



PARTNER EXCLUSIVE

Travel Drumheller is heading to The Outdoor Adventure & Travel Show in Calgary on March 18-19, 2023.

We are looking to strategically promote our Partners at this large-scale Tradeshow Event.

Buy-In

\$300 cash or in-kind per partner

In-kind will be used for draws/giveaways at the event

Value

Our cost to attend the weekend is over \$2,500

- Event booth - \$1450+
- Lodging & meals - \$600+
- Materials - \$500+

Quick Stats

13,600 people attended in 2019

Attendees are:

- Committed to a lifestyle that involves sports and activities of all kinds
- Are doers, not watchers
- Male and female
- Keen multi-sport enthusiasts
- In the prime of their spending years
- People who spend substantially on clothing, gear, and travel

Age demographics:

Strong representation in the 18 - 49 year age range

- 8% were <24 years old
- 25% were 25 - 34 years old
- 20% were 35 - 44 years old
- 25% were 45 - 54 years old
- 22% were over 55 years old

**The
Outdoor
Adventure
& Travel
Show**

If interested, please email heather@traveldrumheller.com by Feb 28, 2023.

Any materials need to be dropped off at the Travel Drumheller office by Mar 10, 2023.