

The New York Times

Expect the World®

The 2010 New York Times Travel Show February 26 To 28 At The Jacob K. Javits Convention Center, NYC

Presented by American Express Free Trips, Special Travel Discounts and Packages, On-Site Booking Opportunities, Live Entertainment and Seminars from Around the World

NEW YORK, Feb. 9, 2010 – The seventh annual New York Times Travel Show will be held Feb. 26 to 28, 2010, at the Jacob K. Javits Convention Center in New York City . The Travel Show will feature nearly 500 exhibitors representing more than 150 countries. The Show will take place in the main hall located on the south side of the Javits Center. The focus of the event is to encourage people to book vacations for a wide variety of trips, taking advantage of the on-site special offers available only at the Show. For more information, visit <http://www.nytimes.com/travelshow>.

The New York Times Travel Show is one of North America's premier travel shows attracting a unique global representation of the world's leading tourism markets including Africa, Asia, Australia/South Pacific, Canada, the Caribbean, Central America, Europe, Mexico, South America and the United States. At this year's event, travel experts including Arthur and Pauline Frommer, Valerie D'Elia, Patricia Schultz and Stephanie Abrams will take questions and offer tips at on-site seminars. Specialty travel pavilions will include those for Adventure Travel, Family Fun, Products and Services, Vacation Home Rental and Cruises.

“Each year, thousands of consumers come to the Javits Center for our annual Travel Show,” said Yasmin Namini, senior vice president, marketing and circulation, The New York Times. “With plenty of opportunities for booking trips, exclusive discounts and entertainment from around the world, the show has become a highly anticipated event for both consumers and the travel trade. We are delighted to welcome back American Express as our presenting sponsor for this year's event.”

The show features discounts and entertainment for families, singles, couples and seniors, including: Some of the weekend's delicious events include a sweets-lover's tour of Italy with author Francine Segan, sponsored by www.DolceItalia.com and Brescia Tourism.

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