



North American
Travel Journalists
Association

FOR IMMEDIATE RELEASE

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North American Travel Journalists Association Holding Annual Conference & Marketplace in Orange County, NC May 16-19, 2017

Chapel Hill, NC – (May 4, 2017) - More than 80 travel journalists, speakers and presenters, association staff and destination marketing organization representatives will convene for the 15th Annual North American Travel Journalists Association Conference & Marketplace, May 16-19, 2017 in Orange County, NC.

The Chapel Hill/Orange County Visitors Bureau is hosting the event in partnership with Chapel Hill, Carrboro, Hillsborough, UNC-Chapel Hill, Orange County, Visit North Carolina and others. The host hotel is the Sheraton Chapel Hill. The multi-day conference includes the association's awards luncheon, professional development, opening night celebration at the Barn of Valhalla, dine around, media marketplace and afternoon tours in Chapel Hill, Carrboro, Hillsborough, on the UNC Campus and to area Orange County Farms. The closing night dinner and reception with the awarding of the inaugural Keith Bellows award for Excellence in Travel Journalism is at The Carolina Inn. There are several pre and post media tours throughout North Carolina for those journalists traveling here early or staying an additional few days after the main conference.

"Orange County, North Carolina proudly weaves their history, culture, food and family into the very fabric of their communities, said Helen Hernandez, NATJA CEO. "The beauty and historical significance of this area should be shared with everyone and who better than the members of a travel journalism association. NATJA looks forward to experiencing Orange County and its surrounding communities."

NATJA's annual gathering brings together members from throughout the US and Canada. "This conference allows us to highlight Chapel Hill, Carrboro, Hillsborough and Orange County as a top-notch visitor destination," said Laurie Paolicelli, Chapel Hill/Orange County Visitors Bureau Director. "We are thrilled the travel journalists will get a close up and personal look at Orange County and be able to experience our communities through our people, attractions, natural beauty, art, farms, food, music, brews, spirits and more."

Founded in 1991 by a group of sixteen travel writers, the North American Travel Journalists Association (NATJA) is one of the largest professional associations of travel writers, photographers, editors, bloggers and tourism professionals dedicated to the highest quality of journalism excellence in promoting travel and leisure activities to the general public. The group also includes destination marketing organizations (DMOs) as well. To learn more about NATJA and the conference, visit <http://www.natja.org>.

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About the Visitors Bureau

As the official accredited destination marketing organization of Chapel Hill and Orange County, the mission of the Chapel Hill/Orange County Visitors Bureau is to develop and coordinate visitor services in Orange County and to implement marketing programs that will enhance the economic activity and quality of life in the community. The Visitors Bureau is a department of Orange County, NC Government. For information: www.VisitChapelHill.org