

2017
EXHIBITOR
PROSPECTUS

The Boston Globe
travel
show

FEB. 10-12, 2017
SEAPORT WORLD TRADE CENTER



**GAIN EXPOSURE, BOOK BUSINESS &
BUILD BRAND AWARENESS AMONG NEW ENGLAND'S
MOST AFFLUENT & EDUCATED CONSUMERS!**

BOSTON.COM/TRAVELSHOW



Not Just A Show - A Total Travel Experience

The Boston Globe Travel Show provides the opportunity for consumers to meet face-to-face with destinations from around the world and immerse themselves in travel for the day. It's an event where the entire family can learn, play, taste, plan and book!

- Informative Travel Seminars
- Live cultural entertainment
- Children's activities
- Culinary demos
- Food & beverage tastings
- Celebrity appearances
- Booking Stations
- Craft beer tourism tasting pavilion
- Photo opportunities
- Experiential activities



Connect with thousands of travel-minded adults at one of the top-attended U.S. consumer travel shows!

- **High attendance year after year!** The Boston Globe Travel Show consistently attracts over 22,000 ready-to-book travelers every year, looking to discover their next trip!
- **Dedicated attendees with high income!** Attendees are serious buyers looking for great deals. Check out our attendee demographics on pages 4-5.
- **Attendees come prepared to book!** In 2016, a sampling of exhibitors reported more than \$8 million in business booked directly during the show...with returns continuing many months following!
- **Excellent Return On Investment!** The Boston Globe Travel Show offers a lower booth price and more consumers than any other 2.5 day travel show in the country, giving your marketing dollars the most bang for their buck!
- **Meet face-to-face with hundreds of travel agents** during exclusive trade hours and participate in one-on-one roundtable sessions.
- **More Promotion!** The Boston Globe provides the most advertising opportunities for the event through its various forms of media platforms, including: newspaper and magazine print ads, boston.com and globe.com digital advertising, paid digital, television, billboards, cross-promotions, radio, email marketing and social media campaign.
- **Capture leads instantly** with our lead retrieval app included free as part of your booth package. All attendees wear a uniquely coded badge or wristband.

Publicity and Promotion

The Boston Globe Travel Show is one of the United States top-attended travel shows and here's why - Robust \$2MIL advertising and marketing campaign including:

- Full-page color ads in: **(70+ insertions allocated)**
 - The Boston Globe
 - The Boston Metro
 - Globe Magazine
- Boston.com and BostonGlobe.com digital advertising resulting in **over 15M impressions**
- Email marketing campaign - BostonTraveler, BostonShops, TicketWatch, Globe Events, Globe Insiders, Globe Advertisers, past travel show attendees - **more than 250,000 recipients!**
- **Over 290 spots** allocated across CBS Radio and WBUR 90.9
- RadioBDC spots resulting in 15,789 impressions
- Billboard advertising with Clear Channel Outdoor Media. Billboards ran for 11 week period on 93 south, 93 north and at South Station resulting in over **17,000 exposure impressions**
- Google Display and Search Network advertising resulting in **more than 6M impressions**
- Cross Promotions
- Social media campaign through Facebook, Twitter and Instagram **resulting in over 300,000 impressions and reaching more than 1MIL people**
- Extensive Public Relations efforts with over 100 pieces of coverage from media including: WBZ-AM, Bostinno, WRKO-AM, WMEX-Am and Biz Bash
- Online Marketplace utilization - Groupon
- Trade Print & Online Marketing - Travel Weekly, JaxFax, TravAlliance Media, eTurbo News, Travel World News, Travel Pulse, Trav Media

The Official Show Guide

- A 32-page tabloid highlighting show sponsors, exhibitors, special offers, trip giveaways, floor plan and additional travel themed content
- Published prior to the show, inserted full run on Wednesday prior to the show reaching 145,600+ and 10,000 distributed onsite at the event.

The collage features several promotional items:

