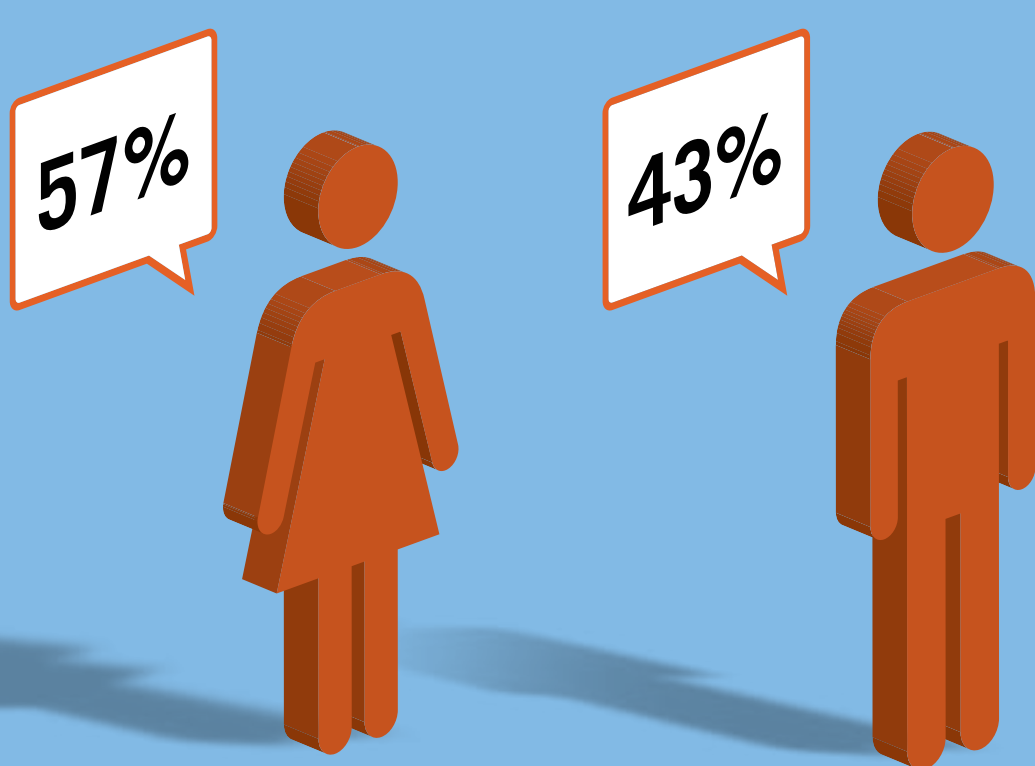


# VIRTUAL TRAVEL & ADVENTURE SHOW

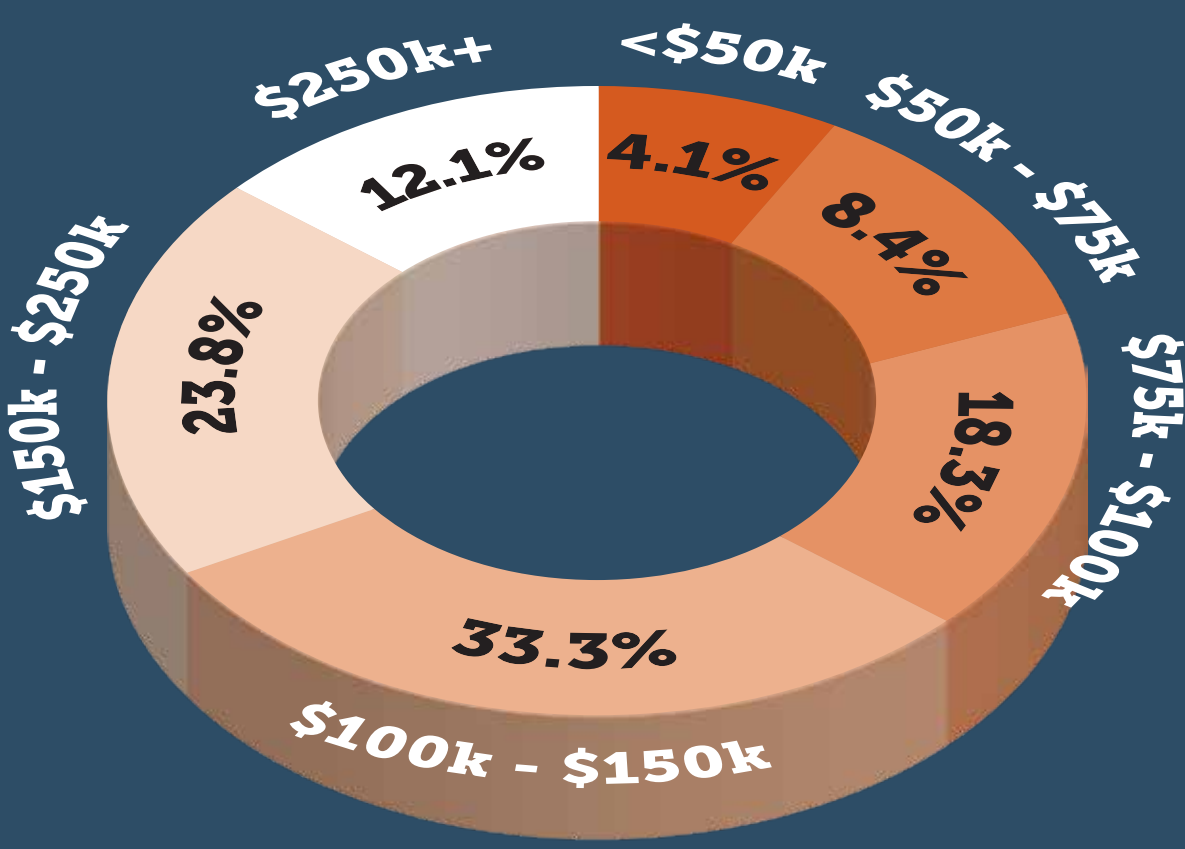


## ATTENDEE GENDER



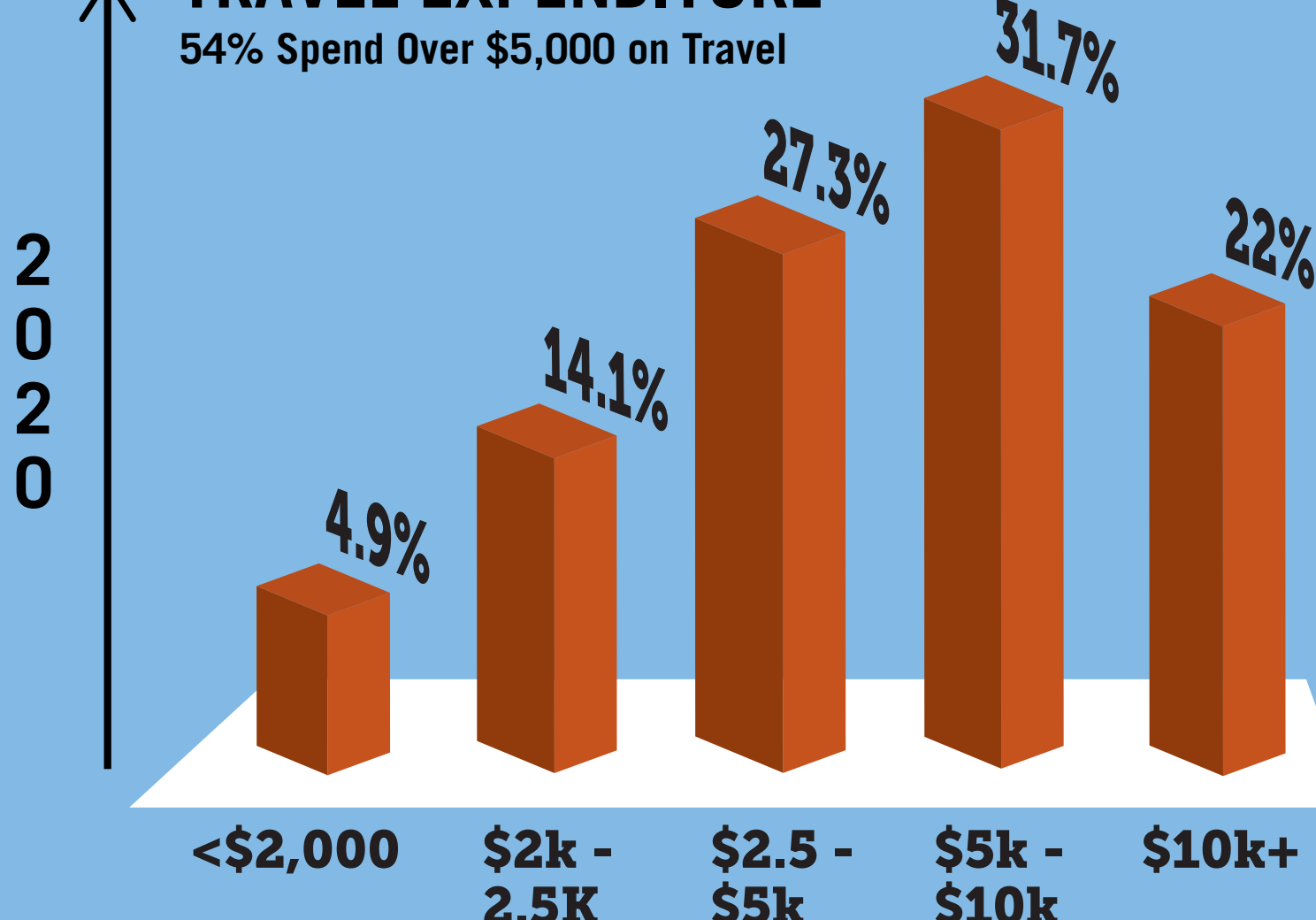
## HOUSEHOLD INCOME

70% Earn over \$100,000



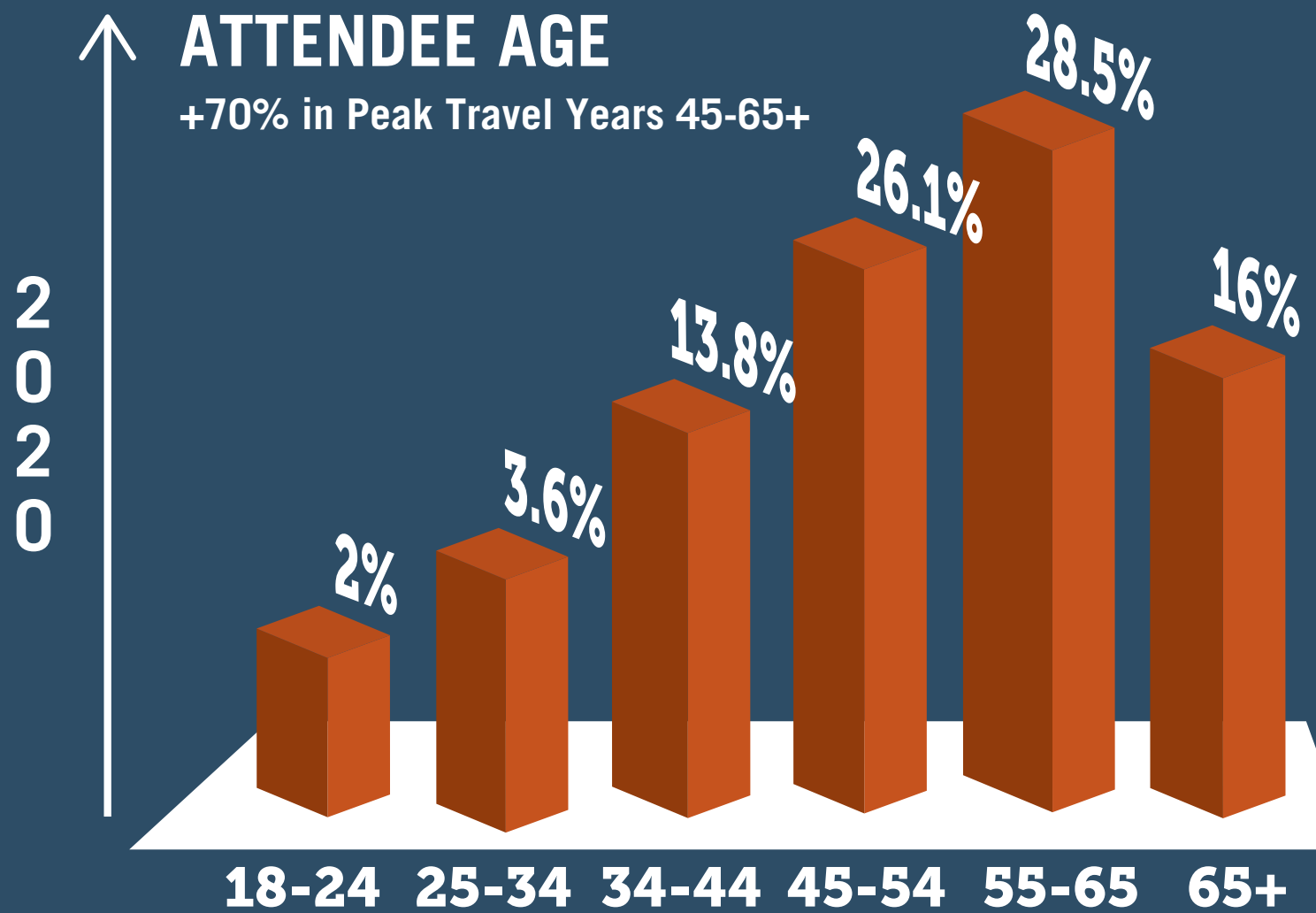
## TRAVEL EXPENDITURE

54% Spend Over \$5,000 on Travel



## ATTENDEE AGE

+70% in Peak Travel Years 45-65+



## ATTENDANCE SUMMARY

Attendance Summary	2020-2021
Total Attendance	3500+ average per event
Travel Trade	245+ average per event
Travel Agents	360+ average per event
Media	34 average per event

(Media includes members from Conde Nast Traveler, Travel + Leisure, Departures, The New York Times, Wall Street Journal, WSJ Magazine, The Points Guy, Forbes, CNN, Frommers, Town & Country)

Attendance Interaction	2020-2021
Room Visits	46,000+ average room visits per event
Booth Visits	Over 34,000 booths visited on average per event
Files Viewed	4,000+ exhibitor files viewed per event
Files Downloaded	Average of over 2,500 files downloaded from exhibit booths per event
Links Clicked	6,100+ links clicked on exhibit booths per event
Chats	Over 10,500 chats, on average, took place between exhibitors and attendees during each event
Videos Watched	20,350+ hours of video watched during each event (includes exhibitor and theater videos)
Average Time In Show	Attendees spend, on average, 3.9 hours at each event

“We’ve attended quite a few virtual events over the course of 2020, and this was by far among the most well-organized, dynamic, and visually appealing. You can’t go wrong with these professionals.”



– Kristen Carlson,  
Director, North America, Tahiti Tourisme USA