

EVENT OVERVIEW

The 2015 show welcomed a total of 28,442 travelers and industry professionals to a jam-packed three days of travel sales and education. Overall attendance was up 20 percent compared to last year, making 2015 the best attended show in nearly a decade. Trade attendance throughout the three days was the highest ever with 8,281 industry professionals. Over 1,500 travel professionals attended the Travel Industry Conference with 250 speakers in 60 conference sessions. The 2015 exhibition grew again in amount of exhibit space sold and the number of exhibitors with 545 exhibitors of which 132 were new exhibitors representing over 150 different countries.

Supported by more than 50 industry and media sponsors, The New York Times Travel Show attendees have the opportunity to get a closer look at domestic and international hot spots, familiar favorites and those under-the-radar escapes. Discover travel tips from experts in the industry who provide the most up-to-date tips and tricks on finding the best travel deals.

WHO SHOULD ATTEND

Travel professionals (**travel agents, meeting planners, hotels, airlines, consortiums, line agents, home-based agents, agency owners**) across the U.S. attend on an exclusive trade only day. Travel industry professionals have access to an extensive education program, exclusive viewing of the exhibition, an international networking reception and tremendous business opportunities. The **Trade Day** is a forum for 8,281 travel professionals to:

- Discover new ideas to stay competitive
- Hear from industry leaders
- Network with peers
- See the latest destinations and hot spots from 545 exhibitors
- Conduct and negotiate business deals

Consumer attendees represent a very high demographic from the tri-state area and are looking for information about trips they are interested in taking and deals that might be available. 20,161 **Consumers** attend the show to:

- Visit with 545 exhibitors from 150+ countries
- View performance stages, wine and food tastings and culinary presentations from around the world
- Attend seminars with featured speakers

EXHIBITORS

This is the only trade and consumer travel show in North America where BOTH trade (including speakers and media) and consumer attendees are badged. So, in addition to the hundreds of trips purchased at the show, the 2015 exhibitors captured tens of thousands of leads through the use of the show's lead retrieval system making this the most successful show in its 12-year history!

Exhibitors include: overseas National Tourist Boards, Convention and Visitors Bureaus, hotels, tour operators, cruise lines, industry associations, travel-related services and technology.

Booths are sold on a first-come-first-served basis. Booth package includes:

- 6 ft. draped table
- Carpeting
- Pipe and drape back wall and side rail
- (2) chairs
- Wastebasket
- 7" x 44" black and white Identification sign

Promotion as part of the booth package includes:

- 1c x 2" ad in the show program guide
- (1) lead retrieval app for each exhibitor to capture trade and consumer attendee leads
- Organization name, website and description listed on show website and in the show program guide
- Show-only trip package/product discounts listed on show website and in the show program guide
- 100 complimentary online expo-only attendee passes
- Opportunity to present a cultural, music or culinary presentation

Contact the Sales Team for The New York Times Travel Show 2016:
203-622-7081; nytts@msemgmt.com

RECENT EXHIBITORS INCLUDE:

AAA New York
ABC Charters
Abysinia Travel Tourism
Access China Tours
Acoya Curacao
Adventure Cycling Association
Adventure to Africa
Adventure Travel Trade Association
Adventures Within Reach
Aeromexico
Affordable Asia
Africa Safariland Tours
Africa Travel Association
African Portfolio
AfricanSafaris.com
Agent@Home
Air Berlin Americas, Inc.
Air China
Air Europa
Air Tahiti Nui
Alamo Rent a Car
ALASKA
Alaska Land & Cruise Adventures
Albee Adventures
Alexandria-Pineville Area CVB
Alpine Expeditions
Alluring India Destination Pvt
Amazonastur
Ameiga Travel and Trading Company
Ameila Island CVB
American Express
American Express - The Centurion Lounge
Amras Cruises
AMResorts
Anacaona Boutique Hotel, Anguilla
ANANTARA and ELEWANA
Anguilla Tourist Board
Anse Chastanet/Jade Mountain
Anthony's Key Resort
Antigua & Barbuda Tourism Board
APG USA
Apsara Tours
APTA-Association for the Promotion of
Tourism to Africa
Aqua Hospitality/Ashton Hotels & Resorts
Aqua Vista Hotels
Arcadia Small Ship Cruises
Argentina Tourism
Art of Travel India Holidays Pvt. Limited
Aruba Tourism Authority
Aspire Down Under LLC
ASTA - American Society of Travel Agents
Athens Insiders - Greece
Atlante Hotels Rome
Atlantic Bentley & Capri Hotel
Atlantic Canada Tourism Partnership
Atlantic City Alliance
Atlantic City Convention & Visitors
Authority
Atlantic Tour
Atlas African Safaris Ltd.
Auburn Road Vineyards

