

The 2011 New York Times Travel Show to Host Travel Industry Trade Day on February 25 at the Jacob K. Javits Convention Center

Terry Dale, President, United States Tour Operators Association is the Keynote Speaker

NEW YORK , Feb 11, 2011 – [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.

The 2011 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, 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](#)– Travel agents will learn detailed information on travel to Africa.

[Focus On the Caribbean](#)– Travel agents will learn detailed information on travel to the Caribbean.

[Focus On Cruising](#)– Travel agents will learn the latest on cruise travel.

[Focus On Adventure](#) – Suppliers, media and agents will learn about the latest in adventure travel.

[Focus On Specialization](#) – Travel agents will learn how to increase travel specialization skills.

[Focus On Travel Media](#) – Travel media, writers and public relations executives (only) will learn how to use travel media more effectively.

At 2 p.m., following the conference sessions, registrants will have an opportunity to visit the 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.

The Travel Show has 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:

- **Donna Flora** – vice president, Travel Industry Relations, American Express
- **Tony Gonchar** – president, American Society of Travel Agents (ASTA)
- **Kathryn Monaco** – president, Association for the Promotion of Tourism to Africa (APTA)
- **Fernando Abreu** – director, Caribbean Tourism Organization (CTO)
- **Terry Dale** – president, United States Tour Operators Association (USTOA)
- **Bob Sharak** – executive vice president, Cruise Lines International Association (CLIA)
- **James Shillinglaw** – editor in chief, Performance Media Group
- **Michelle Fee** – CEO, Cruise Planners
- **John Peters** – vice president/general manager, digital strategy and travel, Tripology/Rand McNally
- **Shannon Stowell** – president, Adventure Travel Trade Association (ATTA)
- **Lillian Africano** – chair, Society of American Travel Writers Northeast Chapter (SATW)

The [New York Times Travel Show](#) will take place in the main hall at the Javits Center from Feb. 25 to 27, 2011. The strategic focus of the event is to encourage travel industry growth and provide consumers with opportunities to book vacations and take advantage of the many on-site special offers available only during the Travel Show.

American Express is the presenting sponsor of the 2011 Travel Show. The supporting sponsors are Club Med, Hyatt Hotels, Norwegian Cruise Line and Puerto Rico Tourism; Ecuador Tourism, Embratur (Brazil), South African Tourism and Travel Alberta are the contributing sponsors; Lufthansa Airlines is the airline promotional partner; Agent@Home, Travel Agent Academy, Travel Pulse and VacationAgent are the industry sponsors. 1010 WINS, [GoNomad.com](#), MVP/NY, national talk show host Stephanie Abrams, Time Out New York, Travel Tribe, Travel World News and WCBS Newsradio 880 are media sponsors. Industry partners for the Travel Show are Adventure Society, Association for the Promotion of Tourism to Africa, American Society of Travel Agents, Africa Travel Association, Adventure Travel Trade Association, Caribbean Tourism Organization, Caribbean Hotel and Tourism Association Education Foundation, Cruise Lines International Association Inc., International Gay & Lesbian Travel Association, National Association of Career Travel Agents, Pacific Asia Travel Association, Specialty Travel Agents Association, Tourism Cares, Tripology and United States Tour Operators Association.

For more information, please visit www.nytimes.com/travelshow.

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