

The Boston Globe

PRESS RELEASE – for immediate release

CONTACT: Erin Callanan erin@callananklein.com 617-905-6866

The 2009 Boston Globe Travel Show Attracts More Than 17,000 Consumers and 1,600 Trade Professionals

Boston, MA, March 17, 2009 – More than 17,000 New Englanders explored exotic winter escapes at the 2009 Boston Globe Travel Show, held at the Seaport World Trade Center February 20-22. This major three-day travel event featured exhibitors from around the world, trip giveaways, travel deals exclusive to the show, cultural and culinary presentations, book signings and more.

This year, despite tough economic times, the Boston Globe Travel Show showed an increase in the number of exhibitors and maintained its high volume of consumer and trade attendance. In addition to the more than 17,000 consumers, the show also welcomed 1,600 trade professionals, for a 3-day attendance total of 18,724. The first-ever complimentary Friday night preview to the consumers was a huge success and a similar soft opening is planned for 2010.

The Travel Show featured a diverse set of travel exhibitors and suppliers, representing every segment of the travel industry. This year's Travel Show showcased a vibrant and dynamic show floor, with more than 40 presentations including food demonstrations from culinary experts; live performances with exotic animals and cultural dances; informational seminars with travel experts such as Patricia Schultz and Arthur and Pauline Frommer; and hundreds of destination choices from Costa Rica to China. In total, 280 booths were present at the 2009 Boston Globe Travel Show.

The 2010 Boston Globe Travel Show is scheduled for February 19-21, 2010 at the Seaport World Trade Center, Boston.

All information about the 2009 show, entertainment and trip giveaways, as well as a full list of exhibitors that were present can be found on the Boston Globe Travel Show Web site at www.bostonglobetravelshow.com.

Boston Globe Travel Show Sponsors

[Aruba Tourism Authority](#) was a Supporting Sponsor of the 2009 Boston Globe Travel Show. Lead sponsors were [Vacation Outlet](#), [Hunt's Photo and Video](#) and [Worlds of Discovery](#) (including SeaWorld, Busch Gardens, Adventure Island, Water Country USA, Discovery Cove, Sesame Place and Aquatica). Contributing sponsors were [Azores Express](#) and [TNT Vacations](#) and [The British Virgin Islands](#).

About The Boston Globe:

The Boston Globe is wholly owned by The New York Times Company, a leading media company with 2008 revenues of \$2.9 billion, which includes The New York Times, the International Herald Tribune, The Boston Globe, 16 other daily newspapers, WQXR-FM and more than 50 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.
