



## 2020 Consumer Travel Shows

NYSTIA is excited to present a series of cooperative consumer tradeshows to our member businesses providing an affordable and effective brochure distribution program for your destination to touch prospective travelers. It's simple:

1. Choose the shows that best meet your needs
2. Advise if you would like an extra piece distributed
3. Let us know if you would like to work (\$75 per show rebate)

### **Cost:**

- TPA & Tier A - \$250 per show
- Tier B & C - \$125 per Show
- Additional Brochures (all tiers) - \$100 per show

**Additional brochures:** \$100 each, per show for all member tier levels. The content of the primary and/or additional brochures submitted by a NYSTIA member must represent your membership tier level or lower. Any additional brochures submitted by DMOs/TPAs must be produced by that DMO or TPA. NYSTIA's staff reserves the right to use their own discretion and reject any literature submitted for distribution.

**Survey Leads:** NYSTIA is working to streamline leads collected at shows. We will strive to obtain a qualified list from shows but can't guarantee this for every show.

**Shipping:** NYSTIA will notify when and where to send brochures for each show, approximately two weeks ahead of time. It is your responsibility to ensure your literature arrives to the designated receiving location on time. NYSTIA does not take responsibility for, or provide refunds for, any literature that does not arrive at the designated receiving location in time for the show dates.



Date	Description
Jan 24 - 26, 2020	<a href="#">AAA-Pittsburgh Travel Showcase</a> - Pittsburgh, PA presented by AAA Travel will be staged in nearly 100,000 square feet of prime accessible exhibit space within one of the country's top convention centers. The centrally located Downtown Pittsburgh modern venue is surrounded by exceptional hotels, award-winning restaurants, dynamic cultural performance theaters and museums, professional sports venues, convenient parking and more.
Feb 1 - 9, 2020	<a href="#">The Great American Outdoor</a> - Harrisburg, PA A nine-day event that celebrates hunting, fishing, and outdoor traditions treasured by millions of Americans and their families.
Feb 7 - 9, 2020	<a href="#">AAA Great Vacation EXPO</a> - Columbus, OH Presented by AAA Ohio Auto Club -Ohio's most sought-after travel consumers, who represent more than \$1.5 billion in annual vacation and travel spending delivering an audience who has tremendous buying power and is continuing to spend well above the national average on travel and travel-related products.
Feb 14 - 17, 2020	<a href="#">2020 Pittsburgh International Auto Show</a> - Pittsburgh, PA A three day show with an estimated attendance of 60,000. The event brings together in one location almost every major automobile manufacturer and showcases all that's new and exciting in automotive products and services. This is the perfect venue to promote Road Trip Itineraries, Car Shows, Automobile Museums and Special Events.
Feb 16, 2020	<b>AAA Travel Odyssey &amp; Vacation EXPO</b> - Wyomissing, PA 22nd Annual show presented by AAA Reading/Berks is a well-attended show with our friends at AAA.
Feb 21 - 23, 2020	<a href="#">The Outdoor Adventure Show</a> - Toronto, Canada The LARGEST consumer show in Canada. Exhibitors in the outdoor sports industry found great success at the 2019 show, including: camping, water sports, hiking, biking, climbing, and MUCH MUCH MORE!

Date	Description
Feb 23, 2020	<a href="#">AAA- Lehigh Valley Vacation EXPO</a> – Bethlehem, PA Produced and sponsored by AAA Travel & AAA East Central. This one-day show is sure to be well attended by consumers and agents.
Feb 29 - Mar 1, 2020	<a href="#">Newsday Travel EXPO</a> - Long Island, NY Located Nassau Veteran Memorial Coliseum is now a two day show to highlight and showcase your NYS Destination. Designed to reach and influence Long Island's travelers who spent upwards of \$5.4 billion on domestic and international vacations annually. Nearly 8,000 consumers expected*
Mar 5 - 8, 2020	<a href="#">WNY Sport &amp; Travel Expo</a> - Hamburg (Buffalo), NY Dedicated to the outdoor enthusiast. WNY Sport & Travel Expo will showcase excellent entertainment and seminars on hunting, fishing and other outdoor activities for all age group. There will be very large display of goods and services related to sport and travel. Interactive games will make it more entertaining for the participants.
Mar 28 - 29, 2020	<a href="#">The Travel and Vacation Show</a> - Ottawa, Ontario With a population of over 1.2 million Ottawa has the 2nd highest per-capita income of all major Canadian cities. The show is focused exclusively on destinations & travel. The most effective way to target consumers that are seeking travel and holiday information and travel agents looking for the latest tours and destinations. Personal invitations are mailed to travel agents in Eastern Ontario and Western Quebec.
May 3, 2020	<a href="#">AAA-Pioneer Valley/Dream Destination Travel Show-</a> Springfield, MA In partnership with The Springfield Republican and MassLive.com the offer a one-stop-shop for attendees looking at all the unique places to go throughout New England, New York, NJ, Western Mass during the Spring and Summer months!

Date	Description
Jul 17 - 19, 2020	<p><a href="#">Syracuse Nationals</a>, NYS Fairgrounds, Syracuse, NY</p> <p>The 20th annual PPG Syracuse Nationals, presented by your local Ford stores and Hot Wheels Car Care Products, drew nearly 95,000 people, over 650 campers and approximately 8,200 classic cars from 34 states and six Canadian provinces to the New York State Fairgrounds.</p>
Oct 18, 2020	<p><a href="#">AAA—Great Travel Vacations Expo</a> - Cleveland, OH</p> <p>This EXPO has something for every traveler's interest. And the best part? It's all under one roof! Dawn at BCI tells us this is a great show - lots of people with great interest in NYS!</p>
Oct 24, 2020	<p><a href="#">The Hartford Courant Travel Show</a> - Hartford, CT</p> <p>Connecticut's largest travel show! The event serves as a travel and vacation planning guide, with show-only deals, giveaways, food and beverage samples from around the world, live entertainment and so much more! Thousands of Connecticut residents turn to the Travel Show as a resource for their vacation planning.</p> <p>Located at the Connecticut Convention Center with an anticipated 3,000+ attendees from Greater Hartford, CT, Middlesex and Shoreline areas.</p>
Oct 25, 2020	<p><a href="#">The Dream Destinations Travel Show</a> - Springfield, MA</p> <p>Presented by The Republican/MASS LIVE/El Paeblo Latino co-sponsored by AAA at MGM Springfield</p> <p>The Travel Show will be Western Massachusetts' one stop shop for attendees looking at the unique places to go throughout New England, New York, New Jersey, Western Mass and beyond during the Fall and Winter!</p>

**Show Worker Rebate Program:** NYSTIA will rebate \$75 per day. Payment is made at the end of the show season. 1st come, 1st served for shifts for shows, must commit to work the show for the full day to qualify for the daily rebate.

Follow this [Travel Shows link](#) to review and selecting the box Distribute Brochure please note you must be logged into your NYSTIA account. Questions? Contact Christine at 518-502-4788 or by email – [christine@nystia.org](mailto:christine@nystia.org)