



For Immediate Release

Contact:

Erin Callanan

erin@callananklein.com

617-905-6866

The Boston Globe Announces 2007 Boston Globe Travel Show

Event To Feature Travel Destinations from Around the World

Boston, MA, August 28, 2006 -- Following on the heels of its success in 2006, The Boston Globe today announced the 2nd Annual Boston Globe Travel Show will be held at the Seaport World Trade Exposition Center in Boston on March 23-25, 2007. The event will showcase travel destinations from around the world while highlighting both cultural exhibits and travel activities.

The Boston Globe Travel Show is a three-day event featuring a diverse set of travel exhibitors and suppliers, representing every segment of the travel industry and offering detailed information on trips to every region of the world, including New England.

Established in 2006, the show was created to bring together the New England travel community and the New England traveler. The first show featured more than 150+ exhibitors, representing 19 countries, 28 tourism boards and a wide variety of travel destinations and packagers. More than 9,000 people attended the three-day show and booked more than \$1 million in travel trips around the world.

“The Aruba Tourism Authority was extremely pleased with our investment in The Boston Globe Travel Show,” said Colleen Les Sard, Aruba Tourism Authority. “The show attracted good quality consumers – we connected with some key prospects for leisure groups and spoke to many couples who were interested in a destination wedding or Caribbean honeymoon.”

In 2007, The Boston Globe Travel Show will be the first destination for any individual or family looking to research, plan and book vacations to all parts of the world. The show will feature Special Pavilions showcasing both overseas and domestic destinations and tourism boards, from Maine to Tibet. Special Experience Areas will offer samples of experiences a traveler could expect from destinations around the world, such as culinary tasting and cooking demonstrations, luxury spa treatments, active experiences such as

-more-

golf swings and diving pools, as well as original and indigenous music and dance from cultures around the world.

The show is open to the public on Saturday, March 24 and Sunday, March 25. Special travel packages and pricing will be offered to attendees from exhibitors in attendance.

“The New England traveler is looking for new experiences and destinations all over the world,” said Mary Jacobus, president of The Boston Globe. “With more than 14 million people in the area who travel on a regular basis, The Boston Globe Travel Show is the perfect venue for travel professionals and travelers to come together to share information and experience the different cultures and destinations from around the world.”

On Friday, March 23, The Boston Globe Travel show will be open exclusively to travel agents and travel professionals. Trade Day at The Boston Globe Travel Show will offer an opportunity for these professionals to meet directly with representatives from tourism boards and suppliers and learn more about their offerings, participate in educational sessions and enjoy the second Annual Industry Reception.

For more information about exhibiting at the 2007 Boston Globe Travel Show, contact Cyndie Gardner at 203 622 7509 or visit www.boston.com/travelshow. To learn more about sponsorship opportunities, contact Ted Petersen at 617 929 7080.

About The Boston Globe

The Boston Globe is wholly owned by The New York Times Company (NYSE: NYT), a leading media company with 2005 revenues of \$3.4 billion. The New York Times Company includes The New York Times, the International Herald Tribune, The Boston Globe, 15 other daily newspapers, nine network-affiliated television stations, two New York City radio stations and 35 Web sites, including NYTimes.com, Boston.com and About.com. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

###