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New York's travel show brings the world to the Big Apple

Relaxnews

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Adventure travel is set to come under the spotlight again as the New York Times Travel Show opens in New York next week.

The Adventure Travel Trade Association - a group that represents the adventure travel industry - has secured a prime spot at the show, with its president expected to underscore the growing trend for adventure travel in a speech to some of the industry's most prominent figures.

That's not to say, however, that this show is only for those interested in adventure travel, or those who are part of the industry - the enormous event opens its doors to the public February 26 and 27 to bring a taste of the world to New York.

Billed as one of North America's biggest shows, the New York Times Travel Show attracts around 500 exhibitors from 150 countries, filling the floor of the Jacob K Javits Convention Center with a dazzling display of costumes, color and culture from all four corners of the Earth.

This year, Africa and the Caribbean have both been selected as featured destinations to be discussed on the industry day (Friday, February 25), although for public guests the tastiest highlights will come from closer to home, thanks to a partnership with the Food Network's South Beach Wine & Food Festival.

To celebrate ten years of the Miami-based gastronomical spectacular, south Florida chefs will be on hand to bring a taste of the festival to the cold streets of New York.

Children who aren't suitably impressed by the culinary delights or plentiful performances from global dance and music groups can also find solace in the Family Fun Pavilion, which brings together NYC-based organizations such as the American Museum of Natural History and the Liberty Science Center to provide fun activities for kids.

Although next week's show is small in comparison to the massive ITB Berlin travel conference, which runs March 9-13 in Berlin, Germany, it's well timed and geared up to help those looking for inspiration for their summer vacation.

For anyone planning to book a trip, destination experts will be on hand to advise, travel celebrities such as Arthur and Pauline Frommer and Rick Steves will be sharing their experiences, and many booths from the show's sponsor American Express will be dotted around to help visitors part with their cash.

The New York Times Travel Show runs February 25-27, and is open to the public February 26-27, in New York.

<http://www.nytravelshow.com>

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