Audley Travel
Aurora Expeditions
Austin Adventures
Authentic Tanzania Safaris
Avalon Waterways
Aviation & Tourism International
Avis Budget Group
Bahia Tours Inc.
Baoase Luxury Resort Curacao
Barbados Tourism Authority
Barcelo Hotels
Barnes
Basque Country Tourism Board
Basque Tour
Beekman Arms Delamater Inn
Beijing Sunbelt Airport Service
Belize Hotel Association
Bellingham Whatcom County Tourism
Belmar Tourism
Bennington Chamber Vermont
Berkshire Hathaway Travel Protection
Berkshire Hills Vacations
Bern Hotels & Resorts
Best Cruises
Bike Tours Direct
BJ Sunbelt Airport Service
Blount Small Ship Adventures
Blue Sea Anguilla
Blue Silk Travel
Bolongo Bay Beach Resort
Books on Call - NYC
Botswana Tourism
Boucan by Hotel Chocolat
Brazil Nuts Tours
Breaking Bread Journeys
Breezes Resort Bahamas
Brinley Gold Rum
British Virgin Islands Tourist Board
Buffalo Tours
Burbs of Philly
Busch Gardens Williamsburg
Cabo Expeditions
Cabot Creamery
Cameroon Tourism
Canal New York - ECNHC
Canal New York - Mid Lakes Navigation
Canal New York - Niagara USA
Canal New York - Oneida County
Canal New York - Palmyra
Canal New York - Rochester
Car Italy and Tours
Caribbean Hotel & Tourism Education
Foundation
Caribbean Tourism Organization
Casa Dorada Los Cabos Resort & Spa
Catskill Association for Tourism Services
Caucasust Travel
Cayman Islands Department of Tourism
Celebrity Cruises
Central Japan Railway Company

Central New York

Ceylon Express International (High Elms
Travels)
Champion Holidays
Changjiang Cruise Overseas Travel Co.
Charms of Vietnam-Myanmar
China & Asia Travel Service
China Airlines
China Eastern Airlines
China National Tourist Office
China Travel Service (USA)
Chinatour.com
CIRI Alaska Tourism
Clarion Hotel & Suites Curacao
Classic Safari Camps of Africa
Clermont State Historic Site
Cliffhanger Productions
Clothing Arts
Cloud Tours
Collette
Comite Regional du Tourisme
Condor Tours & Travel
Conselvatur/Selva Bananito Lodge
Copa Airlines
Costa Cruises
Costa Rica Experts
Costa Rica Tourist Board
Croatian National Tourism Board
Croisieurope America
Crown Cruise Vacations
CRS Tours Costa Rica
Cruise Planners - American Express Travel
Cuba/US People to People Partnership,
Fund for Reconciliation and Development
Cuba Travel Services
Cuban Guru
Cultural Folk Tours
Cultural Travel & Tours Ltd.
Curacao Tourist Board
Customs & Border Protection
Czech Tourism North America
Davids of London
Delaware Tourism
Destination Brazil
Destination Quebec
Destination Uganda
Destino Punta Del Este
Diamond Resorts International
Discover Lehigh Valley
DK Publishing
DLA Executive Transportation Corp.
Dominican Republic Tourism Board
DownUnderGuru
Dreamin' Rome – Private Tour Italy
DSA Vacations
Dubai Tourism & Commerce Marketing
Dubrovnik Riviera & Islands Tourist Board
Düsseldorf City & Airport
Dutchess County Tourism
Dutchess County Tourism - Walkway Over
the Hudson
Ecco Tours
Egyptian Tourist Authority

