



EDMONTON
ADVENTURE
TRAVEL EXPO

Edmonton Adventure **TRAVEL EXPO**

ALBERTA AVIATION MUSEUM

OCT. 17-18, 2026



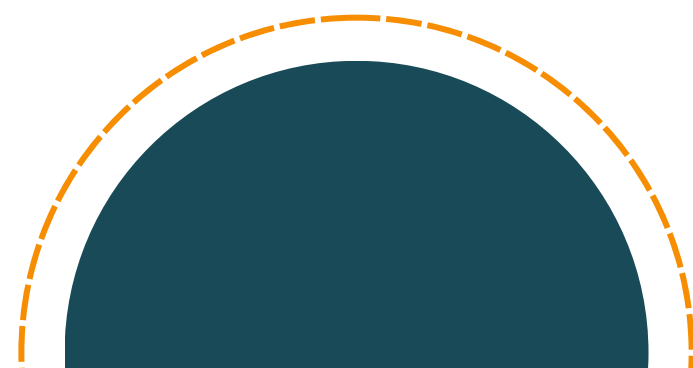
About Us

The Ultimate Travel Showcase

Connect with Adventure-Seekers in Edmonton

Join us at the Edmonton Adventure Travel Expo—a premier event designed to connect your brand with passionate travelers and outdoor enthusiasts from Edmonton and the surrounding region. This is your chance to showcase your products, services, and travel packages to an audience eager for exploration, culture, and active lifestyles.

Be part of the conversation, spark curiosity, and build lasting relationships with new clients who are ready for their next adventure.





EVENT OUTLINE

KEY DATES AND TIMES

LOCATION: ALBERTA AVIATION MUSEUM

11410 KINGSWAY NW, EDMONTON, AB T5G 0X3

EXPO LOAD-IN DAY AND TIMES

FRIDAY OCT. 16TH 2PM - 7PM

SATURDAY OCT. 17TH

10AM - 5PM

DAY ONE

SUNDAY OCT. 18

10AM - 3PM

DAY TWO



2026 Year of the Return

What's New for our 2026 Return

Long awaited return

With the impact of 2020 to 2022 now long behind us, the long awaited return of the Edmonton Adventure Travel Expo is here. With the Alberta travel numbers now returning to pre-covid levels our team is ready to bring back Edmonton's ONLY showcase of Adventure Travel

Updated Branding

Based on year one feedback from show goers, we are taking a more direct approach with the overall name and branding of the event, by moving from the Edmonton Travel and Adventure Expo to the Edmonton Adventure Travel Expo.

Location, Location, Location

In keeping with our theme of "Off the Beaten Path," we are moving the expo to a location that speaks to that concept. The Alberta Aviation Museum is one of Edmontons' signature historic sites, with a direct connection to the theme of travel. This venue also offers many consumer friendly benefits such as free parking for consumers and exhibitors.