- 2016 Official Guide:** A travel guide titled "IT'S TIME TO TRAVEL AGAIN" for the Boston Globe Travel Show, February 19-21 at Seaport World Trade Center. It lists sponsors like Canada, JetBlue, and Capital One.
- Newspaper Article:** A snippet from "The Boston Globe" titled "EXPLORE CANADA'S URBAN PLAYGROUNDS" with a photo of the Toronto skyline.
- Underwater Ad:** "IF THE LAST FISH YOU SAW WAS SWEDISH, MAYBE IT'S TIME TO TRAVEL AGAIN." Sponsors include Canada, JetBlue, and Capital One.
- Nightmare Ad:** "IF SEATING CHARTS ARE POPPING UP IN YOUR NIGHTMARES, MAYBE IT'S TIME TO BOOK YOUR HONEYMOON." Sponsors include JetBlue and Capital One.
- Travel Deals Ad:** "Boston Globe Travel Show Feb 19-21. Tickets are only \$10. Come find your next adventure! bostonglobetravelshow.com"
- Score Deals Ad:** "Boston Globe Travel Show Score show-only deals Feb 19-21. Tickets to the show are only \$10! bostonglobetravelshow.com/"
- Book Your Next Vacation Ad:** "Book Your Next Vacation Get amazing show-only deals at The Boston Globe Travel Show. Feb 19-21 bostonglobetravelshow.com"
- Wild Life Ad:** "IF ANIMAL CRACKERS ARE YOUR IDEA OF WILD LIFE, MAYBE IT'S TIME TO TRAVEL AGAIN." Sponsors include JetBlue and Capital One.

Boston Globe Travel Show Attendees are a highly desired and engaged audience

Attendees are spending high dollars on travel annually:

- 55% spend more than \$3,000 on their vacations
- 33% spend more than \$5,000

Attendees are more likely to book their vacation with a vendor they met at the show:

- 35% of attendees booked during the show
- 67% of attendees plan to book with an exhibitor within 3-6 months of the show.

"The Boston Globe Travel Show was a huge success for Visit Central Florida and LEGOLAND Florida. We don't remember this show ever being this busy and it was a great format to promote our destination as the perfect location for family friendly vacations. We look forward to returning next year." - Joni Allen, Tourism Industry Sales, Visit Central Florida

Attendees have high household income:

- 25% earn between \$50,000-\$74,000
- 56% earn more than \$75,000
 - Of that 19% earn more than \$150,000

Age Range:

- 57% are ages 45+
- 33% are between 25-44 years of age
- 10% are under 25 years of age

"It was a good show...the margins on our bookings from activities related to our sponsorship have already more than paid for our participation." - Jessica Hatch, Business Development Marketing Specialist, Collette

Reason for Attending:

- 60% came looking for travel deals
- 51% were interested in experiential offerings from exhibitors (presentations, culinary demos, beer tastings, etc.)
- 35% attended to book a trip

Additional Profile Information:

- 61% are Female
- 53% are Married
- 66% earned a Bachelor's Degree or Master's Degree
- 99% were Satisfied to Very Satisfied with the Show
- 86% indicated they would attend again in 2017
- 92% found the Show Guide information and Ads useful

"The Bethel Inn Resort has been an exhibitor at The Boston Globe Travel Show from year one, and I have to say... it just keeps getting better. The professional team at The Boston Globe is first rate, the show is very well promoted and attendance continues to grow. I'm most impressed with the overall attendance and the quality of the attendees...We look forward to partnering with you again for your next show!" - Brad Jerome, The Bethel Inn Resort



Our booth packages come fully loaded

Meet directly with thousands of potential customers for one low, all-inclusive price. Booth space comes complete with decor, pre-show and onsite promotion that you can't get anywhere else.

Reserve now and your company will receive:

PROMOTION

- 1 column x 2" ad in the official show guide included as an insert in The Boston Globe
- Organization name and booth number listed in Show Directory of the show guide
- Company name and website listing in full and half page promotional ads in The Boston Globe
- Organization name, description and website link included on show website
- Show-only specials, discounts and giveaways listed on show website and in the show guide, inserted in The Boston Globe newspaper prior to the show and distributed onsite
- Listings in promotional emails
- Unlimited complimentary Expo & Trade passes

BOOTH INCLUSIONS

(per 10'x10' booth space)

- One 6' draped table
- Two chairs and one wastebasket
- Pipe and draped back wall and side rail
- Carpeting
- 7" x 44" b/w organization identification sign
- Complimentary wireless internet access
- One complimentary attendee lead capturing app license

"It was a very successful show...Great! Fabulous!!! Very nice and much appreciated!..and THANK YOU for the BIG Aruba plug!" - Katy Kennedy, New England Sales Manager, Aruba Tourism Authority

