



For Immediate Release

Contact:

Erin Callanan

erin@callananklein.com

617-905-6866

The Boston Globe Announces Industry Support for Boston Globe Travel Show

Planet Out, Africa Travel Industry, Pacific Asia Travel Association and Others Join on to Support 2008 Show

Boston, MA, December 21, 2007 – From the Africa Travel Industry (ATA) to New England Inns & Resorts Association, the 2008 Boston Globe Travel Show has lined up a host of industry support for the 2008 show. Each of the associations and organizations will help to drive incremental attendance to the show through outreach to its audience and members.

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.

Support for the 2008 Boston Globe Travel Show will come from:

- **Africa Travel Association (ATA)**, the premier international travel industry trade association promoting tourism to the African continent and intra-Africa travel and partnership since 1975.
- **Cruise Lines International Association (CLIA)**, the world's largest cruise association. CLIA is dedicated to the promotion and growth of the cruise industry.
- **New England Inns & Resorts Association (NEIRA)**, founded in 1907 by owners and managers of B&B's, hotels, motels, resorts, and inns dedicated to providing the finest hospitality possible. More than 350 member properties include small bed and breakfasts, hotels, inns, motels, as well as grand resorts in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
- **The Out Traveler**, the world's largest magazine for gays and lesbians with 250,000 subscribers, inspires sophisticated consumers by showcasing thoughtful and transformative travel experiences that set The Standard of Gay Travel.

- **Pacific Asia Travel Association (PATA)**, a membership association acting as a catalyst for developing the Asia Pacific travel and tourism industry. PATA enhances the growth, value and quality of travel and tourism to, from and within the region.
- **PlanetOut**, the leading media and entertainment company serving LGBT people, and includes brands The Out Traveler, Outtraveler.com, Gay.com, The Advocate and Out.

Each association will also have an exhibit space at the show, showcasing its unique organization. In addition, on Friday, February 22, CLIA will offer a presentation on professional selling skills for travel professionals. On Saturday, February 23, PlanetOut will offer a consumer seminar titled Gay Travel: Hot New Destinations, Events, Tours and Cruises.

Aruba Tourist Authority, Carnival Cruise Lines, New Brunswick Tourism, Vacation Outlet, Costa Cruises, The Bethel Inn Resort, InnSeason Resorts, Poland Spring Resort, Mount Washington Hotel & Resort at Bretton Woods, Green Mountain Railroad and The Scuba Tour have signed on as sponsors of the 2008 Boston Globe Travel Show. 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.

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.

###