

## Event:

2026 San Francisco Bay Area Travel & Adventure Show  
March 21–22, 2026 | Santa Clara Convention Center

The *San Francisco Bay Area Travel & Adventure Show* is part of the national **Travel & Adventure Show Series**, a well-established consumer travel expo that brings together travel professionals, destination representatives, tour operators, cruise lines, and travel enthusiasts under one roof. The event functions as both a marketplace and an educational forum where attendees can explore global travel opportunities, meet travel leaders, and access exclusive travel deals and savings.

## Purpose & Scope

As one of the premier travel expos in Northern California, the Bay Area Travel & Adventure Show showcases:

- **250+ global destinations, tour companies, cruise lines and travel providers** ready to engage with attendees about travel opportunities and trends.
- **Travel seminars and expert presentations** featuring recognized travel personalities and industry journalists offering insights on destinations, travel tips, planning strategies, and emerging trends.
- **Show-only deals, promotions, and trip giveaways** aimed at inspiring and incentivizing travel planning.

The **2026 San Francisco Bay Area Travel & Adventure Show** provides direct access to a large, travel-motivated consumer audience in one of Humboldt County's key drive markets.

Attendance supports the North Coast Tourism Council's goal of increasing visibility for coastal Northern California destinations.

The show offers valuable trend intelligence on traveler preferences, emerging destinations, and competitive positioning.

Participation strengthens relationships with tour operators, travel media, and regional tourism partners.

Insights gathered will help inform Humboldt Lodging Alliance marketing strategy, particularly around shoulder-season travel and drive-market targeting.

The Bay Area continues to be one of Humboldt County's most important feeder markets for overnight visitation ("heads in beds").

Information and contacts developed at the show will be shared with HLA partners and incorporated into future destination marketing discussions.

## **Role & Representation**

Meredith Matthews will attend in her capacity as a board member of the North Coast Tourism Council, representing regional tourism interests aligned with the Humboldt Lodging Alliance mission.

We will be represented at the North Of Ordinary booth. We have a booth, easels, iPads, NOO maps and swag bags. We also have giveaway items, baskets and 2 large mounted posters. I will bring Humboldt collateral, I have bags and brochures.

## **Primary Market Reach**

- Targets Bay Area travelers — one of Humboldt County's top drive markets
- Audience consists of highly travel-motivated consumers actively planning trips
- Opportunity to increase awareness of North Coast destinations

## **Strategic Value**

- Provides real-time insight into consumer travel trends and preferences
- Offers networking with tour operators, travel media, and destination partners
- Supports regional collaboration and destination alignment

## **Marketing Intelligence Opportunities**

Attendance will allow for:

- Monitoring competing destinations' messaging
- Identifying emerging travel trends for 2026–2027 planning
- Evaluating effective consumer-facing promotional strategies
- Gathering partnership leads for cooperative marketing

## **Anticipated Outcomes**

- Strengthened regional tourism relationships
- Enhanced understanding of Bay Area traveler behavior
- Potential cooperative marketing opportunities
- Intelligence to inform HLA's drive-market strategy
- Expanded visibility for North Coast tourism assets

## **Next Steps / Reporting Back**

Following the event, a brief report will be provided to the HLA Board summarizing:

- Key trends observed
- Partnership opportunities identified
- Recommendations for HLA marketing strategy
- Any actionable leads for Humboldt County lodging partners

## Budget

Lodging	\$750	
Mileage	323 miles x 2 @.72.5 cents per mile = \$468.35	
Per Diem	\$68 day x 3 days	204
Total		1,422