



## America's Favorite Virtual Travel Shows

**VIRTUAL**  
**TRAVEL &**  
**ADVENTURE**  
**SHOW®**

# EXHIBITOR PROSPECTUS

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# America's Favorite Travel Shows Introduces America's Favorite Virtual Travel Shows

## CONNECT WITH THOUSANDS OF QUALIFIED ATTENDEES & TRAVEL ADVISORS VIRTUALLY!

Meet thousands of qualified travelers, travel advisors, media and more at the NEW Virtual Travel & Adventure Show Series.

In just one night the Virtual Travel & Adventure Show (vTAS) became America's Favorite.

We took 16 years of knowledge producing the largest series of Travel Shows in the USA and re-imagined them in a dynamic, exciting, and highly interactive virtual environment.

The results? A hit event with 4,000 travel enthusiasts and travel advisors attending.

## Series of Highly Focused Events:

No one has produced more travel shows in the USA than the experts at the Travel & Adventure Show. Simply put – we understand what consumers and travel advisors want, what they will do and how to get them to the show.

A horizontal multi-day virtual show just won't work. One can only expect to get 3 hours of attention from a consumer when they are home on a virtual platform.

That's why each Virtual Travel & Adventure Show is highly focused on a geographical area or travel genre. Europe, Caribbean & Latin America, Cruise and more, each with its own event, attended by Travel Advisors and Travel Enthusiasts who are only interested in that focus.

Events take place on weekday evenings (trade hours are exclusively prior to consumer hours in-office) with keynote sessions at Prime Time viewing on all time zones.

Exhibitors are optimized to between 25-40 participants per event. Each exhibitor gets maximum interaction with attendees with no one left out of the mix. Attendees find the number of exhibitors manageable and allows their attention to be razor focused on their interests.

### Unprecedented Results

**95%**

95% of Attendees had a Positive to Extremely Positive Experience

**92%**

92% of Attendees would Attend Another Virtual Travel & Adventure Show

*"I am so impressed by the virtual travel show! I feel the same experience as I did at the shows in Boston! I love the booths and theater talks. The announcements are super, just like an intercom! I am excited to travel soon!" – Peter S.*

*"The Travel and Adventure Show came up with a GREAT NEW virtual event and we are very excited about how the first one went! It was such a success that we have signed up for two more events. The feedback from clients was EXTREMELY positive!" – David McKay McKay Photography Academy*



# INAUGURAL EVENT ATTENDANCE SUMMARY

## Attendance Summary 2020

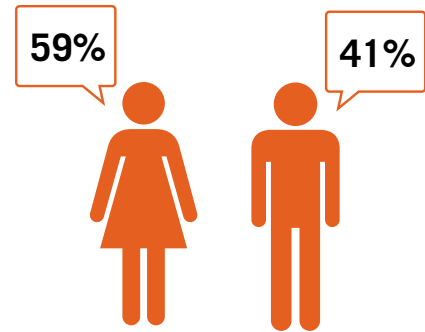
Total Attendance	3,932
Travel Trade	227
Travel Agents	348
Press	27

## Interaction Summary 2020

Room Visits	387,707
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

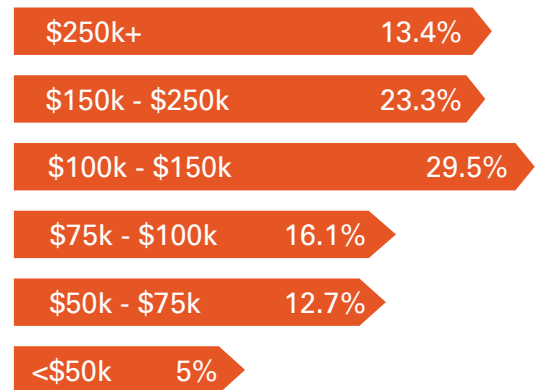
\*Videos Watched includes Exhibitor and Theater Videos

