



Exhibitor Prospectus

The Boston Globe
travel
show

February 10-12, 2012

Seaport World Trade Center / Boston, MA



Gain Exposure, Book Business and
Build Brand Awareness Among New England's
most Affluent and Educated Consumers!

boston.com/travelshow

The Boston Globe Travel Show – Where enthusiasts and experts alike can preview what's hot and new for 2012 travel!

Not just a Show - a Total Travel Experience

- Destinations and tour operators from around the world
- Seminars and expert advice on the latest travel issues and trends
- Live cultural entertainment
- Children's activities - featuring live animal presentations, games, moon bounces and lounge area
- Culinary demonstrations
- Food & wine tastings
- Live interactive honeymoon game show

Connect with thousands of travel-minded adults at the largest attended travel show in the United States!

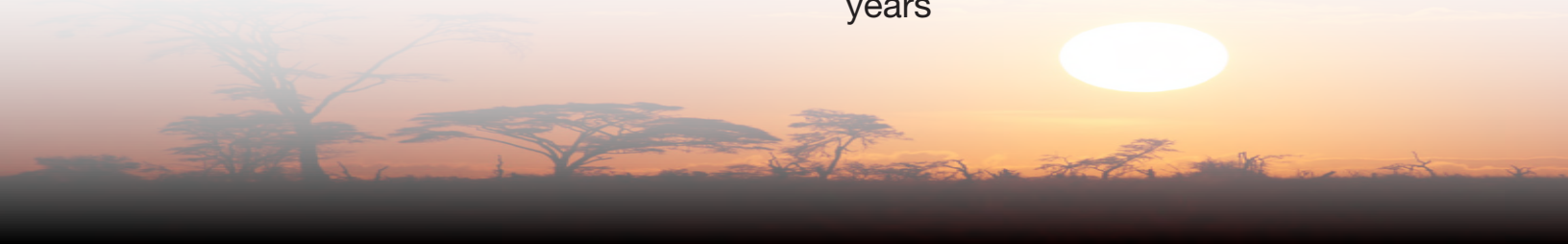
- The 6th Annual Boston Globe Travel Show drew 18,421 consumers and 2,143 trade attendees for a three day total attendance of 20,564.
- Our attendees come prepared to **book**! In 2011, exhibitors booked over **\$5 million in business** directly at the show...and the return continues many months following!
- Meet face to face with hundreds of travel agents during exclusive trade hours and participate in educational seminars/workshops.

Boston Adults are Active Travelers

- Boston ranks 2nd in the country for leisure travel
- Boston ranks 1st in the country for overnight personal trips taken in the last year
- 844,000 adults plan to take a family vacation in the next year
- 271,100 adults plan to take an adventure (hiking, climbing, etc.) vacation in the next year
- 170,700 adults went on an all-inclusive resort vacation in the last year



- 40% of Boston Globe readers spent \$5,000+ on their last vacation
- 36% of Boston Globe readers traveled outside the US 3+ times in the past 3 years



Publicity and Promotion

The Boston Globe Travel Show is the **largest attended** travel show in the United States, and here's why - Robust \$1million advertising and marketing campaign including:

- Full-page color ads in The Boston Globe and Worcester Telegram & Gazette
- The Boston Metro
- Lola and Globe Magazine
- Boston.com
- BostonGlobeTravelShow.com
- Top 10 Radio Stations in market
- Over 30 posters in MBTA and Commuter Rail Stations
- Globe Truck Wraps
- Email Marketing to partner lists, past attendees and Boston Traveler e-newsletter
- Cross Promotions
- Extensive Public Relations efforts - TV and radio appearances
- Social Media - Facebook and Twitter
- Trade Print & Online Marketing - Travel Weekly, JaxFax, Travel Agent Central, Modern Agent, Agent@Home, eTurbo News, Travel World News, Trav Media, Travel Pulse

The Official Show Guide

- Tabloid highlighting show sponsors, exhibitors, special offers, trip giveaways, floor plan and additional travel themed content
- Published prior to the show, inserted full run in The Boston Globe, Worcester T & G, The Boston Metro and handed out onsite at the show.



