



For Immediate Release

Contact:

Erin Callanan

erin@callananklein.com

617-905-6866

Arthur Frommer, Dean of Budget Travel, Added to List of Speakers at 2007 Boston Globe Travel Show

Boston, MA, November 27, 2006 – Arthur Frommer, the nation's foremost authority on budget travel, will join a host of esteemed speakers at the 2007 Boston Globe Travel Show, scheduled to be held March 23-25, 2007 at the Seaport World Trade Center in Boston.

Frommer will be joined by his daughter, travel expert Pauline Frommer. Pauline is carrying on the family legacy, creating her own new series of travel books designed to bring budget travel to a new generation. The Frommers will address the show's 9,000+ expected attendees on Saturday, March 24.

The 2nd Annual Boston Globe Travel Show will showcase travel destinations from around the world while highlighting both cultural exhibits and vacation activities. A diverse set of travel exhibitors and suppliers, representing every segment of the travel industry, will offer detailed information on trips to every region of the world, including New England.

In addition to Arthur and Pauline Frommer, the list of featured speakers includes Peter Greenberg, travel editor for the Today Show, MSNBC and CNBC, who will address the event's audience on Sunday, March 25. Admiral George Naccara, Federal Security Director at Boston's Logan International Airport, will speak to travel professionals at the show's Trade Day on Friday, March 23.

Arthur Frommer's career in travel began when he was drafted into the Korean War. Upon learning he spoke five languages, he was sent to Europe and served as a corporal in the U.S. Army Intelligence. In his spare time he wrote *The GI's Guide to Traveling Europe*, which was an instant success and opened up European travel to the many serviceman stationed in Europe. Upon his release from the Army, Frommer wrote *Europe on \$5 a Day*, teaching Americans they could afford to travel and ushering in the age of modern tourism. Today, Arthur Frommer is editor-in-chief of *Arthur Frommer's Budget Travel*

-more-

Magazine. He also is the author of many travel books including *Arthur Frommer's Branson!* and *Arthur Frommer's New World of Travel*.

Frommer's® travel guides, published by Wiley, Inc., consist of more than 300 titles reaching over 6 million travelers each year, covering every major destination in the world. *Frommer's* has also developed a major Web presence, and more than a dozen travel lines for every type of traveler, from budget to deluxe, but the series remains faithful to its original mission – to make travel a time of adventure and self-discovery.

In addition to the host of prominent speakers, The Boston Globe Travel Show will feature Destination Pavilions showcasing both overseas and domestic destinations and tourism boards. Vacation 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, activities such as golf swings and diving and kayaking 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. Exhibitors will offer special travel packages and pricing to travelers who book trips 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

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.

###