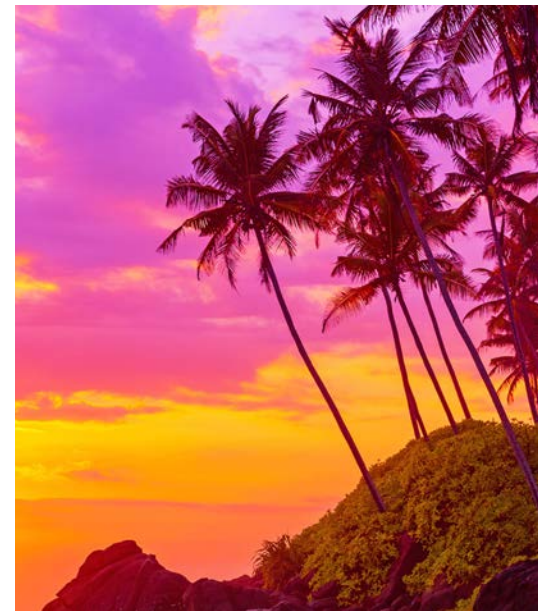
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RESULTS - EVENT SUMMARY

/TravelandAdventureShow

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2021 VIRTUAL TRAVEL & ADVENTURE SHOW

Date: April 14, 2021
Hours: Trade: 4pm - 5pm / Consumer 5 - 10pm
Focus: RETURN TO TRAVEL - PRESENTED BY AAA

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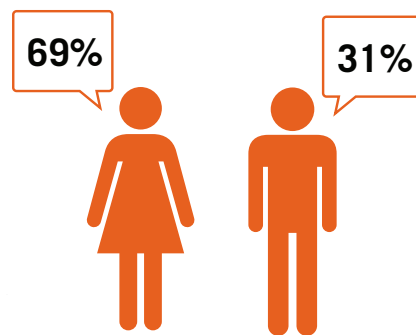
ATTENDANCE SUMMARY

Attendance Summary	2021
Total Attendance	3,456
Travel Trade	219
Travel Agents	284
Press	22

Interaction Summary	2021
Room Visits	92,993
Booth Visits	55,847
Files Viewed	15,413
Files Downloaded	12,000
Links Clicked	7,567
Chats	11,633
Videos Watched*	28,600
Average Time In Show	4.22 hrs.

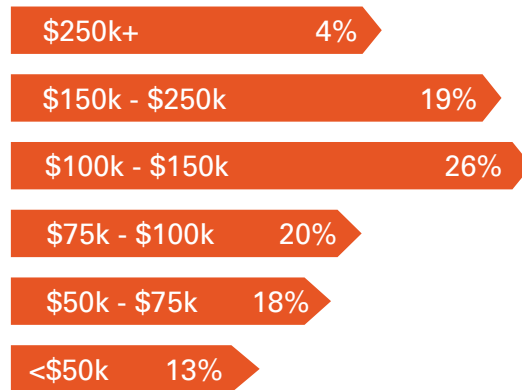
*Videos Watched includes Exhibitor and Theater Videos.

ATTENDEE GENDER



HOUSEHOLD INCOME (HHI)

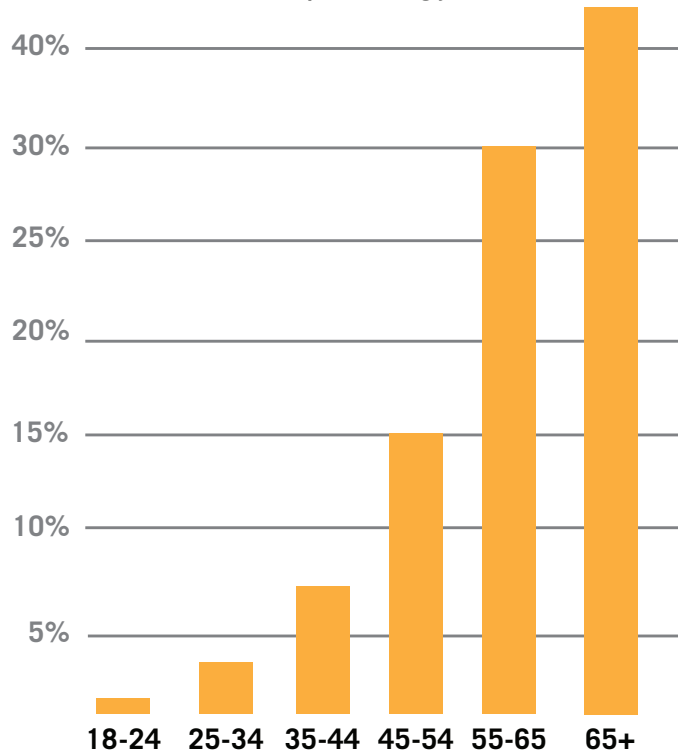
69% of attendees earn more than \$75,000 per year in combined household income



