

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

## Happy 250th



### GREAT AMERICAN Travel Expo & Outdoor Adventure



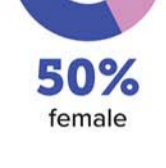
Get ready for an exciting travel revolution in 2026. American travelers are gearing up to prioritize their adventures with a whopping projected spending of \$12 trillion!

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

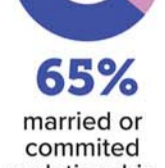
"I've been to several travel events around the country this year and each one provides me with different vacation options from around the world. Being able to talk *face to face and one-on-one* with the professionals from various travel agencies and expert speakers gives me confidence that I'm getting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

## 92% plan on returning to the show

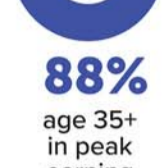
Audience Demographic Insights Reveal How Travel Shows Attract **Affluent, Educated, Active Consumers**



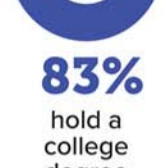
**50%**  
female



**65%**  
married or committed relationship



**88%**  
age 35+ in peak earning years



**83%**  
hold a college degree



**76%**  
make over \$100k a year

## 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



"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 Xploro Expo find another adventure—something new and exciting!" – Mike, Rhode Island



"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

[GreatAmericanTravelExpo.com](http://GreatAmericanTravelExpo.com)