



PRESS RELEASE

VISIT SYRACUSE

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NATJA TO VISIT SYRACUSE

One of largest professional travel writer organizations will shine the spotlight on the Salt City and promote travel during its annual conference in 2019

Syracuse, NY (July 10, 2018) – Visit Syracuse, Inc. is excited to announce that it will host the North American Travel Journalist Association (NATJA) conference next spring. Nearly 100 travel writers, photographers, editors, bloggers and tourism professionals will attend the conference; while simultaneously promoting travel to Syracuse to their audiences and followers.

- **Conference Dates:** May 15 – 17, 2019
- **Host Hotel:** Sheraton Syracuse University

“This is an amazing opportunity for our destination,” said Visit Syracuse President & CEO Danny Liedka. “What better way to promote Syracuse, than by having a conference full of travel writers boasting about their time here? Our team has been anxiously waiting to share the news ever since we secured the conference bid last year.”

NATJA CEO Helen Hernandez toured the region in 2017 with Visit Syracuse to get an understanding of what attendees would experience; which included S.I. Newhouse School of Public Communications at Syracuse University, Beak & Skiff, Skaneateles, Destiny USA, historical museums, craft food and beverage facilities and much more.

“We are thrilled to be coming to Syracuse and share its history, natural beauty, culture and its people. There is an abundance of story ideas to share with our members,” Hernandez said.

The conference aims to be a platform for colleagues to network and to provide professional development seminars to its members for the ever-evolving communications channels.

“We look forward to hosting NATJA in 2019 and show off just how much there is to do in this part of the country,” stated Liedka.

NATJA was founded in 1991 to dedicate the highest quality of journalism excellence in promoting travel. Some of the past conference locations include in Las Vegas, Nevada; Puerto Vallarta, Mexico; Cleveland, Ohio and Branson, MO.

For more information, contact Visit Syracuse Communications Director Nikita Jankowski at 315-706-4443, njankowski@visitsyracuse.com.

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ABOUT VISIT SYRACUSE

Visit Syracuse, Inc. is Onondaga County's official marketing organization for tourism related economic development; leading the production of over \$865 million in direct visitor spending annually. The organization aims to strengthen the positive awareness of the City of Syracuse and Onondaga County as a convention and visitor destination; to increase revenues and stimulate economic development and growth for the community.