## ATTENDEE GENDER



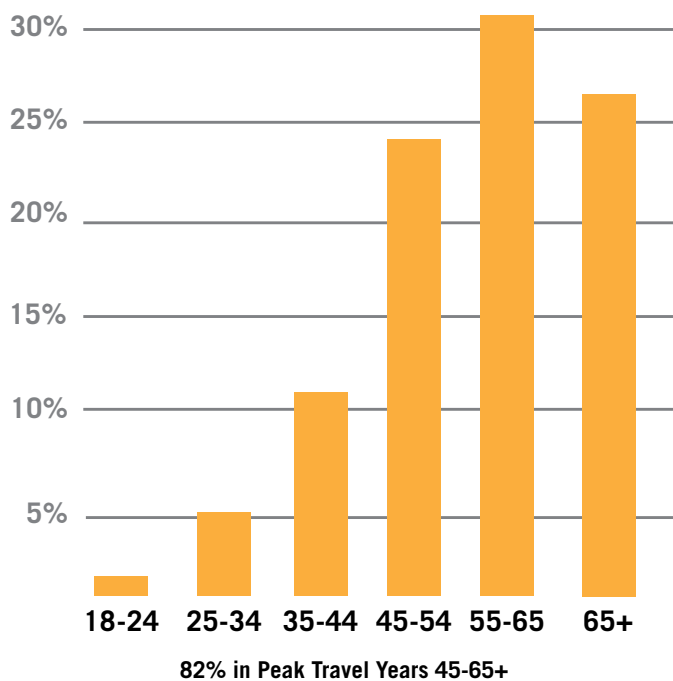
## HOUSEHOLD INCOME (HHI)

+66% Earn Over \$100,000



## ATTENDEE AGE

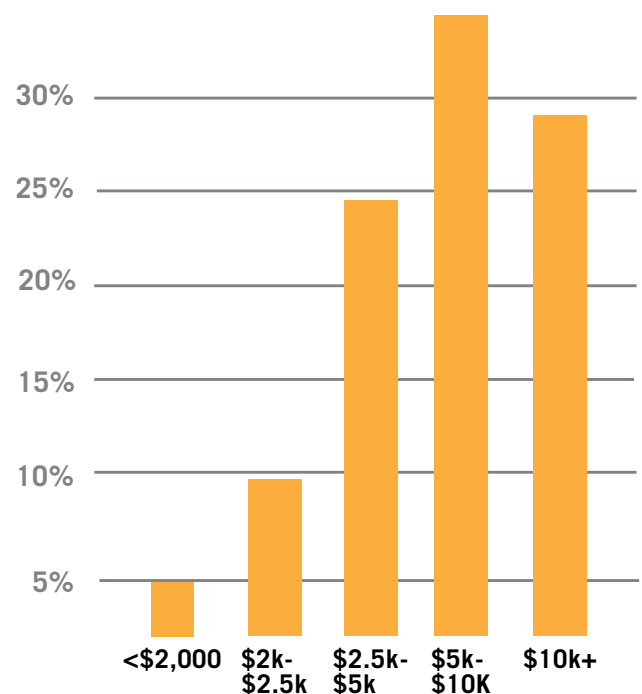
2020



## TRAVEL EXPENDITURE

2020

61% Spend Over \$5,000 on Travel





# Not a Virtual Event - It's A REAL Travel & Adventure Show

The same unique qualities of the Live Travel & Adventure Shows make the Virtual series a hit.

First and foremost, our Travel Enthusiast attendees want to talk to Exhibitors – and they want to start planning their travel resumption. What's more, attendees pay to attend for that privilege. The VTAS Attendee Experience is unique with each Exhibitor.

Exhibitors use the supplied template to customize and personalize their booth including:

- Rich video content
- Unlimited links
- Easy document downloads
- Actual personnel avatars added to their booth to add a familiar and inviting look and feel

## Live Exhibitor Zoom Rooms - Focus on Selling

But what makes VTAS so unique is Premium Exhibitor levels and above, all have live Zoom Rooms right in their booth where they can welcome visitors face-to-face.