Media & Industry Partners:

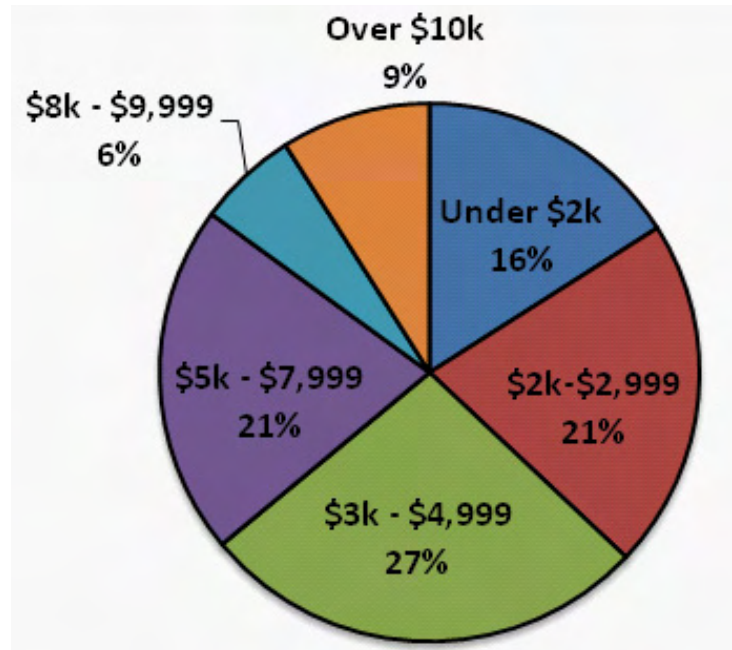




BOSTON GLOBE TRAVEL SHOW ATTENDEES ARE HIGHLY DESIRED, AND ENGAGED AUDIENCE

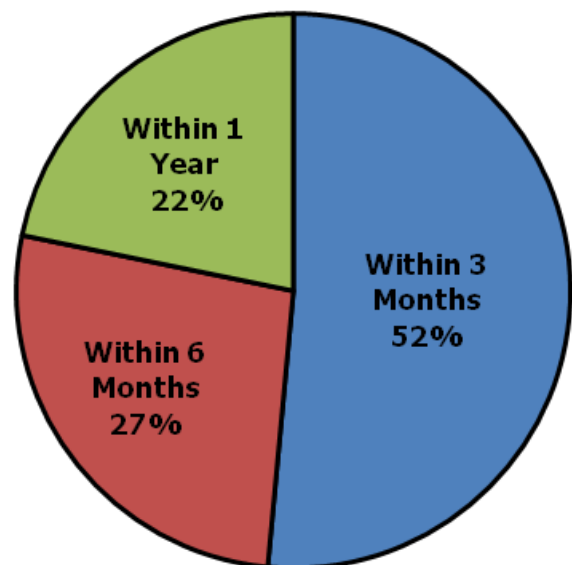
Attendees are spending high dollars on travel annually

- 63% spend more than \$3,000 on their vacations
- 36% spend more than \$5,000



86% of attendees plan to book with a show exhibitor within:

- 52% will book within 3 months of the show
- 79% will book in less than 6 months

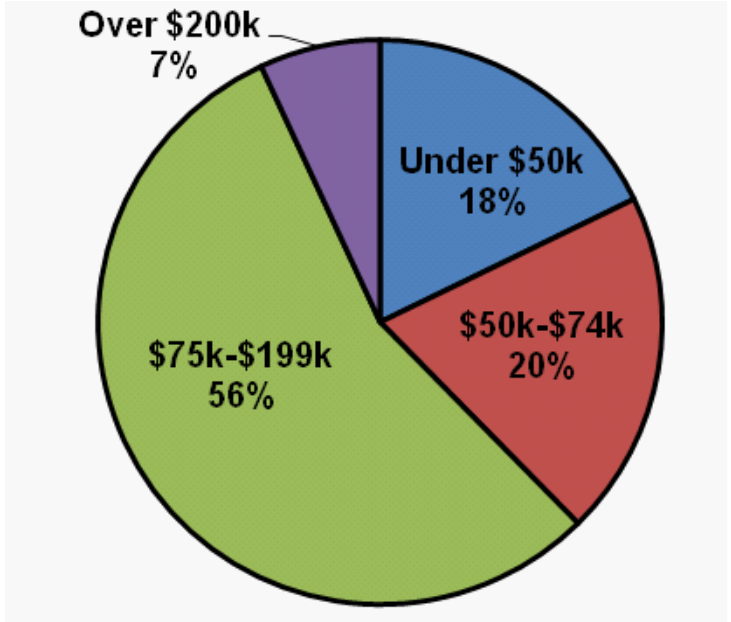


"Participation in the Boston Globe Travel Show is always a part of our marketing plans. We are consistently impressed by the quality of the audience that attends the show. It has become the must-see event for the educated traveller."
- Lily Etemadi, VISIT FLORIDA



