



For Immediate Release

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2007 Boston Globe Travel Show Tops 100 Leading Exhibitors

Limited Booth Space Selling Fast and Expected to Sell Out

Boston, MA, January 3, 2007– More than 100 leading travel companies and associations have already signed on to exhibit at the 2007 Boston Globe Travel Show, scheduled for March 23-25, 2007, at the Seaport World Trade Exposition Center in Boston. The pace of exhibitor sign-ups continues to lead last year's event and the 2007 show is expected to sell out of space, making it the *can't-miss* travel show for New England.

From family destinations such as Busch Gardens and Colonial Williamsburg to international vacations in Nepal and Tahiti, the 2007 Boston Globe Travel Show will showcase a wide variety of travel destinations from around the world. Attendees can research, plan and even book vacations at the themed pavilions showcasing both overseas and domestic destinations and tourism boards, including New England. Special Experience Areas will offer travelers culinary tastings and cooking demonstrations, luxury spa treatments, active experiences such as golf swings and diving pools, and original and indigenous music and dance from global cultures.

Busch Entertainment and the Aruba Tourism Authority have signed on as premier Travel Show sponsors. Industry partners include New England Inns & Resorts, Africa Travel Association, Canadian Tourism Commission, Caribbean Tourism Organization, Pacific Asia Travel Association and the United States Tour Operators Association.

About The Show

Established in 2006, the show was created to bring together the New England travel community and the New England traveler. The first show featured 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.

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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. A Trade Day also has been created for travel trade attendees on Friday, March 25, including a Travel Industry Conference featuring 30 top travel executives in topical seminars and accredited workshops.

More than 200 exhibitors are expected to be in attendance at the show. 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

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