EL AL Israel Airlines
El Secreto
ElderTreks
Embassy of Sri Lanka USA
Emerald Coast CVB
Emerald Waterways
Emerging Destinations
Emirates Airline
Emirates Vacations
Empire City Casino
Epitourean, LLC
Erie Canal National Heritage Corridor
Essence of Life Retreats
Etihad Airways
Europe Express
EVA Airways
Expediciones Tropicales
Experiencias Xcaret
Expo Milan 2015
Eyes on Africa
FantaSea Resorts
Fatarsh Tours & Safaris
Festiva Sailing Vacations
FH Hotels
Fiesta Americana Grand Los Cabos
Fiji Airways
Finger Lakes Regional Tourism Council
Florida Keys and Key West
Florida's Treasure Coast
Flybiz.com
Four Seasons Resort Nevis
Freedom Tours/New Brunswick
Frontier Airlines
Frontiers North Adventures
Furnished Habitat
G Adventures
Gate 1 Travel
Georgica Travel Ltd.
Global TravEpiNet
Global Travel Int'l/Hotelpower.com
Globus Family of Brands
Go Adriatica/Kompas Holidays
Go-Today
Gold Key Resorts
GOTOPERU
Goway Travel Ltd.
Grace Distinctive Properties
Great Dane Journeys
Greater Boston CVB
Greater Merrimack CVB
Greater Miami CVB
Greater Newark CVB
Greek National Tourism Organization
Gros Morne Gatherings
Gurneys Inn
Guy Harvey Outpost Resorts
Hacienda Encantada Resort & Spa
Half Moon
Hard Rock Hotel Panama Megapolis
Haunted History Trail of New York
Hawaii Prince Hotel Waikiki/Sea Life Park
Hawaii State Tours
Hedonism II Negril, Jamaica
Hellenic Holidays
Heron Harbor/Port of Egypt

Hilton Garden Inn Riverhead
Hilton Worldwide Costa Rica
Holiday Inn Club Vacations
Holiday Inn Express
Holiday Inn Sunspree
HomingPIN
Honora Winery & Vineyard
Hotel Holiday Inn Escazu
Hotel Indigo
Hotel La Mariposa
Hotel Parador Resort & Spa
Hotel Royal Corin
Hotel Yasmin Prague
Hotelito Desconocido
Hudson River Valley Greenway
Hungarian National Tourist Office
Hurtigruten
Hyatt Place East End
Hyatt Regency Princeton
I Love New York
IACP - International Association of
Culinary Professionals
Icelandair
Icelandic Mountain Guides
IGLTA - International Gay & Lesbian Travel
Association
IL Viaggio Travel
In New York and Where
India Tourism
Indonesian Consulate General
ING Group
Inn & Spa at East Wind
Inn on the Hill
InsureMyTrip
Interjet
International Caravan Travel
International Expeditions
International Sherpa Guides
International Travel Health Consultants
Intrepid Expeditions
Inuit Adventures/Quebec Adventures
Ireland Touring
Ireland Tourism Board
Islandz Tours
Israel Ministry of Tourism
Israel Wine Producers Association
IstramWorld
Istria Experience
Istria Tourist Board
Istrian Luxury Villas by Istarski Dvori
Italian Tourist Board
Italy Hotline Custom & Gourmet Tours
ItsEasy Passport & Visa
Ixtapan Spa Hotel and Golf Resort
Jalisco es Mexico
Jamaica Tourist Board
Japan National Tourism Organization
Jayway Travel Inc.
JDB Fine Hotels & Resorts
Jersey Shore CVB
Jet Borneo
Jewel Resorts
Jordan Tourism Board North America
Journey Through Ireland
JP Teaches Photo

Juneau CVB
KapTours
Katarina Line - Incoming Croatia & Cruises
Kennicott Glacier Lodge
Kensington Tours
Key Tours
Kittatinny Canoes on the Delaware River
Korea Tourism Organization
La Paz Tourism Board
LACVB
Lafayette Convention and Visitors
Commission
Lackawana County CVB
Lake George Regional Chamber of
Commerce
Lakes Region Tourism Association
Land by Cruise Planners - American
Express Travel
Lanka Vacations (Pvt) Ltd.
LBI Region Destination Marketing Org.
Le Soleil d'Or
Lecebne Lazne Marianske Lazne
Legendary Journeys
Leisure Connect
Life Umbrella Tours
Lithuania-Estonia-Latvia
LiveLeaf Inc.
Los Cabos Tourism Board
Louisiana's Wetlands Cultural Byway &
New Orleans Cajun Country
Luggage to Ship
Maasai Wanderings Ltd.
Macau Government Tourist Office
Madagascar Endemics & Resorts
Madava Farms, Crown Maple
Magdalen Islands Tourism
Magnificent 7 - Luxury Wilderness Lodges
of Canada
Maine Beaches Association
Maine Office of Tourism
Makanyi Private Game Lodge
Malaysia Healthcare Travel Council
March-Forth Ventures
Marriott Frenchman's Reef/Morning Star
Martinique Promotion Bureau
Mass Bay Sailing
Massachusetts Office of Travel & Tourism
Massive Travels, Inc.
Matterhorn Inn
Maui Visitors and Convention Bureau
Maxxim Vacations
ME by Melia Cabo
Meadowlands Liberty CVB
Menin Hotels
Metro-North Railroad
Mexico for Health
Mexico Tourism Board
MH Ross, Inc.
Mill Run Tours
Millbrook Vineyards & Winery
Ministry of Tourism of El Salvador
Monmouth County Tourism
Montauk Chamber of Commerce
Moroccan National Tourist Office
Mount Snow Family Camp

