



**For Immediate Release**

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## **The Boston Globe Names Seven to Advisory Board for 2008 Boston Globe Travel Show**

Boston, MA, November 12, 2007 – The Boston Globe has created an advisory board of seven travel professionals to provide insight and advice on establishing the 2008 Boston Globe Travel Show as the premier regional event for travel professionals and consumers alike.

The members of the advisory board include:

- David Crooks, Vice President of Cruise Product & Supplier Relations, World Travel Holdings
- Marcia Duffy, director of cruise marketing, MassPort
- Steve Horan, manager, Milne Travel (American Express)
- Irene Ross, CTC, immediate past president, New England ASTA and ASTA National Board of Directors
- Todd Satterlee, Business Development Director, Carnival Cruise Lines
- David Thrower, MCC, CTA, director, NACTA Boston Chapter
- Robert Weiss, publisher, Travel New England

“Bringing together this group of leading industry professionals will ensure the 2008 Boston Globe Travel Show is even more successful than in years past,” said Sam Martin, chief advertising officer, The Boston Globe. “Their enthusiasm, expertise and willingness to embrace the show, is invaluable. Their vision and insight into travel trends will help to guarantee the overall success of the show.

Established in 2006, 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. The 2008 event will be held at the Seaport World Trade Center in Boston on February 22-24, 2008.

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.

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New Brunswick Tourism, Costa Cruises, The Bethel Inn Resort, InnSeason Resorts, Poland Spring Resort, Mount Washington 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.

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](http://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](http://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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