Bermuda Department of Tourism	Curacao Tourism Board
Best Single Travel	Czech Vacations
Bethel Inn Resort	Delfiniti de Mexico
Beyond Yachting & Voyage	Delsy Luggage
Big Five Tours & Expeditions	Dept of Tourism for Antigua & Barbuda
Bimini Bay Resort and Marina	Destination Anchorage Alaska!
Blue Bird Travel & Tour P. Ltd	Destination Southwest Nova Scotia
Blue Man Group	Destination St. John
Bolongo Bay Beach Resort	Discovery Adventures
BookSmart Tours	Disney Destinations
Borders Bookstore	Divi & Tamarijn Aruba Resorts
Boston & DC Chocolate Tours	Divi Resorts
Boston Volvo Village	Dollar Thrifty Automotive Group
Brendan Worldwide Vacations	Dominican Republic Tourism Board
BresciaTourism	Doral Golf Resort & Spa
Bretts Luggage / Travel Pro	Durgan Travel
Brian Moore International Tours	Eagle Creek Luggage
Briggs & Riley Luggage	Earth River Expeditions
British Virgin Islands Tourist Board	Earthwatch Institute
Busch Gardens/SeaWorld/Discovery Cove	Edgartown Residence Club
Canada Border Services Agency	Egyptian Tourist Authority
Canada Tourism Commission	El Al Airlines
Cape Air	Elder Hostel
Car Italy & Tours	Encanto Resorts
Caribbean Residence Clubs	Essex Street Inn
Caribbean Tourism Development Co.	Eurocartt
Carnival Cruise Lines	Eurostar
Cayman Islands Department of Tourism	eWaterways
Celebrity Cruises	Experience Plus! Bicycling Tours
Central American Resort Rentals LLC	Fiji Islands Visitors Bureau
Champion Holidays	Floridas Gulf Islands
CharterAuction.com	Florida's Space Coast Tourism
Chatham Bars Inn	Floridays Resort Orlando
China National Tourist Office	Foxwoods Resort Casino
China Travel Service (USA) Inc.	Frontiers North Adventure
China Xinhai Int'l	Funjet Vacations
CIE Tours International	G.A.P Adventures
Club ABC Tours	Gate 1 Travel
Club Med	Ginn Hammock Beach Resort
Collette Vacations	Global Exchange, Reality Tours
Colonial Williamsburg Foundation	Global Safari Group
Colorado Tourism Office	Global Vision International
Conservation Corporation Africa	Golf Scotland of New England
Consulate General of Japan in Boston	Goway Travel Inc.
Contiki Holidays	Grace Leathers
CVB of Greater Portland	Grand Circle Travel
Costa Cruise Lines	Grand Holidays Ethiopia Travel
Costa Rica Experts	Grand Tourist
Costa Rica Tourism Board	Great Falls Regional Chamber
Couples Resorts	Greater Boston Radio, Inc WBOS
Cranwell Resort, Spa & Golf Club	Greater Ft. Lauderdale CVB
Creative Culinary Tours	Greater Portsmouth Chamber
Crotched Mountain Resort	Green Mountain Railroad
Cruceros Australis	Greene County Tourism NY
CruCon Cruise Outlet	Guadalajara CVB
Cruise Brothers	Guadeloupe Islands
Cruise Holidays at the Staline	Guatemala Tourism Board
Cruise Lines International Association	Gutsy Women Travel
Cruise North Expeditions Inc.	Hard Rock Treks
Cruise Planners	Harlequin Hotels & Resorts
Cruise Travel Outlet	Hartmann Luggage
Cultural Travel	Hawk Inn and Mountain Resort
Cultural Vacations & Safaris	Hilton Grand Vacations Club

Past list of exhibitors:

4 Star South America	Antigua & Barbuda Dept of Tourism
A&A Services	Appalachian Mountain Club
ABC Destinations	Apple Vacations
A Classic Tours	Arabella Cruises
Access China Tours	Aruba Tourism Authority
Adventures in Rock	Asia Adventures
Aer Lingus	Ask Me About Destination Weddings
Afar Media	Aspire Down Under
Africa Travel Association	ASTA Concierge Tours, Inc.
Africa Adventure Consultants	Atlantic City CVB
African Network Travel & Tours Ltd.	ATS Tours
Air Malta	Attitash Mountain Village
Alaska Bicycle Tours	Authentic Ireland
Alitalia Airlines	Auto Europe
Allenby Travel	Avis & Budget Rent-a-car
All Star Vacation Homes	Azamara Cruises
AMA Waterways	Azores Tourism Association
Amazing Irish Tours	Bahamas Tourist Office
American Laser Centers	Bahr el Jebel Safaris
American Society of Travel Agents	Banwari Experience
America's Vacation Center	Balsams Grand Resort
Ameriprise Financial Services Inc.	Barbados Tourism Authority
Amtrak Downeaster	Bay Ferries Ltd / The CAT
Anchorage Alaska - Big Wild Life!	BBW Travel
Anguilla Tourist Board	Beaches of Fort Myers & Sanibel
Anheuser-Busch Adventure Parks	Best Western Centre Ville/City Center