Mount Snow Valley
Mountain Adventures India, LLC
MSC Cruises (USA) Inc.
Mt. Snow Chamber of Commerce
Myanmar Luxury Vacations LLC
Mystic Mountain/Mystic Ridge
Nada's Italy Small Group Tours
Naples, Marco Island and the Everglades
CVB
Nare Travel & Tours
Nassau Inn
Nassau Paradise Island
Natchitoches Area CVB
National Association Railroad Passengers
National Park Service
Natural North Florida
Nevis Tourism Authority
New Brunswick Tourism
New Jersey Division of Travel & Tourism
New Smile Costa Rica
New Tang Dynasty Television
New York Passport Agency
New York State Department of
Environmental Conservation
New York State Parks Taconic Region
Newfoundland and Labrador Tourism
Ngorongoro Conservation Area
Niagara USA
Nicaraguan Tourism Board
Niche Touring, LLC.
Nickelodeon Suites Resort
NJ Sussex Skylands/Sussex County
Chamber of Commerce
North Fork Bed & Breakfast Association
North Fork Promotion Council
Norwegian Cruise Line
Nova Scotia Tourism
Nova Star Cruises
Ntaba African Safaris
NY Wine and Grape Foundation
NYS Office of Parks, Recreation & Historic
Preservation
Oak Plantation Resort
Oasis Hotels and Resorts
Ocean Beach Resort
Ocean Place Resort & Spa
Ocean Properties Ltd.
Odisha Tourism India
Odyssey Safaris
Okemo Valley, Bennington and Mt. Snow,
Vt.
Onboard.com
Once in Rome Tours
Onefinestay
Otto Trading
Pacific Delight Tours
Pacific Delight Travel, LLC
Pacific Holidays Inc.
Palace Resorts
Palace Tours/Tren Ecuador
Palma d.o.o.
Palm Springs Bureau of Tourism
Panama City Beach Convention and
Visitors Bureau
Panama Crown Tours

Panama Tourism Authority
Pandaw River Expeditions Asia
Papagayo Beach & Lounge Resort Curacao
Papua New Guinea Tourism Promotion
Authority
Paradise Cove Luau
Paradise Helicopters
Paramount Hospitality - Orlando Resort
Collection
Parcs Nunavik
Park Inn by Radisson San Jose, Costa Rica
Passport Magazine
PATA-Pacific Asia Travel Association-NY
Chapter
PEAK Adventure Travel
Pennsylvania's Laurel Highlands
PERILLO TOURS
Persian Voyages Ltd.
Peter Greenberg Worldwide
Philippine Department of Tourism
Polynesian Cultural Center
Portugal on Tour
President Cruises
Princess Cruises and Cunard Lines
Princeton Regional Chamber of Commerce
PRISMA Dental Clinic Costa Rica
Professional Travel Bloggers Association
PROMED
Protea Hotels
PTY Safety Shuttle & Tours
Puerto Rico Tourism Company
Quark Expeditions
Quebec Tourist Attractions
Radiant Tours and Travels
Rare Finds Travel Design
RedFrog Beach & Resort & Spa
Renaissance Meadowlands
Renaissance Curacao Resort
Rex Resorts
Rhinebeck Area Chamber of Commerce
Rhino Africa Safaris
River Boat Tours, Inc.
River Cruise Partners
Riverhead Chamber of Commerce
Riviera Nayarit CVB
Road Scholar
Rodd Hotels & Resorts
Rome and Italy Tourist Services
Rothschild Safaris
Rough Guides
Rovos Rail Tours (Pty) Ltd.
Royal Caribbean International
Royal Concierge
Royal Gulf Tourism, Dubai
Royal Resorts
Russian-American Consulting Co.
Rwanda Tourism/Under African Skies
Saint Lucia Tourist Board
Saint-Pierre et Miquelon
San Miguel de Allende
Sanctuary Retreats
Sandals Resort
Sandos Hotels & Resorts
Scenic Cruises
SCOTTEVEST Inc.