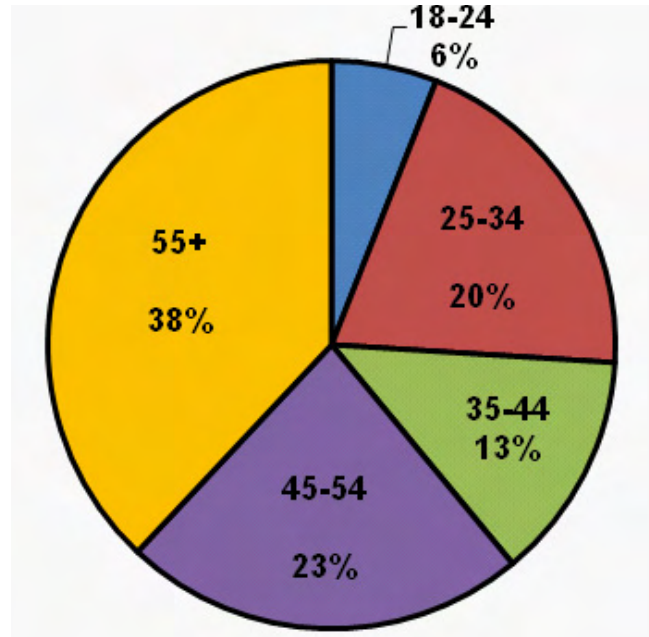
Attendees have high household income

- 63% earn more than \$75,000
- Of that 46% earn more than \$100,000



Age of Attendees

- 56% of attendees are between the ages of 25-54
- 61% are 45+ years of age



Additional Profile Information:

61% are Female

59% are Married

33% are Single

99% were Satisfied to Very Satisfied with the Show

93% indicated they would attend again in 2012

93% found the Show Guide information and Ads helpful

"We've been so pleased year after year by the great consumer exposure offered by The Boston Globe Travel Show. We are already planning to staff up for 2012!" - Pam Shaw, Globus Family of Brands

Our booth packages come fully loaded

Meet directly with thousands of potential customers for one low, all-inclusive price. Booth space comes complete with decor, pre-show and onsite promotion that you can't get anywhere else.

Reserve now and your company will receive:

PROMOTION

- 1 column x 2" ad in the official show guide included as an insert in The Boston Globe
- Organization name and booth number listed in Show Directory of the show guide
- Company name and website listing in full and half page promotional ads in The Boston Globe
- Organization name, description and website link included on show website
- Show-only specials, discounts and giveaways listed on show website and in the show guide, inserted in The Boston Globe newspaper prior to the show and distributed onsite
- Listings in promotional emails
- Unlimited complimentary Expo & Trade passes

BOOTH DECORATION

(per 10'x10' booth space)

- One 6' draped table
- Two chairs and one wastebasket
- Pipe and draped back wall and side rail
- Carpeting
- 7" x 44" b/w organization identification sign
- Complimentary wireless internet access

Past list of exhibitors:

4 Star South America
A&A Services
ABC Destinations
A Classic Tours
Access China Tours
Adventures in Rock
Aer Lingus
Afar Media
Africa Travel Association
Africa Adventure Consultants
African Network Travel & Tours Ltd.
Air Malta
Alaska Bicycle Tours
Alitalia Airlines
Allenby Travel
All Star Vacation Homes
AMA Waterways
Amazing Irish Tours
American Laser Centers
American Society of Travel Agents
America's Vacation Center
Ameriprise Financial Services Inc.
Amtrak Downeaster
Anchorage Alaska - Big Wild Life!
Anguilla Tourist Board
Anheuser-Busch Adventure Parks

Antigua & Barbuda Dept of Tourism
Appalachian Mountain Club
Apple Vacations
Arabella Cruises
Aruba Tourism Authority
Asia Adventures
Ask Me About Destination Weddings
Aspire Down Under
ASTA Concierge Tours, Inc.
Atlantic City CVB
ATS Tours
Attitash Mountain Village
Authentic Ireland
Auto Europe
Avis & Budget Rent-a-car
Azamara Cruises
Azores Tourism Association
Bahamas Tourist Office
Bahr el Jebel Safaris
Banwari Experience
Balsams Grand Resort
Barbados Tourism Authority
Bay Ferries Ltd / The CAT
BBW Travel
Beaches of Fort Myers & Sanibel
Best Western Centre Ville/City Center

