



**For Immediate Release**

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## The Boston Globe Announces Dates for 2009 Boston Globe Travel Show

### ***Event Builds on Huge Success of 2008 Show***

Boston, MA, July 8, 2008 – Building on the incredible success of the 2008 Travel Show, The Boston Globe has announced the dates for the 2009 event. The [2009 Boston Globe Travel Show](#), the ultimate destination for consumers and travel professionals alike, will take place on February 20-22, 2009, at the Seaport World Trade Center.

Established in 2006, the show brings travel industry experts to Boston to share new information and present vacation opportunities to thousands of interested travelers from the New England region. The three-day event will feature 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.

In 2008, the show attracted more than 250 travel industry exhibitors and nearly 17,000 attendees, an increase of more than 24% over the prior year. More than \$2 million in travel was booked on site, making 2008 the most successful show to date.

“I’ve represented The Bethel Inn Resort at The Boston Globe Travel Show for the past two years and the 2008 event was the most attended yet, far exceeding my expectations,” said Brad Jerome, director of sales & marketing, The Bethel Inn Resort. “Visitors were very qualified and eager to learn about our ski, golf and resort package offers. At the show, we ran an enter-to-win, sign-up promotion and received over 800 entries.”

In 2009, The Boston Globe Travel Show will feature a variety of pavilions showcasing travel destinations from around the world. The show will also include cultural seminars, music and dance presentations, cooking demonstrations, and an array of activities for the entire family.

“Over the past three years, The Boston Globe Travel Show has established itself as the perfect place to plan and book a vacation,” said Sam Martin, chief advertising officer,

The Boston Globe. “New Englanders love to travel and The Boston Globe Travel Show has become a premier venue for the travel professional looking to showcase his or her destination to those individuals who travel on a regular basis.”

The 2009 Boston Globe Travel Show will be open to the public on Friday, February 20, from 5 p.m. – 8 p.m., on Saturday, February 21, from 10 a.m. – 6 p.m. and on Sunday, February 22, from 10 a.m. – 5 p.m.

For more information about exhibiting at the 2009 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**

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