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New York Times Travel Show Trade Day Set for Friday, Feb. 25

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The New York Times Travel Show will host a trade day for travel industry professionals on Friday, Feb. 25, at the Jacob K. Javits Convention Center in New York City. The Trade Day will feature travel industry seminars, the Travel Show exhibition and an industry reception designed for travel agents, destination officials, travel writers and travel supplier executives.

The trade day will begin with the Travel Industry Conference, held from 8:30 a.m. to 2 p.m., featuring a keynote session at 1 p.m. by Terry Dale, president of the United States Tour Operators Association (USTOA). Admission to the Travel Industry Conference is \$20 (\$30 at the door). This year's Travel Industry Conference will feature 34 seminars with more than 50 top industry executives in six targeted conferences. The seminars will provide a comprehensive overview of the travel industry to travel agency owners, managers, line agents, home-based agents and travel industry professionals.

The scheduled conferences are: Focus On Africa, where travel agents can learn detailed information on travel to Africa; Focus On the Caribbean, where agents can learn detailed information on travel to the Caribbean; Focus On Cruising, where agents can learn the latest on cruise travel; Focus On Adventure, where suppliers, media and agents can learn about the latest in adventure travel; Focus On Specialization, where agents can learn how to increase travel specialization skills; Focus On Travel Media, where travel media, writers and public relations executives (only) can learn how to use travel media more effectively.

At 2 p.m. on Feb. 25, following the conference sessions, registrants will have an opportunity to visit The New York Times Travel Show exhibition floor with nearly 500 exhibitors representing more than 150 countries. From 5 to 7 p.m., a travel industry reception hosted by Embratur (Brazilian Tourism Board) will be held on the show floor. Admission to the exhibition and reception are free with registration. For a complete schedule of seminars and exhibitors, and to register online, please visit [www.nytimes.com/travelshow](http://www.nytimes.com/travelshow).

The New York Travel Show also announced the 2011 Trade Advisory Board. Eleven travel industry leaders have assisted in the ongoing development of the Travel Show and the Travel Industry Conference, including Donna Flora, vice president-travel industry relations for American Express; Tony Gonchar, president of American Society of Travel Agents (ASTA); Kathryn Monaco, president of the Association for the Promotion of Tourism to Africa (APTA); Fernando Abreu, director of the Caribbean Tourism Organization (CTO); Terry Dale, president of the U.S. Tour Operators Association (USTOA); Bob Sharak, executive

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