



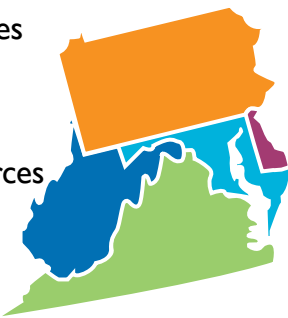
MATPRA

MID-ATLANTIC TOURISM
PUBLIC RELATIONS ALLIANCE



The Mid-Atlantic Tourism Public Relations Alliance is a cohesive unit of regional tourism partners encompassing Delaware, Maryland, Pennsylvania, Virginia, Washington D.C. and West Virginia.

MATPRA strives to serve travel journalists by offering resources that ignore geographic boundaries, as do travelers.



Common threads and regional highlights are identified to offer more stories for journalists who are interested in offering the prospective of Mid-Atlantic destinations as a whole.

PERKS OF MATPRA

- » Access to private Facebook group to ask questions, discuss all things PR
- » Professional development sessions
- » Discounted registration for select conferences
- » Networking opportunities
- » Inclusion in press releases
- » MATPRA website and social coverage
- » Opportunity to participate in annual Media Marketplace
- » Access to media list with 300+ contacts





“MATPRA has been one of the most beneficial public relations organizations for us thanks to the quality of relationships formed with writers over the years through my attendance at Marketplace and overall involvement in the organization.”

JENNA FRENCH

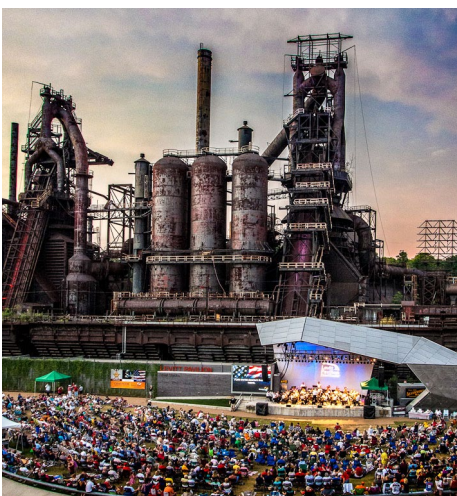
Director of Tourism & Economic Development, Shenandoah Valley, VA

BE A PART OF OUR ANNUAL CONFERENCE!

The MATPRA Media Marketplace is a multi-day event that brings both PR professionals and travel journalists together to:

- » Network with travel writers and peers through meals, marketplace and media tours
- » Discuss story ideas
- » Make new connections and strengthen existing ones
- » Arrange visits to individual destinations
- » Participate in professional development sessions
- » Talk about what’s new
- » Share tips of the trade
- » HAVE FUN!!!

DMOs must attend at least one quarterly MATPRA meeting each year in order to participate in Marketplace.



HOW TO GET INVOLVED

DMOs are encouraged to attend quarterly MATPRA meetings to stay up to date with what’s happening in the organization. Each meeting includes lunch, a professional development session and networking with fellow PR experts from other DMOs. Additional opportunities are available through MATPRA committees:

MEDIA COMMITTEE

Responsible for insuring the best and most relevant media contacts are on file with the organization, reviews and selects media for Marketplace.

SOCIAL MEDIA COMMITTEE

Creates daily posts highlighting MATPRA member destinations across all social media platforms.

MARKETING COMMITTEE

Creates and updates marketing materials to promote MATPRA to journalists and DMOs.

WEBSITE COMMITTEE

Maintains, updates and creates content for the official MATPRA website.

JOIN THE BOARD

Take on a bigger leadership role by joining the board and help make decisions for the organization.



PROFESSIONAL DEVELOPMENT COMMITTEE

The committee is responsible for member education, including brainstorming and arranging presenters and/or topics to keep current with industry trends at all quarterly meetings and Marketplace.



“I have been a member of MATPRA since 2010. The connections I’ve made with both DMOs and media far exceed any other travel trade show I attend.”

CHRIS TEMPLE Director of Communications, VisitErie