



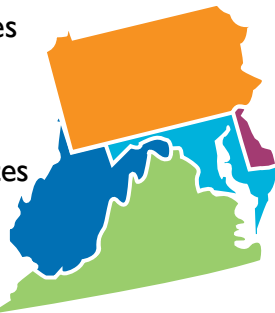
MATPRA

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.



“MATPRA is a great resource for destination news in the Mid-Atlantic. I especially appreciate the useful emails sent out with themed roundups of what’s going on in the region from one source.”

AMY ALIPIO

Senior Editor, National Geographic Traveler

STAY IN THE KNOW

Sign up to receive monthly updates about what’s happening in the Mid-Atlantic region
matpra.org



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:

- » Meet with over 60 destination representatives
- » Network with peers through meals, marketplace and media tours
- » Discuss story ideas
- » Make new connections and strengthen existing ones
- » Arrange visits to individual destinations
- » Talk about what's new
- » Share tips of the trade
- » Participate in professional development sessions
- » HAVE FUN!!!

Members of the media are invited to apply to attend MATPRA Marketplace complimentary (travel expenses not included). To learn more, visit

matpra.org/media-marketplace.



"I have attended MATPRA since 2007 and I have found it to be invaluable. It is an outstanding introduction to what the Middle Atlantic states offer with opportunities to network with people, gain new insight into story leads and forge relationships that provide easier access to information to assist you in writing more creative articles."

RENEE GORDON
Philadelphia Sun



"MATPRA was a perfect way for me to make connections, get insider info on new destinations and brainstorm potential future content for our family travel and lifestyle verticals."

TARYN PIRE Associate Editor, New Jersey Family