



For Immediate Release

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The Boston Globe Announces 2008 Boston Globe Travel Show

Event to Bring Together Travel Professionals and Consumers to Showcase Travel Destinations Around the World

Boston, MA, October 25, 2007 – From Africa to Alaska and everywhere in between, The Boston Globe will showcase travel destinations from around the world at the 2008 Boston Globe Travel Show. The third annual event will be held at the Seaport World Trade Center in Boston on February 22-24, 2008.

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. Established in 2006, the show was created to bring travel industry experts to Boston to share new information and present vacation opportunities to thousands of interested travelers from the New England region.

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

New Brunswick Tourism, Costa Cruises, The Bethel Inn Resort and The Scuba Tour have signed on as sponsors of the 2008 Boston Globe Travel Show. Other industry partners include New England Inns & Resorts, Pacific Asia Travel Association, The OutTraveler, The Africa Travel Association, and PlanetOut, Inc.

“The Boston area is an important market to New Brunswick Tourism. By sponsoring this show in 2007, we were able to have direct consumer contact with over 10,000 visitors,” said Natalie Wiggins, New Brunswick Department of Tourism and Parks. “Consumers attending the show were very eager to learn more about our destination and many came to plan their vacation with us. It was a great success.”

In 2008, The Boston Globe Travel Show will be the destination for any individual, couple or family looking to research, plan and book vacations across the world. The show will feature special pavilions showcasing both overseas and domestic destinations and tourism boards, from Maine to Tibet. There will be an array of activities to showcase different travel experiences throughout the world, from cooking demonstrations, cultural music and dancing, a virtual driving range, travel seminars and scuba diving in a dive pool.

“Over the past two years, New England travelers have spent more than \$2 million booking vacations at the Boston Globe Travel Show,” said Sam Martin, chief advertising officer, The Boston Globe. “The show is the perfect destination for the travel professional looking to showcase his or her destination to the more than 14 million people in New England who travel on a regular basis.”

On Friday, February 22, 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 professionals to meet directly with representatives from tourism boards and suppliers and learn more about their offerings while attending educational seminars.

The Travel Show will be 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. To learn more about sponsorship opportunities, contact Ted Petersen at 617-929-7080 or visit www.bostonglobetravelshow.com.

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.

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