ATTENDEE AGE

2021

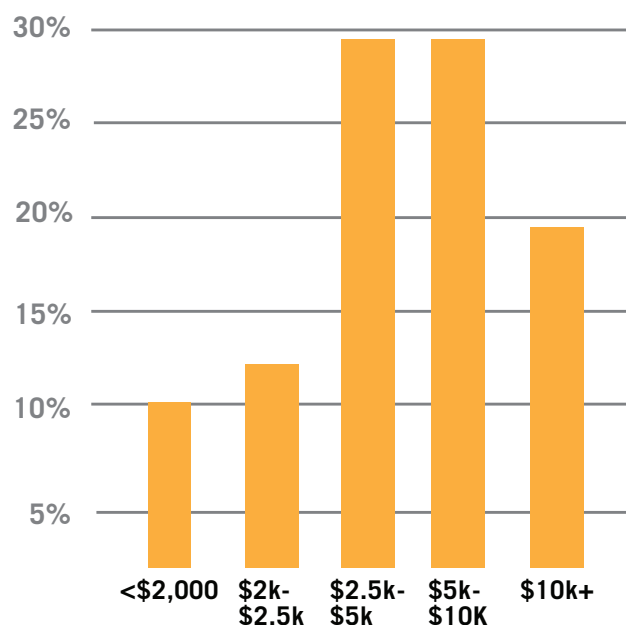
90% of attendees are in their peak earning years of 45 and above



TRAVEL EXPENDITURE

2021

48% of attendees spend over \$5000/year 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 AAA's Josh Carrasco, and featured interviews with travel experts throughout the evening. With AAA Vice President, Travel Products and Services, Debbie Haas, discussing how travel has changed, Visit Orlando's Tom Valley discussing one of the world's top destinations reopening plans, David Kasser discussing all things Alaska and AAA's Joe Maloney providing an overview of how AAA helps travelers, attendees received expert information LIVE throughout the night.

"Places to Love" host, Samantha Brown, was the event's keynote speaker. Joined by AAA Manager, Travel Sales Support, Jessica Brady, Sam discussed her new season of Places to Love and her outlook on the world's return to travel. Jessica led Samantha through video clips from destinations all over the world, as well as a live Q&A.

The AAA Travel Theater, sponsored by AAA, provided attendees with information ranging from different destinations to different travel options, all available through AAA Memberships.

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, Visit Anchorage, The Bahamas, MSC Cruises, Fairbanks, Alaska, and AAA reps, 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. Money saving tips, as well as return to travel advice gave travelers the information they need to make their future travel plans.

Travel advisors were invited 1 hour earlier than consumers for trade-only hours.

Hosts & Keynote Speaker:



JOSH CARRASCO
Travel Sales Multimedia Specialist, AAA Travel



JESSICA BRADY, CTA
Manager, Travel Sales Support AAA Travel



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



Meet the Experts Speakers:



DEBBIE HAAS
Vice President Travel Products & Services, AAA Travel



TOM VALLEY
Travel Industry Sales Director, N.A. Visit Orlando



JOE MALONEY
Assistant Vice President Travel Product, AAA Colorado



DAVID KASSER
Senior VP, Sales Visit Anchorage

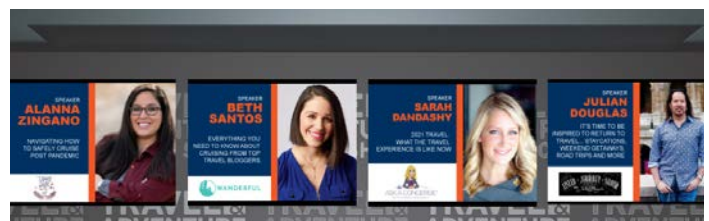


EXHIBIT BOOTHS

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.

