



3<sup>RD</sup> ANNUAL

# TRAVEL & ADVENTURE SHOW<sup>®</sup>

**DENVER**  
**FEBRUARY 23-24, 2019**

COLORADO CONVENTION CENTER

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## RESULTS - EVENT SUMMARY

 /TravelandAdventureShow

 @TravAdventure

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# 2019 DENVER TRAVEL & ADVENTURE SHOW

**Date:** February 23-24, 2019  
**Venue:** Colorado Convention Center  
**Location:** 700 14th Street  
 Denver, CO 80202  
**Hall:** Hall C - 95,000 sq. ft.

## THANK YOU TO OUR SPONSORS

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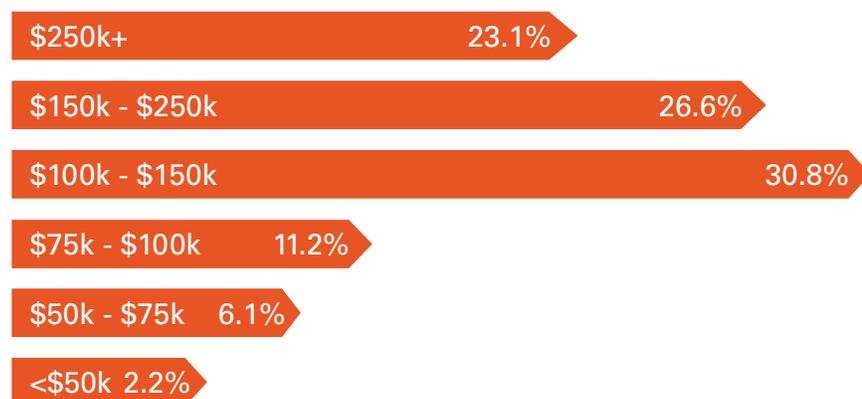


# ATTENDANCE SUMMARY

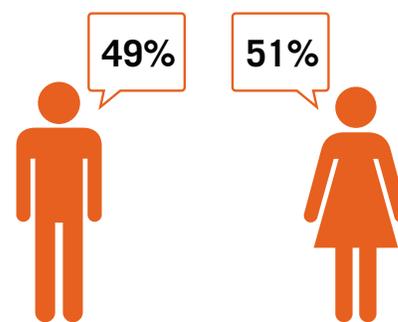
	2019	2018
TOTAL ATTENDANCE:	15,253	14,847
TRAVEL TRADE:	1,299	1,346
TRAVEL AGENTS:	274	237
PRESS:	63	68

## HOUSEHOLD INCOME (HHI)

+80% Earn Over \$100,000 (50% Earn +\$150k)

