

# Reserve Exhibitor Space at Rhode Island's Most Anticipated Travel Event with +100 Destinations!

## NEWPORT



## GREAT AMERICAN Outdoor Adventure & Travel Expo



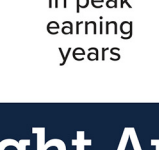
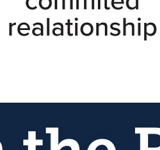
Over \$980 Million In Travel Bookings have been influenced by the travel & adventure expos!

**Face-to-Face Marketing Remains #1 Proven Source for Customer Loyalty and Sales!**

"I've been to several travel events around the country this year and each one provides me with different vacation options from around the world. Being able to talk *face to face* and *one-on-one* with the professionals from various travel agencies and expert speakers gives me confidence that I'm getting reliable information before I book my next vacation." — Steve, Connecticut

### 92% plan on returning to the show

Audience Demographic Insights Reveal How Travel Shows Attract Affluent, Educated, Active Consumers



## Bring In the Right Audience

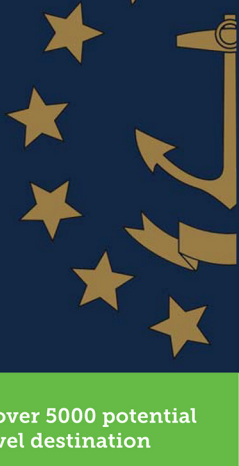
### Our World.

### Coming Soon to Little Rhody!

**\$980m+** Million Dollars Spent Annually on Travel

**\$5,462** Average Annual Travel Spend

**96%** Of Travel Show Attendees are Passport Holders



## TIME TO TRAVEL

A 2018 Wikipedia survey asked over 5000 potential travelers where their dream travel destination would be.

The results on the world map below took up over 92% of the responses.



## Domestic vs International



**93%**

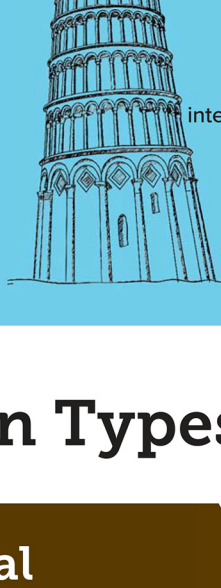
Will take 3-9 domestic trips in the next 12 months

**72%**

Intend to take more or the same number of domestic trips

**69%**

Take regional getaways multiple times a year



**88%**

Of attendees took 1 or more international trips over past 12 months

**92%**

Will take the same or more international trips in next 12 months

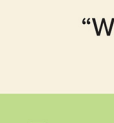
**80%**

Are interested in international travel

## Popular Vacation Types



**50%** Cultural



**48%** Adventerous



**40%** Cuisine



"We travel to learn about different people and cultures, as well as to experience new things and try amazing food!" — Haley, Rhode Island

## Impact on Bookings – Over \$4 Billion in Bookings & Counting

**77%**

of those looking to book a trip, booked with an exhibitor they met at a travel expo

**83%**

will book this vacation within a year

**73%**

travelers spend over \$5,000 on travel annually with exhibitors or destinations they or saw at a travel expo



"...love to travel. We have a few trips planned but we will be at Xplore Expo find another adventure—something new and exciting!" — Mike, Rhode Island

**81%**

Of attendees booked one or two trips with an exhibitor they met at a travel expo

**77%**

Indicated travel expos have an impact on where they go on their next trip

**88%**

Found more confidence in making travel plans with the exhibitors based on their involvement with a travel expo

"Going to a travel expo, is just so exciting... you bump into everyone that has been bitten by the travel bug." — Stephanie, New Hampshire

## Making an Impression

Multi-Media Campaigns Generate Hundreds of Thousands of Impressions Locally

**500k+**

Event Impressions Reached VIA Mass Marketing Approaches

TV Impressions

Radio Impressions

Outdoor Impressions

Social Media /Digital Impressions

PR Impressions

Direct Mail/Email Impressions

Co-op Impressions

## Travel Speakers Bring Inquisitive Travel Fans

"Travel adventure shows are a rare opportunity to get thousands of travelers in the planning stage of their trip. If you want to put your company at the forefront of the minds of travel dreamers, this is certainly a great opportunity." — Jeremy Blount

**KIDS IN THE MIX**

**61% say kid co-planning = happier trips**

## TRIP TYPES

Beach 62%

City 36%

National or State Parks 37%

Theme or Water Parks 45%

Culture 33%

Active 30%

# HOW FAMILIES TRAVEL NOW

OUR FAVORITE READER HACKS

"Swap one outfit into each other's bags—it saves the day if one bag goes missing."

"Bring a roll of masking tape. Trust me."

"For the best trip diary, hand the kid a cheap camera."

"Keep one day open for impromptu adventures."

"Make a packing list for every type of trip."

**92%**

of parents plan to take trips with their kids this year, the most in nearly a decade.



We partnered with the Family Travel Association and NYU Tisch Center of Hospitality to poll 1,600 readers about their travel tastes. Here's a sampling of what they said.

**27%**

already use AI tools such as ChatGPT.

**66%**

of parents use social media for trip planning.

WHERE KIDS' IDEAS START

**54%** friends

**53%** social

**52%** TV/movies