"First time attending, Jay Peak Resort and Golf Club will return. Great attendance, vibrant atmosphere, pretty smooth sailing. Glad we attended!" - Steve Vance, Jay Peak Resort & Golf Club

Bermuda Department of Tourism
Best Single Travel
Bethel Inn Resort
Beyond Yachting & Voyage
Big Five Tours & Expeditions
Bimini Bay Resort and Marina
Blue Bird Travel & Tour P. Ltd
Blue Man Group
Bolongo Bay Beach Resort
BookSmart Tours
Borders Bookstore
Boston & DC Chocolate Tours
Boston Volvo Village
Brendan Worldwide Vacations
BresciaTourism
Bretts Luggage / Travel Pro
Brian Moore International Tours
Briggs & Riley Luggage
British Virgin Islands Tourist Board
Busch Gardens/SeaWorld/Discovery Cove
Canada Border Services Agency
Canada Tourism Commission
Cape Air
Car Italy & Tours
Caribbean Residence Clubs
Caribbean Tourism Development Co.
Carnival Cruise Lines
Cayman Islands Department of Tourism
Celebrity Cruises
Central American Resort Rentals LLC
Champion Holidays
CharterAuction.com
Chatham Bars Inn
China National Tourist Office
China Travel Service (USA) Inc.
China Xinhai Int'l
CIE Tours International
Club ABC Tours
Club Med
Collette Vacations
Colonial Williamsburg Foundation
Colorado Tourism Office
Conservation Corporation Africa
Consulate General of Japan in Boston
Contiki Holidays
CVB of Greater Portland
Costa Cruise Lines
Costa Rica Experts
Costa Rica Tourism Board
Couples Resorts
Cranwell Resort, Spa & Golf Club
Creative Culinary Tours
Crotched Mountain Resort
Cruceos Australis
CruCon Cruise Outlet
Cruise Brothers
Cruise Holidays at the Staline
Cruise Lines International Association
Cruise North Expeditions Inc.
Cruise Travel Outlet
Cultural Travel
Cultural Vacations & Safaris
Curacao Tourism Board
Czech Vacations
Delfinito de Mexico
Delsy Luggage
Dept of Tourism for Antigua & Barbuda
Destination Anchorage Alaska!
Destination Southwest Nova Scotia
Destination St. John
Discovery Adventures
Disney Destinations
Divi & Tamarijn Aruba Resorts
Divi Resorts
Dollar Thrifty Automotive Group
Dominican Republic Tourism Board
Doral Golf Resort & Spa
Durgan Travel
Eagle Creek Luggage
Earth River Expeditions
Earthwatch Institute
Edgartown Residence Club
Egyptian Tourist Authority
Elder Hostel
Encanto Resorts
Essex Street Inn
eTurboNews
Eurocartt
Eurostar
eWaterways
Experience Plus! Bicycling Tours
Fiji Islands Visitors Bureau
Floridas Gulf Islands
Florida's Space Coast Tourism
Floridays Resort Orlando
Foxwoods Resort Casino
Frontiers North Adventure
Funjet Vacations
G.A.P Adventures
Gate 1 Travel
Ginn Hammock Beach Resort
Global Exchange, Reality Tours
Global Safari Group
Global Vision International
Golf Scotland of New England
Goway Travel Inc.
Grace Leathers
Grand Circle Travel
Grand Holidays Ethiopia Travel
Grand Tourist
Great Falls Regional Chamber
Greater Boston Radio, Inc WBOS
Greater Ft. Lauderdale CVB
Greater Portsmouth Chamber
Green Mountain Railroad
Guadalajara CVB
Guadeloupe Islands
Guatemala Tourism Board
Gutsy Women Travel
H2Outfitters
Hard Rock Treks
Harlequin Hotels & Resorts
Hartmann Luggage
Hawk Inn and Mountain Resort
Hilton Grand Vacations Club
Holland America Line