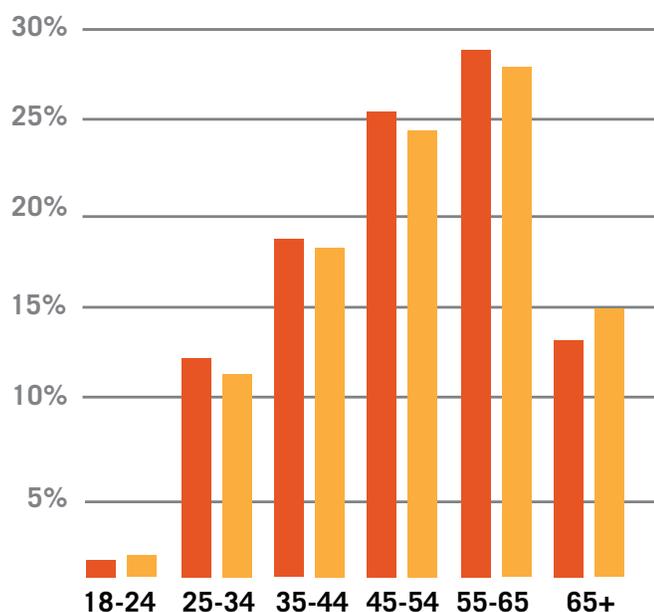


## ATTENDEE GENDER



## ATTENDEE AGE

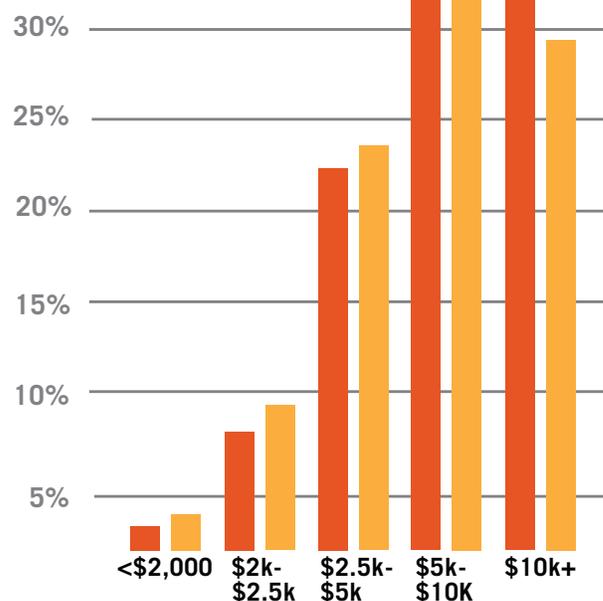
● 2019  
● 2018



## TRAVEL EXPENDITURE

65% Spend Over \$5,000 on Travel

● 2019  
● 2018



# HEADLINE SPEAKERS & STAGES

In 2019, the 3rd Annual Denver Travel & Adventure Show provided new, updated content and speakers to engage attendees.

The Travel Theater, where attendees go for inspiration and advice from travel celebrities, welcomed Josh Gates, Patricia Schultz, Andrew McCarthy and Peter Greenberg.

The Destination Theater featured 13 sessions spanning both show days providing educational workshops based on specific destinations.

On the Savvy Traveler Theater, attendees enjoyed 9 sessions dedicated to providing actionable advice on how to travel safer, better, and more efficient. From packing tips and solo travel advice, to budget tips and travel photography, Travel & Adventure Show consumers packed the theater each day.

For those attendees searching for cultural experiences, the Global Beats Stage provided just that. With over 20 performances on the Global Beats Stage, attendees got a taste of faraway cultures from around the globe.

In addition to meeting with our vendors, attendees engaged in activities such as:

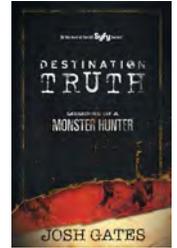
- + Travel Theater
- + Destination Theater
- + Savvy Traveler Theater
- + Global Beats Theater
- + China National Tourist Office Photo Booth
- + Cheyenne Canon Segways
- + Camel Rides

## Keynote Speakers Included:



**JOSH GATES**

Host, Executive Producer of *Discovery Channel's Expedition Unknown*



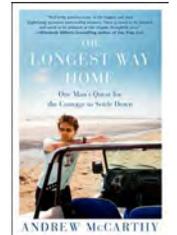
**PETER GREENBERG**

Emmy Award-Winning Investigative Reporter and Producer and CBS News Travel Editor



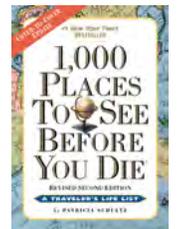
**ANDREW MCCARTHY**

Award-Winning Travel Writer, Actor and Director



**PATRICIA SCHULTZ**

Bestselling Author of *1,000 Places to See Before You Die* and *1,000 Places to See in The USA & Canada Before You Die*



# PROMOTION SUMMARY

For the 2019 Travel Show Season, the Marketing Team was tasked with not only increasing attendance, but also increasing the quality of attendees who walked through the show doors.

## Broadcast Television:

The 2019 Denver show's television mix included both NBC and CBS. Between the two top stations in the market, almost 300 commercials ran, complimented with digital ads from each station, resulting in over 12 million impressions served over a 10-day flight.



## Radio:

Between WXKL-FM, KQMT-FM, KYGO-FM, KOSI-FM, over 260 radio spots ran over the span of two and a half weeks. 2.879 million radio impressions were served, targeting commuters during peak rush hour day parts.



## Out of Home:

Strategically placed along freeways in the Denver area's affluent pockets, as well as 20 posters placed in high-traffic areas throughout the city, over 9.4 million impressions were served to drivers traveling in both directions over a 4 week period.



## Digital Campaign:

In addition to digital campaigns with TV and radio partners, an outside digital marketing agency, AdTaxi, put together a campaign that spanned across social media, banner ads, and search marketing. The results? Over 750K digital impressions to qualified prospects that met the Travel & Adventure Show's target demographic.



## Media Coverage:

In the weeks leading up to the event, various print and radio interviews were set up with exhibitors, speakers, and Travel Show Management. CBS4 TV, among others, featured travel show speakers, exhibitors and sponsors throughout the weeks leading up to the event. The result? Over 1.4 million impressions were served by Denver PR efforts.





# JOIN US NEXT YEAR IN THESE MARKETS

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### INTERESTED IN EXHIBITING/SPONSORING:

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