

# Welcome to the Los Angeles Times Travel & Adventure Show

**L**et The Times help you navigate the waters of vacation planning for 2009 and beyond at the annual Los Angeles Times Travel & Adventure Show, held on Feb. 14 and 15 at the Los Angeles Convention Center. With more than 500 exhibitors from all over the globe, the experience of attending the show is akin to taking a trip around the world in an afternoon.

**Big changes, big adventure**  
Big changes are in store for this year's event, which is once again geared toward every sort of traveler, from family vacationers to adrenaline junkies. Plus, with the increased size of the show this year, attendees will have more opportunity than ever to truly immerse themselves in the world of travel.

"This year the show will be not only our biggest ever, but also our best yet," said Ahna Biddle, Los Angeles Times project manager. "Due to the overwhelming popularity of the show in previous years, we've

respite in an Irish castle or a hang-gliding excursion in the Maldives. Themed areas will spotlight various worldwide destinations — including Greece, Asia, the Mediterranean and Europe — and, as always, much attention will be focused on domestic travel.

## Fascinating sponsors

Enjoying special prominence once again is Greece, a presenting sponsor and host of an enormous venue at the show. The Automobile Club of Southern California partners with the Travel Show once again this year, also as a presenting sponsor.

The captivating sights and sounds of global music will take center stage this year on the Los Angeles Times Global Beat Stage. Enchanting exhibitions of Irish, Indian and Tanzanian dance, plus West African drummers and many others will be presented all weekend long. The brand-new Culinary Stage, sponsored by the Louisiana Office of Tourism and DineLA, will play host to a series of live cooking demonstrations conducted by several acclaimed chefs.

## Spectacular speakers

This year the Travel Show welcomes an especially outstanding slate of speakers and expert panelists. Returning are fan favorites Rick Steves, host of "Rick Steves Europe" on PBS,

and Pauline and Arthur Frommer of the acclaimed guidebook series. Also making an appearance is Samantha Brown, a Travel Channel icon and host of the network's popular "Passport" series.

"We're really excited about our speaker lineup this year," said Los Angeles Times programming manager Maret Orfiss. "Not only will we have keynote speakers Samantha Brown, Rick Steves and Arthur and Pauline Frommer, but we have panels that address the

# just the fact

**What:** The Los Angeles Times Travel & Adventure Show

**When:** Feb. 14 - 15, 2009  
10 a.m. - 5 p.m. (trade hours: Saturday 8 - 10 a.m.)

**Where:** (NEW LOCATION) Los Angeles Convention Center - West Hall

**How much:** \$10 (children 16 and under. \$5) is available at [www.latimes.com](http://www.latimes.com) use promo code "SUP"

**Parking:** \$12 (please) For more information, visit [www.latimes.com](http://www.latimes.com) or call 1.800.LATIMES

specific needs of travelers: From how to avoid being scammed to budget travel to maximizing online travel resources. And of course, the National Geographic ADVENTURE Theater will feature today's biggest adventure travelers!"

## Exciting exhibits

A sizable assortment of exhibits and exhibitors, long a hallmark of the show, will also be on hand. Among them, National Geographic ADVENTURE will be sponsoring a stage of speakers and accomplished adventurers. One such adventurer, Costas Christ, the magazine's global travel editor and a renowned explorer in his own right, will be on hand to offer attendees a host of eco-friendly travel trips.

## Plentiful prizes

Feeling lucky? Show exhibitors are giving away numerous trips and prizes, including a seven-day Rick Steves City Tour (Booth 446), a sailing adventure trip for two from Antigua to Montserrat (Booth 1438), a 10-night excursion to Vietnam (Booth 1300) and a six-night vacation in Ireland (Booth 433).

For more information about the Travel Show, please see the center pull-out, visit [www.latimestravelshow.com](http://www.latimestravelshow.com) or call 1.800.LATIMES, Ext. 7SHOW.

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## WIDE ON THE

Winning shot from



**E**very amateur photographer fantasized

that ends up in the National Geographic ADVENTURE Photo Contest. In her snapshot of a winning amateur receive an adv

Amateur photographers submit their best photographs to ADVENTURE judged by a panel of ADVENTURE photographers. the snapshot, complete with a 3-by-5 card with a short description of the equipment used, name, address and

Winning photographs will receive a subject matter, a skill, originality and up will receive a special apparel.



taken the momentous step of moving to the Los Angeles Convention Center, which has allowed us to add more exhibitors, a Culinary Stage and new activities like a zip line and ropes course — as well as be a part of downtown L.A. as a destination. And our exhibitors are offering bigger and better deals this year, too, which is important given today's economy."

This means that exhibitors will be in a position to help attendees whether they have in mind a restful