Homeric Tours
 Horizon Travel
 Hotel Auberge Universeel
 Hotel de la Montagne
 Hotel Du Fort
 Hungarian National Tourist Office
 Hurtigruten
 Iceland
 Icelandair
 ImaginExpeditions
 Imagine Vacation Homes
 India Tourism
 Indonesian Government
 Inn at Roberts Grove
 Inn of Lincoln
 InnSeason Resorts
 Insight Vacations
 Int'l Appalachian Trail
 Intimate Caribbean Resorts
 Intrav & Clipper Cruise Line
 Intrepid Travel
 Islands in the Sun
 Israel Ministry of Tourism
 Jamaica Tourist Board
 Jerome Press, Inc.
 Jay Peak Resort & Golf Club
 Jordan Tourism Board
 Joy Tours & Safaris
 Keith Prowse Tickets
 Kennebec Valley Tourism Council
 Kennebunk/Kennebunkport Chamber
 Key Tours International
 Kings Creek Plantation
 Kumuka Worldwide
 Lafayette Hotels of New England
 Lake Morey Resort
 Lakutaia - Cape Horn
 Latitude Alaska
 Leisure India Tours
 Liberty Travel
 LimoLiner
 Logan Int'l Airport / Cruiseport Boston
 Loto-Quebec International Fireworks
 Luggage Forward
 Maine Beaches Association
 Maine Campground Owners
 Maine Highlands, The
 Maine Innkeepers
 Maine Office of Tourism
 Maine Windjammer Association
 Maine's Lakes & Mountains Tourism Council
 Marriott Vacation Club
 Martinique Promotion Bureau
 Martinique Promotion Bureau - CMT USA
 Massachusetts Office of Travel and Tourism
 Massachusetts Port Authority
 MASS Diving
 Meadowlands Liberty CVB
 Memorable Costa Rica
 Messaging Insoles
 Mexico Tourism Board
 Migis Hotel Group
 Miller South America
 Milne Travel/American Express Vacations
 Mohegan Sun
 Montserrat Tourist Board
 Morocco National Tourism Office
 Mount Washington Cruises
 Mount Washington Resort
 Mount Washington Valley Accommodations
 Mountain Edge Resort & Spa
 Mountain View Grand Resort
 MouseEarVacations.com
 myguideTravel
 MyTV
 Mystic Tours
 Naples/Marco Island/Everglades CVB
 Nevis Tourism Authority
 New Brunswick Tourism & Parks
 New England Vacation Rental Mgrs Assoc.
 New England Inns & Resorts Association
 New Hampshire Dept of Travel & Tourism
 New Orleans Metropolitan CVB
 Newport County CVB
 Newport Rhode Island Visitors Bureau
 NewPro
 New Smyrna Beach, FL
 Nexion
 Ngorongoro Conservation Area Authority
 Niche Cruise Marketing
 Nicholson Yacht Charters, Inc.
 Nickelodeon Suites Resort / LEGOLAND
 Norwegian Coastal Voyage / Innov Norway
 Norwegian Cruise Lines
 Nova Scotia Tourism Culture & Heritage
 NW Explorations
 Oak Plantation Resort
 Ocean Hospitalities
 Okemo Valley
 Olympia Hotels
 OneSimCard
 Owens Corning
 Pacific Asia Travel Association
 Pacific Delight World Tours
 Pacific Lots of Costa Rica
 Palace Resorts & Le Blanc Spa Resort
 Palm Beach County CVB
 Papua New Guinea Tourism
 Peabody Essex Museum
 Penguin Windows
 Pennsylvania Convention & Visitors Bureau
 Performance Media Group / Modern Agent
 P&H Travel
 Philadelphia and Its Countryside
 Pink Shell Beach Resort & Spa
 PlanetOut Inc
 Platinum Seminars
 Pocono Mountains
 Point Pleasant Inn & Resort
 Point Sebago Resort
 Poland Spring Resort
 Portland Regency Hotel & Spa
 Premier Cancun Vacations
 Presto Tours Italy
 Puerto Rico Tourism Company
 Putney Inn
 Qantas Vacations
 Quebec Arts Tours
 Quebec City Summer Festival
 Quebec Maritime
 Radisson Resorts, Aruba & St. Martin
 Raffles Resort Canouan Island
 Renaissance Providence Hotel
 Rescom Exteriors
 Residential Cruise Line
 Rex Resorts
 Rick Steves Travel Gear
 Rim-Pac International, Inc.
 Rippleffect
 Ritz Tours
 Romanian Tourist Office
 Rose Hall Resort & Country Club
 Rosetta Stone
 Royal Caribbean Cruise Lines