Scottsdale Convention & Visitors Bureau
SeaWorld Parks & Entertainment
Select Croatia powered by Select Italy
Selena Travel Mongolia
Serendipity Villa
Seychelles Tourism
Shadows of Africa
Shamrock Vacations
Sheraton Lincoln Harbor
Sichuan Airlines
Silverleaf Resorts, Inc.
Singapore Airlines Vacations
Sita Tours
Slovakia
Smallalaskaship.com
smarTours
Society of American Travel Writers
Sonam Adventures
SouthAmerica.travel
South African Airways
South African Tourism
South Jersey Tourism Corporation
South Sea Adventures
Southampton Inn
Spector Travel
Spiceland Holidays India, Sri Lanka
Spoons Across America
Sri Lanka Tourism Promotion Bureau
St. Croix Hotel and Tourism Association
St. Kitts and Nevis
Star Travel DMC Russia & CIS
STI by Central Holidays
Streamsong Resort
Sud de France/Languedoc-Roussillon
Sun Country Airlines
Sun International
Sundance Vacations
Sunny Land Tours
Sunscape Curacao Resort
Sunset Resorts
SuperClubs
Tahiti Tourism North America
Taiwan Tourism Bureau
Tanzania National Parks
Tanzania Tourist Board
Tenerife Spain
TerraVelo Tours
Texas Approach
The Barcelonian
The Beaches of Ft. Myers & Sanibel
The Explorers Passage
The International Ecotourism Society
The Islands of the Bahamas/The Bahamas
Ministry of Tourism
The Manhattan Club
The New York Times
The Newark Museum
The Roman Guy
The Saguardo, a Joie de Vivre Hotel
The Seminyak Beach Resort & Spa
The Tourism Authority of Thailand
The Traveling Professor
The Wayfarers
TIDAN HOSPITALITY GROUP
Tikva Tours

Timothy Beach Resort
Tourism Board for the State of Puebla
Tourism Fiji
Tourism Malaysia
Tourism PEI
Tourist Agency Visit Georgia
ToursByLocals.com
TravAlliance Media
Travelive
Travel Agent Academy
Travel Education Network
Travel Market Report
TravelPulse
Tripda
Trip Mate, Inc.
Tripinsurance.com
Tripwing
Tru Marketing
Tucan Travel
Turkish Culture & Tourist Office
Turks and Caicos Tourist Board
U.S. Department of State, Bureau of
Consular Affairs
U.S. Virgin Islands Department of Tourism
Unique Vacations, Inc.
UNITOURS, INC.
Universal Orlando Resort

Uruguay
USVI Hotel & Tourism Association
Utah Office of Tourism
Vacation Agent
Vagabond Tour and Travel
Vallarta-Nayarit
Veterans Advantage
Via Hansa Tours
Via Mondo
Victoria Cruises/Ritz Tours
Virginia Beach CVB
Virginia Tourism
Visit Anchorage
Visit Baja California Sur
Visit Central Florida
VISIT FLORIDA
Visit Norfolk & Virginia Beach CVB
Visit South Walton
Visit St. Petersburg/Clearwater
Visit Syracuse/Destiny USA
Visit Tampa
WallyPark Premier Airport Park
Warren County Farmers Fair & Pumpkin
Fling
Well-Being Travel
Wellworth Group
Wendy Wu Tours

Westchester County Tourism
Western Newfoundland Destination
Management
Westin Princeton
Where 2 Now Travel
Whole Journeys
Windstar Cruises
Witham Family Properties
WNET-Create TV
Wonderful Indonesia
Wonders of Azerbaijan
Wyndham Cabo San Lucas
Wyndham Vacation Resorts, Inc.
Xinjiang Caravan Travel
XL Airways France
Yampu Tours
Yeti World
Yonderbound
Young Professionals Society
Zagreb Tourist Board
Zambezi Safari and Travel Co. Inc.
Zambia Tourism Board
Zemi Beach, Anguilla
Zipcar
Zulu Nyala

