



# **MATPRA**

## **MID-ATLANTIC TOURISM PUBLIC RELATIONS ALLIANCE**

### **Tourism Regions Across the Mid- Atlantic Announce New Travel Experiences in 2019**

**(Mid-Atlantic Region, January 7, 2019)** - As the Mid-Atlantic regions ushers in 2019, destinations offer travelers to the region more things to do and see, revealing new events and attractions for the upcoming year. From hotel, restaurant, and brewery openings to fresh exhibits, festivals, and celebrations, the Mid-Atlantic continues to provide visitors with new and exciting travel experiences.

Members of the Mid-Atlantic Tourism Public Relations Alliance ([MATPRA](#)) have compiled a list of some of the new places to visit and things to do in their regions. If you are interested in learning more about that specific destination or topic, contact the individual destination marketing organization listed below.

#### **DELAWARE**

##### **Delaware's Quaint Villages**

Come and enjoy festivities in Delaware's Quaint Villages as they celebrate two anniversaries in 2019. The Dover International Speedway celebrates their 50th Anniversary and the 100th NASCAR Cup series races with commemorative tickets, special events and more. The Delaware State Fair celebrates their 100th Anniversary with free entertainment, circus, and more. Delaware's Quaint Villages (Kent County, DE), Danielle Jonigan, [VisitDelawareVillages.com](http://VisitDelawareVillages.com), [djonigan@visitdelawarevillages.com](mailto:djonigan@visitdelawarevillages.com)

##### **Greater Wilmington**

Costuming THE CROWN debuts at Winterthur on March 30, 2019. This exquisite exhibition features 40 costumes from seasons one and two of the award-winning Netflix series THE CROWN. See everything from Queen Elizabeth's dazzling coronation robe, royal crowns and tiaras to comfort clothes worn by the family during private moments. Greater Wilmington Convention and Visitors Bureau, Lyn Lewis, [VisitWilmingtonDE.com](http://VisitWilmingtonDE.com), [lynlewis@visitwilmingtonde.com](mailto:lynlewis@visitwilmingtonde.com)

#### **MARYLAND**

##### **Visit Maryland**

This April, more than 200 cherry trees will blossom along the Potomac River waterfront at National Harbor for their Cherry Blossom Festival. Enjoy the dazzling celebration with a Sake and beer garden, a Japanese Market, Japanese inspired entertainment, and cherry blossom themed festivities such as spa treatments, cocktails and more. Visit Maryland, Maryland Office of Tourism, Matthew Scales, [VisitMaryland.org](http://VisitMaryland.org), [mscales@visitmaryland.org](mailto:mscales@visitmaryland.org)

### **Annapolis & Anne Arundel County**

Enjoy great food finds at the new Annapolis Market House. Indulge at the new Belgian-inspired Flamant Restaurant. Sample wines in Great Frogs' new Tadpole Barn or down a great brew at the Guinness Open Gate Brewery and Barrel House. Explore Annapolis with the help of its new bike share program. Visit Annapolis & Anne Arundel County, Susan Seifried, [VisitAnnapolis.org](http://VisitAnnapolis.org), [sseifried@visitannapolis.org](mailto:sseifried@visitannapolis.org)

### **Baltimore**

Baltimore is home to the oldest operating public market system in the country and 2019 brings two makeovers! The Fell's Point Broadway Market will unveil its redevelopment including The Choptank, a 275-seat indoor/outdoor crab house. Across the harbor, Federal Hill's Cross Street Market will welcome 25+ new independently owned and operated businesses! Visit Baltimore, Abigail Vitaliano, [Baltimore.org](http://Baltimore.org), [avitaliano@baltimore.org](mailto:avitaliano@baltimore.org)

### **Hagerstown - Washington County**

The Maryland Theatre, crown jewel of Hagerstown's Arts & Entertainment District, is undergoing a 30,000-square-foot expansion, transforming the theatre into a performing arts complex. Improvements include five rentable multi-use spaces, the ability to host private seated events and a visitor information area. A ribbon cutting is planned for October 2019. Visit Hagerstown, Betsy DeVore, [VisitHagerstown.com](http://VisitHagerstown.com), [betsy@visithagerstown.com](mailto:betsy@visithagerstown.com)