Holland America Line
 Homeric Tours
 Horizon Travel
 Hotel Auberge Universel
 Hotel de la Montagne
 Hotel Du Fort
 Hungarian National Tourist Office
 Hurtigruten
 Iceland
 Icelandair
 ImaginExpeditions
 Imagine Vacation Homes
 India Tourism
 Indonesian Government
 Inn at Roberts Grove
 Inn of Lincoln
 InnSeason Resorts
 Insight Vacations
 Int'l Appalachian Trail
 Intimate Caribbean Resorts
 Intrav & Clipper Cruise Line
 Intrepid Travel
 Islands in the Sun
 Israel Ministry of Tourism
 Jamaica Tourist Board
 Japan Tourism Board
 Jay Peak Resort & Golf Club
 JetBlue Airways
 Jordan Tourism Board
 Joy Tours & Safaris
 Keith Prowse Tickets
 Kennebec Valley Tourism Council
 Kennebunk/Kennebunkport Chamber
 Key Tours International
 Kings Creek Plantation
 Korea Tourism Organization
 Kumuka Worldwide
 Lafayette Hotels of New England
 Lake George NY
 Lakes & Mountains of NH
 Lake Morey Resort
 Lakutaia - Cape Horn
 Latitude Alaska
 Leisure India Tours
 Liberty Travel
 LimoLiner
 Logan Int'l Airport / Cruiseport Boston
 Loto-Quebec International Fireworks
 Luggage Forward
 Maine Beaches Association
 Maine Campground Owners
 Maine Highlands, The
 Maine Innkeepers
 Maine Office of Tourism
 Maine Windjammer Association
 Maine's Lakes & Mountains Tourism Council
 Marriott Vacation Club
 Martinique Promotion Bureau
 Martinique Promotion Bureau - CMT USA
 Massachusetts Office of Travel and Tourism
 Massachusetts Port Authority
 MASS Diving
 Meadowlands Liberty CVB
 Memorable Costa Rica
 Messaging Insoles
 Mexico Tourism Board
 Migis Hotel Group
 Miller South America
 Milne Travel/American Express Vacations
 Mohegan Sun
 Montserrat Tourist Board
 Morocco National Tourism Office
 Mount Washington Cruises
 Mount Washington Resort
 Mount Washington Valley Accommodations
 Mountain Edge Resort & Spa
 Mountain View Grand Resort
 MouseEarVacations.com
 myguideTravel

Mystic Tours
 Naples/Marco Island/Everglades CVB
 Nevis Tourism Authority
 New Brunswick Tourism & Parks
 New England Vacation Rental Mgrs Assoc.
 New England Inns & Resorts Association
 New Hampshire Dept of Travel & Tourism
 New Orleans Metropolitan CVB
 Newport County CVB
 Newport Rhode Island Visitors Bureau
 NewPro
 New Smyrna Beach, FL
 Nexion
 Ngorongoro Conservation Area Authority
 Niche Cruise Marketing
 Nicholson Yacht Charters, Inc.
 Nickelodeon Suites Resort / LEGOLAND
 Norwegian Airlines
 Norwegian Coastal Voyage / Innov Norway
 Norwegian Cruise Lines
 Nova Scotia Tourism Culture & Heritage
 NW Explorations
 Oak Plantation Resort
 Ocean Hospitalities
 Okemo Valley
 Olympia Hotels
 OneSimCard
 Owens Corning
 Pacific Asia Travel Association
 Pacific Delight World Tours
 Pacific Lots of Costa Rica
 Paddywagon Tours
 Palace Resorts & Le Blanc Spa Resort
 Palm Beach County CVB
 Papua New Guinea Tourism
 Peabody Essex Museum
 Penguin Windows
 Pennsylvania Convention & Visitors Bureau
 Performance Media Group / Modern Agent
 P&H Travel
 Philadelphia and Its Countryside
 Philippine Dept of Tourism
 Pink Shell Beach Resort & Spa
 Platinum Seminars
 Pocono Mountains
 Point Pleasant Inn & Resort
 Point Sebago Resort
 Poland Spring Resort
 Portland Regency Hotel & Spa
 Premier Cancun Vacations
 Presto Tours Italy
 Puerto Rico Tourism Company
 Putney Inn
 Qantas Vacations
 Quebec Arts Tours
 Quebec City Summer Festival
 Quebec Maritime
 Radisson Resorts, Aruba & St. Martin
 Raffles Resort Canouan Island
 Renaissance Providence Hotel
 Rescom Exteriors
 Residential Cruise Line
 Rex Resorts
 Rick Steves Travel Gear
 Rim-Pac International, Inc.
 Rippleffect
 Ritz Tours
 Romanian Tourist Office
 Rose Hall Resort & Country Club
 Rosetta Stone
 Royal Caribbean Cruise Lines
 Sagres Vacations
 Samoset Resort
 Samsonite Luggage
 Sandals and Beaches Resorts
 Sandy's by the Shore
 Sarasota & Her Islands
 SATA Airlines
 Scrub Island Resort Spa & Marina