Contact the sales team for The New York Times Travel Show 2016:
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2015 HIGHLIGHTS

Trade Attendance (including 710 media):	8,281
Consumer Attendance:	20,161
Total Attendance:	28,442

545 Total Exhibitors:

Overseas National Tourist Boards	97
Domestic Tourist Boards/CVB's	56
Hotels	103
Tour Operators & Cruises	136
Associations	32
Transportation	33
Media Outlets	22
Products and Service Providers	66

The New York Times Travel Show 2015 - Trade Only Day Included:

- Travel Industry Conference - 18 Focus Conferences:
 - Focus on Adventure
 - Focus on Africa
 - Focus on Asia
 - Focus on Caribbean
 - Focus on Cruising
 - Focus on Culinary Travel
 - Focus on Destination Weddings and Honeymoons
 - Focus on Europe
 - Focus on Latin America
 - Focus on LGBT Travel
 - Focus on Medical & Wellness Travel
 - Focus on Middle East & North America
 - Focus on New York State Destinations
 - Focus on River Cruising
 - Focus on Tours
 - Focus on Travel Bloggers
 - Focus on Travel Media
 - Focus on Young Travel Professionals
- Luncheon and Keynote Address on Forecasting the Future of Travel – Where Will We Be in the Next 10 Years
- Exhibit Hall Open for Trade Only
- Industry Reception in Exhibit Hall

The New York Times Travel Show 2015 - Consumer Seminar Speakers Included:

- Arthur and Pauline Frommer
- Julia Dimon, hard-core adventuress, travel journalist, and TV travel personality
- Peter Greenberg, travel editor for CBS News, host of the nationally syndicated "Peter Greenberg Worldwide"
- Adam Richman, host, writer and producer
- Mimi Sheraton, journalist, restaurant critic and author
- Patricia Shultz, author
- Lee Abbamonte, travel expert
- And many more travel experts giving advice and inspiration on travel trends and deals

The Consumer Seminars Covered Categories of Travel, Technology and Destinations Including:

- Major New Developments in Travel
- New York Times Travel Panel: Our Top 5 Travel Hacks
- Maximizing Your Points and Miles to Travel Like the 1%
- The Top New Travel Destinations
- What's NEW in the Cruising World? New Ships, New Itineraries, New Experiences
- The Future of Travel and Transportation
- Travel Deals and Emerging Destinations in the Digital Era
- The Movable Feast: How to Get the Most Out of Your Food Explorations at Home and Abroad
- Discover the Caribbean: A Look at New and Newly Renovated Resorts

Categories of Travel: Global Travel Tips for Women; Fodor's GO Travel List for 2015; LGBT Travel; Adventure Hiking, Biking and Walking Trips; Medical, Wellness and Spa Vacations; Wellness Lifestyle Vacations; Finding the Perfect River Cruise; Top Value Family Escapes: Finding the Best Family Cruise, Culture and Resort Vacations; Travel Tips for Going Solo; Culinary Destinations: Gain Inspiration for Your Next Trip!; The Luxury of Train Travel Around the World; Why Cruise? Come Find Out What You're Missing; The Best Cruise for YOU at the Best Price

Travel Technology and New Media: Improve Your Travel Photography: Using a Shot List to Create a Cultural Portrait of Any Destination; Top Travel Myths and Mistakes; Sensible, Affordable and Secure Ways to Stay Connected Overseas; How to Stretch Your Travel Dollar and Avoid Internet Scams; U.S. Travelers: Smart, Savvy, and Safe; Ditch the Hotel: Tips for Finding Your Perfect Vacation Home Rental; Using Social Media to Make the Most of Your Vacation; How to Travel First Class on an Economy Class Budget

Destinations: Latin America – A Variety of Experiences to Discover; Destination: Japan; Island Hopping in Fiji — In Search of Mysteries and Adventures; Discover and Explore New York State Destinations; Insider's Italy: Experts Share Their Secrets to Help Travelers Plan, Save Money, Get Off the Beaten Path, and Discover What's New in 2015; Exploring Cuba; Planning the Perfect African Safari; Highlights of the Middle East & North Africa; Northeast Getaways and Day Trips; A Glimpse of Southeast Asia and Europe on a Budget