### **Harford County**

New in 2019! Havre de Grace will be hosting an inaugural Ice Festival on January 19-20, showcasing inventive ice sculptures. On July 13, spend the day at the Liriodendron in Bel Air for their first ever Music and Arts Festival, featuring live bands, art and craft vendors, food trucks and more. Visit Harford, Mindy Schneider, [VisitHarford.com](http://VisitHarford.com), [mindy@visitharford.com](mailto:mindy@visitharford.com)

## **PENNSYLVANIA**

### **VisitPA**

In 2019, Pennsylvania is bringing thrills for all ages! Kennywood unveils the tallest coaster in the state in its new football-themed land, Steelers Country; Hersheypark opens the dark ride gaming experience, Reese's Cupfusion; and Cartoon Network brings its animated characters to life in the network's first hotel in Lancaster. VisitPA, Pennsylvania Tourism Office, Natalie Buyny, [VisitPA.com](http://VisitPA.com), [nbuyny@tierneyagency.com](mailto:nbuyny@tierneyagency.com)

### **Central Pennsylvania**

Happy Valley Music Fest returns to downtown State College for summer 2019. The annual multi-day event has brought national acts such as 10,000 Maniacs and Charles Bradley in the past. A new trampoline park "Get Air" has come to State College, and a climbing wall business is coming to Boalsburg. Central Pennsylvania Convention & Visitors Bureau, Andy Rupert, [VisitPennState.org](http://VisitPennState.org), [andy@visitpennstate.org](mailto:andy@visitpennstate.org)

### **Clearfield County**

The Depot at Doolittle's already offers five restaurants, a brewery, pizza parlor, model trains and train railcars converted into B&Bs! However, now the Depot offers an Animatronic Dinosaur Exhibit that might be the largest in Pennsylvania. The best part is that there is only a \$3 entry fee! Visit Clearfield County, Josiah Jones, [VisitClearfieldCounty.org](http://VisitClearfieldCounty.org), [jjones@visitclearfieldcounty.org](mailto:jjones@visitclearfieldcounty.org)

## **Cumberland Valley**

Among the new things to enjoy in 2019, is the Soda Works Tour from Appalachian Brewing Company in Mechanicsburg. ABC is known for its locally-brewed beer and A.T. inspired menu, but they also produce crafted sodas. This tour allows visitors to see the soda process and make their own soda. Cumberland Valley Visitors Bureau, Aaron Jumper, [VisitCumberlandValley.com](http://VisitCumberlandValley.com), [aaron@visitcumberlandvalley.com](mailto:aaron@visitcumberlandvalley.com)

## **Erie County**

Tall Ships Erie Festival returns August 22-25 showcasing approximately 8-10 tall ships, on-board tours & sail-aways. Waldameer Park & Water World debuts the new "Chaos" thrill ride and new heated relaxation pool. The Erie Maritime Museum welcomes the Lettie G. Howard 125-foot, two-masted gaff topsail fishing schooner to our shores. Visit Erie, Christine Temple, [VisitErie.com](http://VisitErie.com), [cvb1@visiterie.com](mailto:cvb1@visiterie.com)

## **Hershey Harrisburg**

The Hershey & Harrisburg Region always has something new and exciting to promote each year and announcements are rolling in for 2019 including major news for Hersheypark. Get the latest in the "What's New 2019" Destination Round-Up in the Online Media Lounge Resource Center. Hershey Harrisburg Regional Visitors Bureau, Rick Dunlap, [VisitHersheyHarrisburg.org/media](http://VisitHersheyHarrisburg.org/media), [rick@hersheyharrisburg.org](mailto:rick@hersheyharrisburg.org)

## **Huntington County**

Shavers Creek Environmental Center has completed the largest expansion and renovation project in its 40-year history. Allegrippis Trails mountain bike system 10th Anniversary is May 9. Lincoln Caverns has new Blacklight Tour special events for 2019 and celebrate National Caves and Karst Day with free kids activities June 6-7-8, 2019. Huntington County Visitors Bureau, Edward Stoddard, [Raystown.org](http://Raystown.org), [estoddard@raystown.org](mailto:estoddard@raystown.org)