 Samoset Resort
 Samsonite Luggage
 Sandals and Beaches Resorts
 Sandy's by the Shore
 Sarasota & Her Islands
 Scrub Island Resort Spa & Marina
 Sebasco Harbor Resort
 Select Registry Distinguished Inns
 Show of the Month Travel Club
 Sirenis Hotels & Resorts
 Society for Accessible Travel & Hospitality
 Somak Safaris
 Solis Palmyra Resort & Spa
 Sonesta Hotels, Resorts and Nile Cruises
 Southern Maine Coast Tourism Association
 Southwest Airlines Vacations
 Sunset Resorts
 Spirit Vacations
 Spruce Point Inn Resort & Spa
 Squam Ridge and River Landing
 St. Andrews by the Sea
 St. Kitts Tourism Authority
 St. Lucia Tourist Board
 St. Lucie County Tourist Development
 St. Maarten / St. Martin Tourist Office
 St. Petersburg/Clearwater Area CVB
 Stage Neck Inn
 Starwood Caribbean Resorts
 Stowe Area Association
 Summer Bay Resorts
 Sun Village Resorts & Spa
 SunStream Hotels & Resorts
 Sunterra Resort Management, Inc.
 SuperClubs Resorts
 Swany America Walkin Bag
 Sweden Experience
 TACV - Cabo Verde Airlines
 Tahiti Tourisme
 Taiwan Tourism
 Tam Brazilian Airlines
 Tampa Bay Convention & Visitors Bureau
 Tauck World Discovery
 The Bethel Inn Resort
 The Colony Hotel
 The Cottages at Summer Village
 The Countryman Press
 The Embassy of the Republic of Indonesia
 The Equinox Resort and Spa
 The Hamptons Visitors Council
 The Inns & Spa at Mill Falls
 The Islands of the Bahamas
 The Maine Highlands
 The Racing School
 The Travel Department
 The Travel Institute
 Thomson Safaris
 Tidan Hotels
 TNT Vacations
 Tourism Authority of Thailand
 Tourism Cares for Tomorrow
 Tourism Flanders, Belgium
 Tourism Ireland
 Tourism Malaysia
 Tourism Prince Edward Island
 Tourisme Montreal
 Tourisme Quebec
 Tourist Office of Spain
 Trade Winds Cruise Club
 Travel IndoChina
 Trinity Broadcasting Network
 TR Management Corp.
 Trafalgar Tours
 Trapp Family Lodge
 Travel Alberta
 Travel Ethiopia
 Travel Insured International
 Treasures of Travel, Inc.
 Trinidad and Tobago Tourism.
 Turks & Caicos Islands Tourism Board
 Two Roads Maine
 Unique Vacations
 United States Tour Operators Assoc.
 United Vacations
 Universal Orlando Resort
 Universal Parks & Resorts Vacations
 Uniworld Boutique River Cruise
 US Dept of State - Boston Passport
 US Postal Service
 Utah Assoc of Travel Regions
 Utah's Canyon Country
 Utah's Zion & Bryce
 US Virgin Islands Dept of Tourism
 Vacation Compare
 Vacation Outlet
 VBT Bicycling and Walking Tours
 Verizon Wireless
 Vermont Department of Tourism
 Victoria Cruises, Inc
 Victorinox Swiss Army Luggage
 Viking River Cruises
 Virgin America & Virgin Atlantic
 VirginBush Safaris
 Virgin Vacations
 Visit Florida
 Visit Scotland
 Visit St. Petersburg/Clearwater
 Vivicos International
 Waterville Valley Resort Association
 WBOS
 Wendy Wu's China
 Wildland Tours
 Windjammer Barefoot Cruises
 Windstar Cruises
 Womens Travel Club
 World Horizons International
 YTB-Gott2Go Travel
 Wentworth By The Sea Hotel & Spa
 Whiteface Lodge
 Yampu Tours
 Zagreb Tourist Board
 Zara Tanzania Adventures

*"A great show! The Boston Globe Travel Show is getting better ad better every year! Will attend again in 2012!" – **Simion Alb, Romanian Tourist Office***
*"For our first time attending the Boston Globe Travel Show, we felt that it was quite successful for us." **Justin Nawrocki, Consulate General of Japan in Boston***

Contact Us Today!
 Call: (888) 210-8895 or Email:
exhibiting@bostonglobetravelshow.com
 Visit our Website:
www.boston.com/travelshow