ATTENDEE DEMOGRAPHICS

TRADE ATTENDEES

- 56% of travel agents have been in business 5+ years
- 30% of trade attendees belong to a consortium (Vacation.com; American Express; Virtuoso; Ensemble; TravelSavers; Signature Travel Network and others)

Top Regions of interest: Europe, Caribbean, Central and South America, U.S.A./Hawaii and Alaska, Mexico, Asia and Africa

Top Categories of interest: Accommodations /Hotels/Resorts, Destination/Tourism Boards, Luxury Travel, Family Travel, Tour Operators/Outfitters, Travel Technology, Cruises, Attractions/Entertainment Culinary and Adventure Travel

CONSUMER ATTENDEES

- 89% were satisfied with the exhibitors
- 90% were satisfied with the variety of seminars offered
- 90% were satisfied with the seminar speakers
- Median HHI: \$108k
- 82% had a college degree or higher
- About half make travel arrangements online
- Almost half of attendees have planned four or more trips in the coming year
- Two in three attendees are interested in vacationing in Europe
- More than two in five are interested in traveling to the Caribbean
- Two in five are interested in traveling to Asia or Africa

MEDIA OUTREACH

The 2015 advertising and promotion campaign generated a record-setting number of impressions through a vast campaign including print and online advertising, external media and broadcast promotions, TV, radio, online and social media, including:

ADVERTISING AND PROMOTIONS

Consumer Print Advertising and Promotions

- The New York Times newspaper ads (40+)
- The New York Times Travel Show Travel Show Guide (inserted in T Travel Magazine; The New York Times Magazine)
 - 600,000 copies of Show Guide were inserted in The New York Times on Sunday, January 19th
 - 15,000 bonus copies distributed on-site to show attendees
- Where and In Magazine
- Passport Magazine
- Travel & Leisure Magazine
- Where and In NY Magazine

Consumer Online Advertising and Promotions

Digital newsletters, email blasts and banner ads on websites including

- www.nytimes.com/travelshow — generated over 231,000 impressions
- NYT Great Getaways
- NYT Film Club
- Previous Travel Show consumer attendees
- Email blast to Broadway Cares list
- NYTimes.com home delivery (NDM only)
- NYTimes.com digital subscribers (NDM only)
- NYTimes.com TimesTalks
- @Times email newsletter
- Ads on Cross River Network
- Caribbean Journal
- Family Travel Forum
- OffMetro.com
- Travel to Wellness
- WeddingSalon.com

Trade Print Advertising and Promotions

- Vacation Agent Magazine
- Agent@Home Magazine

Trade Online Advertising and Promotions

Digital newsletters, email blasts and banner ads on websites including

- Previous Travel Show trade attendees
- Association for the Promotion of Tourism to Africa (APTA)
- Adventure Travel Trade Association (ATTA)
- Caribbean Tourism Organization (CTO)
- Millennials in Travel
- Travel Market Report
- Travel World News
- Well-Being Travel

Social Media

- The New York Times posted over 300+ times on Facebook and 300+ times on the Travel Show's official Twitter account. As a result of the marketing efforts:
 - Facebook followers grew to 23,504, up 25% year over year
 - Twitter followers grew to 29,345, up 10% year over year
 - #NYTTravelShow was mentioned hundreds of times the weekend of the show

Radio Promotion

- promotional spots ran on the following:
 - Metro Traffic Radio during traffic reports in the N.Y. tri-state area Monday–Sunday
 - 106.7 Lite FM
 - Total of 78 on-air commercials from 1/5/15–1/25/15

Television Promotion

- January 20: NYSE – :45 sec. broadcast spot for the Closing Bell
- 45 sec. spot for the NYSE Closing Bell, covered by CNBC.com and Bloomberg TV

INDUSTRY SPONSORS

The New York Times Travel Show collaborates with many associations and groups within the tourism industry. This collaboration provides additional outreach to travel professionals and consumers, encouraging participation in the event through ticket distribution, online promotions, newsletters and digital outreach and emails.

This year, more than 50 organizations sponsored The New York Times Travel Show, with major sponsors including high-profile brands:

Our 2015 Sponsors

GOLD SPONSOR



SILVER SPONSORS



TRADE SPONSOR



MEDIA SPONSORS



INDUSTRY SPONSORS

