

The Mid-Atlantic Tourism Public Relations Alliance (MATPRA) is a cooperative partnership comprised of more than 50 PR professionals from state tourism offices and destination marketing organizations in Delaware, the District of Columbia, Maryland, Pennsylvania, Virginia and West Virginia.

Learn more about MATPRA!

www.MATPRA.org

MidAtlanticTourism@gmail.com



MATPRA
MID-ATLANTIC TOURISM
PUBLIC RELATIONS ALLIANCE



Journalists: Apply to attend Marketplace on the MATPRA website.

DMOs: To become a member, contact us at MidAtlanticTourism@gmail.com.





MATPRA representatives work together to generate travel stories about their individual destinations and the entire Mid-Atlantic region.

MATPRA began in 2002, when a group of PR professionals from several destinations decided to work together. They realized that county and state lines didn't stand in the way of travelers, so they shouldn't interfere with the efforts of travel journalists either.

Since then, the group has been collaborating to assist journalists – compiling group media releases, sharing “common thread” story ideas, and coordinating an annual Media Marketplace that hosts approximately 50 Mid-Atlantic destinations under one roof.

Learn what's new at the annual Media Marketplace, MATPRA'S signature event!

MATPRA Media Marketplace is an annual, multi-day event that brings together approximately 100 destination marketing organizations (DMOs) and travel journalists from the Mid-Atlantic region.

Media Marketplace consists of:

- A three-hour trade show with DMOs/state tourism offices serving as the exhibitors, and with travel journalists as attendees
- Networking opportunities
- Media tours of the host city/county
- Pre and post familiarization (FAM) tours of neighboring regions (based on availability)

The event is a great opportunity to make new connections, discuss story ideas, share tips of the trade, and network during several receptions and tours.

Media Marketplace is typically held in the fall, and the date is chosen by the host city/county. Travel journalists are invited to apply to attend the event complimentary, and qualified guests of participating journalists may attend for an additional fee.