



For Immediate Release

Contact:

Erin Callanan

erin@callananklein.com

617-905-6866

**Andy Stuart, Norwegian Cruise Line Executive,
to Deliver Keynote at 2008 Boston Globe Travel
Show Trade Conference**

Conference to Include CEU-Accredited Seminars

Boston, MA, January 28, 2008 – Andy Stuart, executive vice president of marketing, sales and passenger service for NCL Corporation, will deliver the keynote address at the 2008 Boston Globe Travel Show. The luncheon keynote will take place on Friday, February 22, as part of the show's trade conference.

Mr. Stuart is responsible for marketing, domestic and international sales, revenue management, public relations and passenger services for the company's three brands – Norwegian Cruise Line, NCL America and Orient Lines. Mr. Stuart was involved with a recent 10-year agreement with the Massachusetts Port Authority designating NCL as the exclusive cruise line to sail from Boston to Bermuda. At the Travel Show, he will address an audience of travel professionals on *The State of the Cruise Industry*.

More than 300 travel professionals are expected to attend the conference, which will take place from 10 a.m. - 3 p.m. Friday, February 22, at the Seaport World Trade Center in Boston. The conference will kick off the 3rd annual Boston Globe Travel Show, New England's largest and most comprehensive travel expo.

In addition to Mr. Stuart, conference attendees will have the opportunity to hear from Cheryl Hudak, president & CEO of the America Society of Travel Agents. Ms. Hudak will address the conference on *Lessons Learned for Agent Success*.

The conference will offer a host of seminars and workshops, some of which are eligible for CEU credits toward CLIA, ACC and MCC accreditation. These seminars include:

- **Professional Selling Skills** – presented by Bernie Blomquist, manager - training and development, Cruise Lines International Association
- **Web Training Workshop** – presented by Max Hartshorne, owner/editor, GoNOMAD
- **Technology in Development of Home-Based Agents** – presented by Jackie Friedman, CTC, CTIE, general manager, Nexion, Inc.

- **Panel Discussion: Innovations in 2008 Cruising** – moderated by David Crooks, vice president of cruise product & industry relations, World Travel Holdings. Panel participants include Ken Muskat ACC, vice president of sales, Royal Caribbean International; Joni Rhein, vice president of sales development, Costa Cruises; Keith Lane, vice president, field sales, Celebrity and Azamara Cruises; Adolfo Perez, vice president, reservation sales, Carnival Cruise Line; Bo Fridsberg, vice president, Hurtigruten; and Andy Stuart, executive vice president of marketing, sales & passenger service, Norwegian Cruise Line
- **Panel Discussion: Making More by Thinking Outside the Box** – moderated by Nigel Osborne, executive vice president, Key Tours International Ltd. Panelists include Ed Cocco, president, Travelex; Ecdat Poyraz, manager - New England, Picasso Travel; and Richard Walton, founder, Global Vision International

A full schedule and description of the seminars can be found at http://www.bostonglobetravelshow.com/conference_schedule.htm

The 2008 Boston Globe Travel Show will showcase an array of travel destinations from around the world, from family-oriented destinations like the beaches of Florida to international vacations in Indonesia and Ireland. Attendees can book trips with incredible savings at themed pavilions showcasing both overseas and domestic destinations and tourism boards. Special experience areas will offer cooking demonstrations, travel workshops and seminars with travel celebrities and experts, free trip giveaways, a scuba diving pool, and live music and cultural performances from around the globe.

2008 Boston Globe Travel Show sponsors include Aruba Tourist Authority, Anheuser-Busch Adventure Parks, Carnival Cruise Lines, New Brunswick Tourism, Vacation Outlet, Azores Tourism, Costa Cruises, New Hampshire Department of Travel & Tourism, TNT Vacations, Massachusetts Port Authority, Cruise Travel Outlet, The Bethel Inn Resort, Green Mountain Railroad, InnSeason Resorts, Mount Washington Hotel & Resort at Bretton Woods, Poland Spring Resort, The Colony Hotel, Waterville Valley Resort Association, and The Scuba Tour.

In 2007, the show attracted more than 200 travel industry exhibitors and over 13,000 attendees, and more than \$2 million in travel was booked onsite at the show. The 2008 event is expected to draw even more exhibitors and attendees.

The Travel Show will open to the public on Saturday, February 23 from 10 a.m. - 6 p.m. and on Sunday, February 24 from 10 a.m. - 5 p.m. Tickets for the show are \$10 and are available at the show or in advance at www.bostonglobetravelshow.com.

For more information about exhibiting at the 2008 Boston Globe Travel Show, contact Liesl Robinson at 203-622-6666.

About The Boston Globe

The Boston Globe is wholly owned by The New York Times Company (NYSE: NYT), a leading media company with 2006 revenues of \$3.3 billion, including The New York Times, the International Herald Tribune, The Boston Globe, 15 other daily newspapers, WQXR-FM and more than 30 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.