You can host:

- Live presentations on packages and itineraries
- Group Q&A sessions
- Live Zoom Breakout rooms to move promising prospects to Zoom Breakout rooms for 1:1 sales sessions



*"Being a sponsor of the first Virtual Travel and Adventure Show turned out to be a great business decision. Attendance at our live presentation exceeded our expectations and it brought productive conversations both in our Zoom Room and on the private chat feature. After only a few days, we have already had follow up conversations with travel advisors and travelers that saw our marketing from the show. We are now signed up to attend more virtual shows to come that are relevant to our destinations that we service. Great job to the show team for putting on a great Europe focused show!"*  
– Kelli Ann Mills, Sales Director Hurtigruten



# The Best Content In the Industry

The Virtual Travel & Adventure Shows feel live because they are live.

Each event is professionally hosted with a well-known emcee and centralized on an industry leading session featuring a travel celebrity expert. Each keynote session features live Q&A in the VTAS studio.

## Headliners include:

- **Josh Gates** – Discovery Channel's 'Expedition Unknown'
- **Rick Steves** – Rick Steves' Europe
- **Samantha Brown** – PBS's "Samantha Brown's Places to Love"
- **Phil Keoghan** – CBS' "The Amazing Race"
- **Pauline Frommer** – Editorial Director of The Frommer Guides
- **Patricia Schultz** – Best Selling Author – 1,000 Places to See Before You Die
- **Peter Greenberg** – CBS News Travel Editor, Emmy Award Winning Investigative Reporter

Additionally, throughout the night our Host interviews sponsors and speakers live in the VTAS Studio to hundreds of attendees.

Great content is not only in the VTAS Live Studio. Award winning content also plays ON-DEMAND in our other virtual stages:

- **Savvy Traveler Theater:** High end content delivered by industry travel experts and social influencers on how to travel better, faster, safer and with purpose.
- **Destination Theater:** 30 minute on-demand Exhibitor/Sponsor workshops on itineraries and destination overviews.





# An Unparalleled User Experience

From our exclusive Map and Exhibitor Search features, - to on-line live help, attendees enjoy a wealth of real life tools to help them find, engage and exchange information with Exhibitors.

## Gamification Done Right

Travel Enthusiasts enjoy visiting booths, planning vacations and are encouraged to interact and swipe their virtual badge - to score points to enter a post event virtual Happy Hour with Host Jack Maxwell, the Booze Traveler. They are encouraged to stay engaged and the Exhibitor receives full contact information.



## Industry Leading Unparalleled Marketing & Attendee Acquisition

As always we do the prospecting for you. The Virtual Travel & Adventure Shows already have a built-in audience of over 200,000 current opt-in subscribers who frequent the live Travel & Adventure Shows across 10 DMA's. With access to that consumer database, plus thousands of opt-in travel advisors, you can count on reaching the qualified audience you've been accustomed to meeting at the regular TAS events. What's more, unlike our Live Travel & Adventure Shows, these virtual events aren't tied to a specific market. This will allow for promotion to the whole U.S. via a vigorous digital advertising & promotional campaign targeting travel consumers & agents that match the audience profile of our usual TAS attendees. We will also be providing VIP passes so you can invite your top customers and prospects to attend the event as your guest!



# JOIN US FOR THESE UPCOMING SHOWS

## VIRTUAL **TRAVEL & ADVENTURE SHOW®**

### INTERESTED IN EXHIBITING/SPONSORING:

P: 203-878-2577

E: [VIRTUAL@TRAVELSHOWS.COM](mailto:VIRTUAL@TRAVELSHOWS.COM)

[WWW.TRAVELSHOWS.COM](http://WWW.TRAVELSHOWS.COM)

PRODUCED BY:

**Unicomm™**  
Events For New Business

### A TRAVEL 365 EVENT



#### **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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