Sebasco Harbor Resort
 Select Registry Distinguished Inns
 Show of the Month Travel Club
 Sirenis Hotels & Resorts
 Society for Accessible Travel & Hospitality
 Somak Safaris
 Solis Palmyra Resort & Spa
 Sonesta Hotels, Resorts and Nile Cruises
 Southern Maine Coast Tourism Association
 Southwest Airlines Vacations
 Stowe Area Association
 Sunset Resorts
 Spirit Vacations
 Spruce Point Inn Resort & Spa
 Squam Ridge and River Landing
 St. Andrews by the Sea
 St. Kitts Tourism Authority
 St. Lucia Tourist Board
 St. Lucie County Tourist Development
 St. Maarten / St. Martin Tourist Office
 St. Petersburg/Clearwater Area CVB
 Stage Neck Inn
 Starwood Caribbean Resorts
 Stowe Area Association
 Summer Bay Resorts
 Sun Village Resorts & Spa
 SunStream Hotels & Resorts
 Sunterra Resort Management, Inc.
 SuperClubs Resorts
 Swany America Walkin Bag
 Sweden Experience
 TACV - Cabo Verde Airlines
 Tahiti Tourism
 Taiwan Tourism
 Tam Brazilian Airlines
 Tampa Bay Convention & Visitors Bureau
 Tauck World Discovery
 The Bethel Inn Resort
 The Colony Hotel
 The Cottages at Summer Village
 The Countryman Press
 The Embassy of the Republic of Indonesia
 The Equinox Resort and Spa
 The Hamptons Visitors Council
 The Inns & Spa at Mill Falls
 The Jersey Cape
 The Islands of the Bahamas
 The Maine Highlands
 The Racing School
 The Travel Department
 The Travel Institute
 Thomson Safaris
 Tidan Hotels
 TNT Vacations
 Tourism Authority of Thailand
 Tourism Cares for Tomorrow
 Tourism Flanders, Belgium
 Tourism Industry Association of Canada
 Tourism Ireland
 Tourism Malaysia

Tourism Prince Edward Island
 Tourisme Montreal
 Tourisme Quebec
 Tourist Office of Spain
 Trade Winds Cruise Club
 Travel IndoChina
 Trinity Broadcasting Network
 TR Management Corp.
 Trafalgar Tours
 Trapp Family Lodge
 Travel Alberta
 Travel Ethiopia
 Travel Insured International
 Treasures of Travel, Inc.
 Trinidad and Tobago Tourism.
 Turks & Caicos Islands Tourism Board
 Turkish Airlines
 Two Roads Maine
 Ulster County Tourism NY
 Unique Vacations
 United States Tour Operators Assoc.
 United Vacations
 Universal Orlando Resort
 Universal Parks & Resorts Vacations
 Uniworld Boutique River Cruise
 US Dept of State - Boston Passport
 US Postal Service
 Utah Assoc of Travel Regions
 Utah's Canyon Country
 Utah's Zion & Bryce
 US Virgin Islands Dept of Tourism
 Vacation Compare
 Vacation Outlet
 VBT Bicycling and Walking Tours
 Verizon Wireless
 Vermont Department of Tourism
 Victoria Cruises, Inc
 Victorinox Swiss Army Luggage
 Viking River Cruises
 Virgin America & Virgin Atlantic
 VirginBush Safaris
 Virgin Vacations
 Visit Florida
 Visit Scotland
 Visit St. Petersburg/Clearwater
 Vivicos International
 Waterville Valley Resort Association
 Wendy Wu's China
 Wildland Tours
 Windjammer Barefoot Cruises
 Windstar Cruises
 Womens Travel Club
 World Horizons International
 YTB-Gott2Go Travel
 Wentworth By The Sea Hotel & Spa
 Whiteface Lodge
 Yampu Tours
 Zagreb Tourist Board
 Zara Tanzania Adventures
 Zulu Nyala

"Let me say that I had a great time... We have had great feedback from the show and obtained a lot of great leads." - Julie Dimakis, General Mgr., The Coach House Restaurant, The New London Inn

Contact Us Today!

(888) 210-8895 or

exhibiting@bostonglobetravelshow.com

Visit our Website:

www.boston.com/travelshow