Exhibitor Feedback

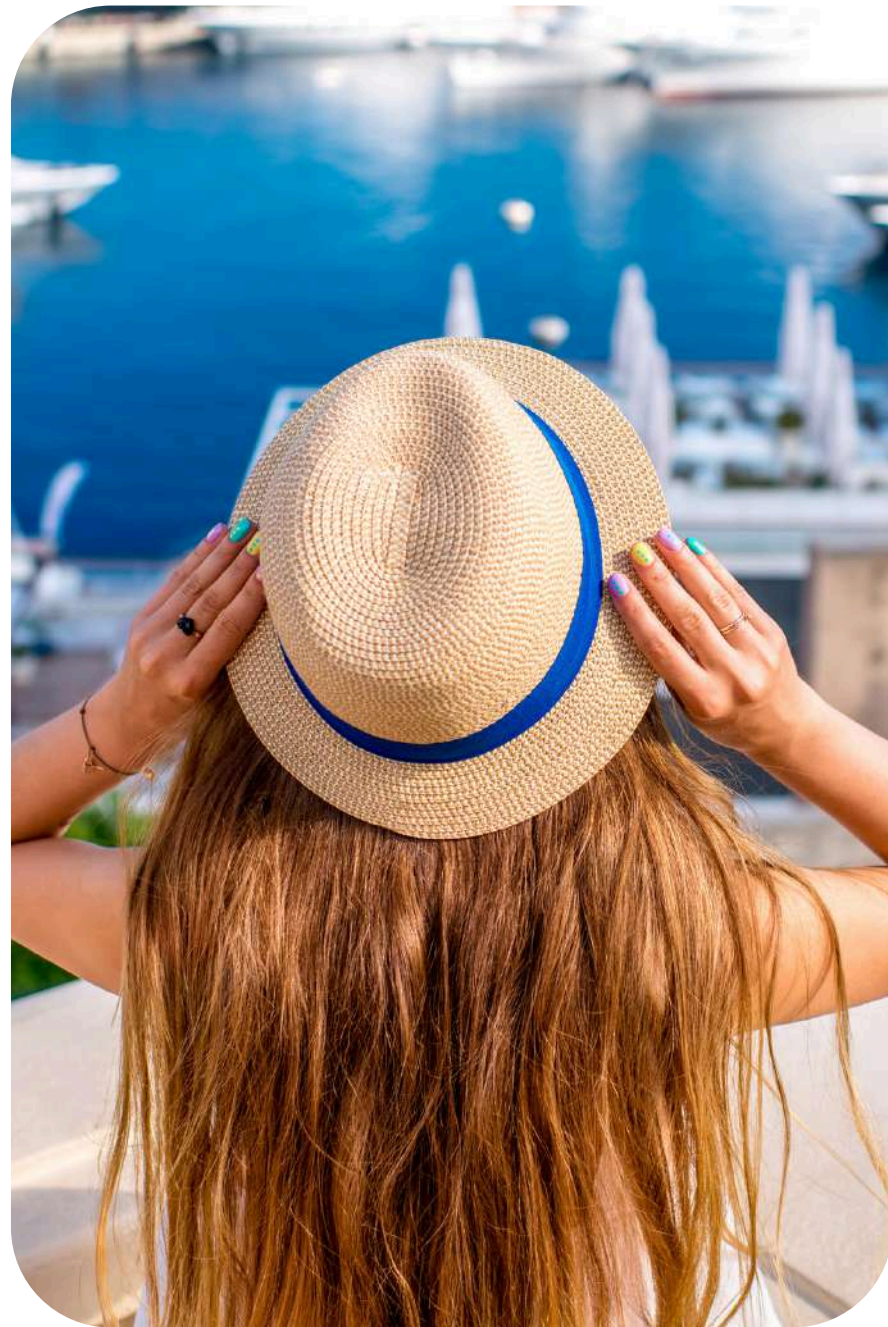
What our past exhibitor said

"The attendees were attentive and spent time at the booth"
"We had really high quality interactions"

- 87%** Number of past exhibitors keen to return to Edmonton
- 100%** Of exhibitors enjoyed the Fall timing of the expo. Was good for upcoming year booking
- 75%** Of exhibitors found the expo price to offer good value of money.



Who is attending?



Audience Snapshot

MALE / FEMALE

55% F : 45% M

AVERAGE HHI

Over 100K per year in average HHI

TRAVEL FREQUENCY

More than twice per year

WHERE DO THEY LIVE

95 % residence of Edmonton

Exhibitor Package Options



Package Option A

10 x 10 Booth
6 foot Skirted Table
2 chairs
Rear and sidewall DRAPING
Wi-fi access
Free VIP Parking
Two SHOW PASSES

\$650



Package Option B

10 x 20 Booth
TWO 6 foot Skirted Table
4 chairs
Rear and sidewall DRAPING
Wi-fi access
Free VIP Parking
Four SHOW PASSES

\$1,000

Exhibitor Package Options



Pavilion Package

400 Sq Ft Booth
FOUR 6 foot Skirted Table
6 chairs
Rear and sidewall DRAPING
Wi-fi Access
Free VIP Parking
four SHOW PASSES
LED TV
Carpeted
\$2400



Community Groups

Approved Community Group
recieve a 25% discount on booth
packages. TBD with client



EDMONTON
ADVENTURE
TRAVEL EXPO

See you in Edmonton

**Thank you for your
consideration**

**Contact: Greg Davis
info@outsidersedge.ca**

