



For Immediate Release

Contact:

Erin Callanan

erin@callananklein.com

617-905-6866

Aruba Tourist Authority Signs on as Supporting Sponsor for 2008 Boston Globe Travel Show

*Carnival Cruise Line, Vacation Outlet, New Brunswick Tourism Join
Others in Sponsoring Show*

Boston, MA, December 21, 2007 – Organizations and destinations from around the world are signing on to support the 2008 Boston Globe Travel Show. From Aruba Tourist Authority to The Poland Spring Resort, sponsors of the show are beginning to make plans to showcase their destination to travelers from New England.

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.

The supporting sponsor for the 2008 Show will be the **Aruba Tourist Authority**, a publicly funded organization designed to position Aruba as a preferred tourism destination in the Caribbean, encouraging visitors to choose Aruba for their holidays, meetings, incentives and conventions.

Lead sponsors for the show will include **Carnival Cruise Lines, New Brunswick Tourism, and Vacation Outlet**. **Costa Cruise Lines** has signed on as a contributing sponsor.

New England Sponsors include **The Bethel Inn Resort, Green Mountain Railroad, InnSeason Resorts, Mount Washington Resort at Bretton Woods, and The Poland Spring Resort.**

The Scuba Tour will sponsor the Dive Pool at the show. Traveling around North America, The Scuba Tour offers scuba diving lessons for adults and children over age 10 in its 18,000 gallon scuba pool.

Each sponsor will have exhibit space on the show floor to showcase its destination. In addition, many of the sponsors will offer cultural presentations featuring the music, arts or food of their regions. A full list of sponsor activities will be available online closer to the show opening.

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

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