The AAA Welcome Center invited guests to learn more about AAA Member Services, while the AAA Vacation Planning Center provided booking opportunities among hundreds of AAA travel experts.

All in all, there were over 55,800+ booth visits throughout the night from both travel advisors and attendees alike. Over 12,000 files were downloaded from booths, and over 15,400 files were viewed. There were over 11,047 chats occurring between exhibitors and attendees, while there were over 7,500 individual links clicked within booth spaces throughout the night.

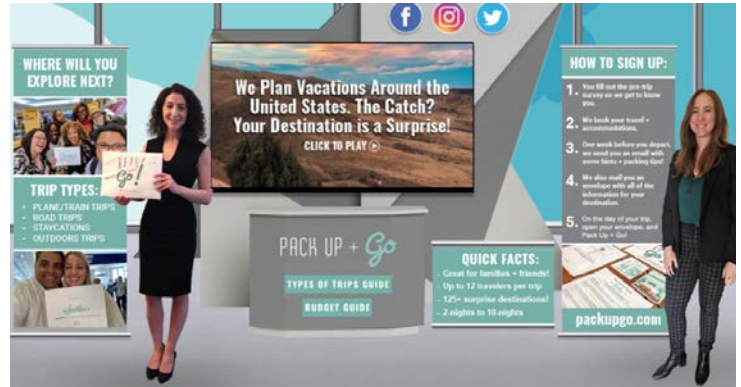
What's more, 3,200+ Zoom Chat Links were clicked throughout the night, producing face-to-face engagement inside of the virtual show environment.

MARKETING AND ADVERTISING

Between targeted partner marketing, email promotion and an aggressive digital advertising campaign, over 5.6 million impressions were served to a highly-targeted audience of attendee prospects with AAA's ACG territory.

Digital Campaign:

An outside digital marketing agency, Zero Gravity, put together a campaign that spanned across social media platforms. The results? 746,500 digital impressions to qualified prospects that met the Virtual Travel & Adventure Show's demographic.



MARKETING AND ADVERTISING CONT.

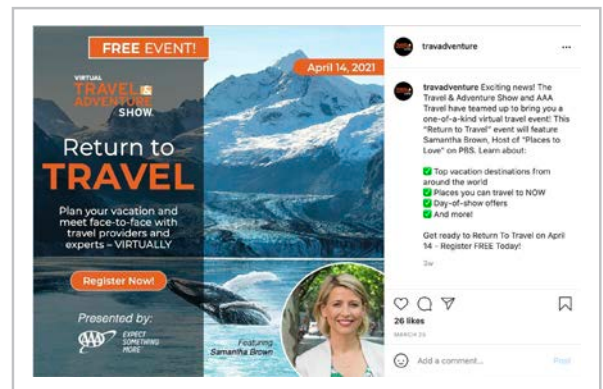
FACEBOOK:

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 209,049 people while creating 630,137 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 over 51,000 people while creating 91,253 impressions and 408 event responses.



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 promotions reached 12,864 people while creating 25,104 impressions.



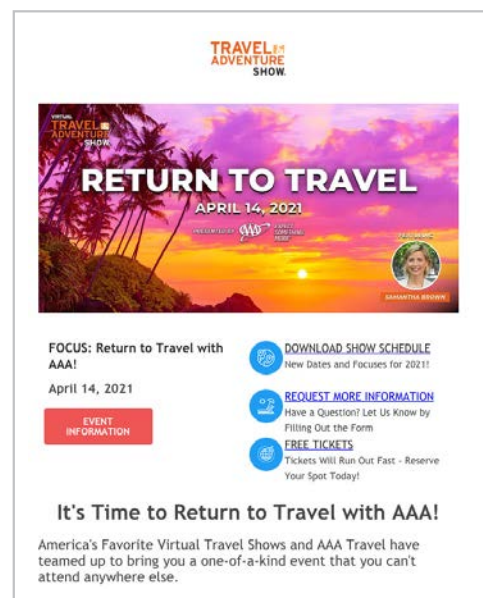
PR Campaign

A dedicated public relations campaign was committed to the VTAS Return to Travel event, resulting in over 2.3 million PR 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.

AAA also sent out emails and promotion to their internal database of over 4 million active travelers, driving strong attendance numbers of qualified travel enthusiasts.



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TRAVEL & ADVENTURE SHOW®

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SHOWS 365**

**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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