

2018 PA Family Travel Fair Attendees



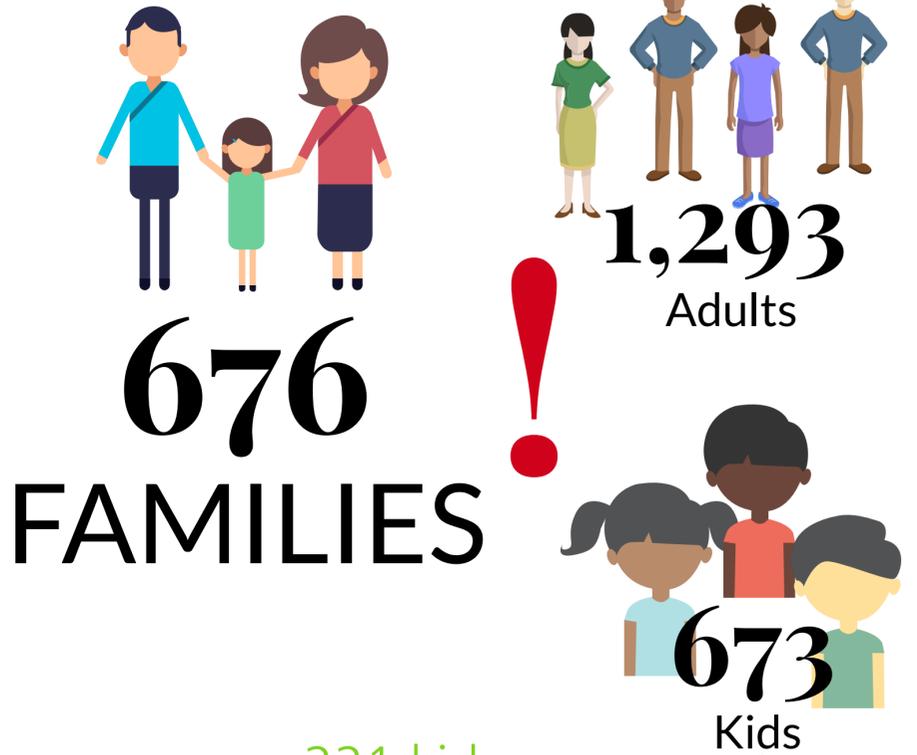
HOW WE OBTAINED OUR DATA

The attendance numbers represent the families who entered our PA Family Travel Fair Vacation Giveaway. We allowed one entry per family and duplicate name/address/email/phone numbers were deleted. Because not everyone entered, we know this is just a portion of the overall attendance.



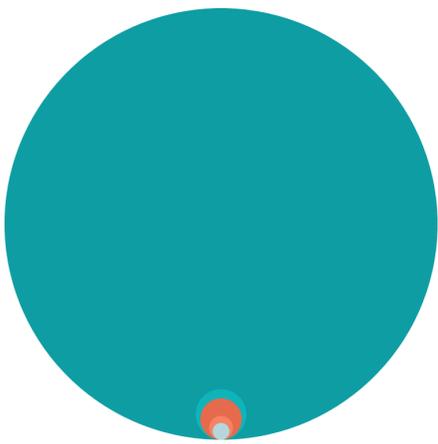
Attendees who Entered the \$2,500 Grand Prize Giveaway

On the entry form, they were asked how many adults and children were in their party



221 kids participated in our Scavenger Hunt

WHAT STATES WERE OUR ATTENDEES FROM?



- Pennsylvania
- Maryland
- New Jersey
- Delaware
- Ohio
- Florida
- California

PA COUNTIES Where our Attendees Live

- Lancaster - 449
- York - 67
- Chester - 39
- Unknown in PA - 23
- Berks - 19
- Dauphin - 14
- Lebanon - 14
- Cumberland - 3
- Montgomery - 3
- Allegheny - 2
- Bucks - 2
- Centre - 2
- Crawford - 2
- Huntingdon - 2
- Philadelphia - 2
- Clearfield - 1
- Franklin - 1
- Jefferson - 1
- Luzerne - 1
- Monroe - 1
- Northampton - 1
- Nortumberland - 1
- Perry - 1
- Washington - 1

"I just wanted to say thank you to your entire team and volunteers for a wonderful event! I was busy all day and really made some great connections to your community. I was overwhelmed by the engagement from the attendees - everyone stopped to talk, take brochures and inquire about the things that they would love to do in Butler..."

Debbie Crum
Director of Outreach
Butler County Tourism & Convention Bureau

"Thank you for all the work you put in for making this an epic event. I had a great time and am excited to work with you on sponsorship opportunities for next year!"

Timothy Dowhower
Marketing Director, Susquehanna
River Valley Visitors Bureau

"The PA Family Travel Fair 2018 was a great event. I had many substantial conversations in our Raystown Lake Region booth with attendees. I distributed 600 Huntingdon County Visitors Guides in total...We distributed 200 Lincoln Caverns coupons prior to 11am.. Thanks!"

Ed Stoddard
Marketing Director
Huntingdon County Visitors Bureau

"We met many great people who had an interest in camping...We had 486 entries for our 2-night stay...Thank you for creating such a fun family day and opportunity to share our business."

Lori Levesque
Owner
Philadelphia/West Chester KOA

don't just take our word for it

our exhibitors speak for us

"Great job! The event was well advertised and well organized, and a good value for our festival. We are a one-day annual event and have to choose our advertising dollars very carefully..."

Mary Yeaple
Penn-Mar Irish Festival

"Thank you for a great event. We were extremely happy with the overall layout, attendance and the great leads generated. It was an awesome day!!!...You did an amazing job and we look forward to joining you next year."

Nancy Pilecki
Whitewater Challengers

"It was a great event; we were glad to be there! Everyone was so receptive and genuinely interested and excited about the park! Thanks again"

Amie Uliano-Parisi
Marketing Coordinator
Delgrosso's Park / Laguna Splash

After-Event Exhibitor Survey Results

100%

said they would recommend exhibiting to a friend or colleague

100%

said they are either very likely or extremely likely to exhibit at the PA Family Travel Fair again

100%

said the event staff was either very responsive or extremely responsive to their needs during the event

Number of Attendees Compared to Other One-Day Shows They've Done



Very High (90%) High (10%)
Average (0%) Low (0%)
Very Low (0%)

Cost to Exhibit at the PA Family Travel Fair



Excellent (70%) Above Average (20%)
Average (10%) Below Average (0%)
Poor (0%)

Anonymous Survey Comments

"Fabulous Fair, great family atmosphere and we can't wait to be a part of the Family Travel Fair next year!"

"It was great. We had a lot of interested families. Thank you for such a great day."

This was by far one of the best travel fairs/events I've participated in. The majority of those attending were very interested in our information and not just looking for giveaways. We will definitely be there next year and hope that some of our members will exhibit with us. Thank you for all your work!!

"One of the best shows I've ever participated in, attendance-wise, and also one of the most well organized. Great job overall! Very good promotion, lots of nice touches (like having water and snacks....because I didn't have much time for anything else because we were so busy!! We talked to so many very nice people who seemed truly interested in exploring the rest of PA. Very good job all the way around."

"... Wendy and staff were not only extremely attentive to all of our needs but exhibited a true passion for promoting travel throughout PA. The value of Where and When's investment was extremely strong in comparison to each booth's investment for the show itself."

"A great show, looking forward to next year."

"This was a wonderful, successful event and I would like to congratulate Where & When on a job well done!"

"Again, job well done -- thank you. We will be back next year!"

"Loved the show. I'm eager to return in 2019 with some of my members."