## **Lancaster County**

In 2019, Lancaster will add Cartoon Network's first hotel (right next to Dutch Wonderland), a second tower at the Lancaster Marriott downtown, a significant expansion of the Lancaster Science Factory, a new home for innovative local theater company Prima, and a structural "facelift" & amenity enhancements at Rockvale Outlets. Discover Lancaster, Joel Cliff, [DiscoverLancaster.com](http://DiscoverLancaster.com), [jcliff@discoverlancaster.com](mailto:jcliff@discoverlancaster.com)

## **Laurel Highlands**

No longer in danger of demolition, Frank Lloyd Wright's Mäntylä has relocated from Minnesota to Pennsylvania's Laurel Highlands, where it will join Fallingwater, Kentuck Knob and Duncan House. The L-shaped home with a distinct prow tucked away in Polymath Park will open to visitors for tours and lodging in 2019. Laurel Highlands Visitors Bureau, Anna Weltz, [LaurelHighlands.org](http://LaurelHighlands.org), [aweltz@laurelhighlands.org](mailto:aweltz@laurelhighlands.org)

## **Lehigh Valley**

Soccer fans will flock to Lehigh Valley to cheer on the U.S. Women's National Team as they compete in the World Cup this June. The Lehigh Valley SoccerFest & Viewing Party gives visitors & locals access to view matches on the big screen, plus the chance to participate in soccer clinics and more. Discover Lehigh Valley, Kaitie Burger, [DiscoverLehighValley.com](http://DiscoverLehighValley.com), [kaitie@discoverlehighvalley.com](mailto:kaitie@discoverlehighvalley.com)

## **Pennsylvania's Americana Region | Berks County**

Pennsylvania's Americana Region invites visitors to explore the area's newest museums and historic sites. The Reading Area Firefighters Museum serves to honor and preserve our region's proud fire-fighting history. The long-anticipated John Updike Childhood Home, scheduled to open Spring 2019, is sure to delight the Pulitzer Prize winning author's many literary fans. Pennsylvania's Americana Region, Lisa Haggerty, [VisitPaAmericana.com](http://VisitPaAmericana.com), [lisa@visitpaamericana.com](mailto:lisa@visitpaamericana.com)

## **Philadelphia**

Visitors looking for an exciting destination to visit in 2019 have plenty of new reasons to choose

Philadelphia. New in 2019: Fashion District Philadelphia, the Four Seasons Hotel atop the Comcast Technology Center, and the debut of Hamilton. Visit Philadelphia, Daniel Davis, [VisitPhilly.com](http://VisitPhilly.com), [daniel@visitphilly.com](mailto:daniel@visitphilly.com)

### **Pittsburgh**

In collaboration with the Pittsburgh Steelers, Kennywood Amusement Park is set to open the new Steelers Country area for visitors in spring of 2019. In addition, the Children's Museum of Pittsburgh will add Rube Goldberg: The World of Hilarious Invention exhibit to their imaginative and interactive offerings. VisitPITTSBURGH, Kristin Wenger, [VisitPittsburgh.com](http://VisitPittsburgh.com), [kristin.wenger@visitpittsburgh.com](mailto:kristin.wenger@visitpittsburgh.com)

### **Pocono Mountains**

2019 brings several upgrades to Poconos ski areas, adding improved snow making equipment and numerous trails. The Great Pocono Air Show is a new event at Pocono Raceway in 2019, taking place August 24 & 25. Kalahari Resorts & Conventions and Mount Airy Casino Resort's convention center additions will open. Pocono Mountains Visitors Bureau, Kelly Shannon, [PoconoMountains.com](http://PoconoMountains.com), [kshannon@poconos.org](mailto:kshannon@poconos.org)

### **Potter County - Tioga County**

Guide services across the region are making accessible adventure even easier in 2019! Pine Creek Outfitters assist with trail access for hikers, while Wild Asaph guides gear you up to discover Dark Skies! Want to learn to paddle board or do yoga in the great outdoors of Pennsylvania's beautiful northern tier? Crooked Roots Adventures has you covered. Visit Potter - Tioga, Morgan Christopher, [VisitPotterTioga.com](http://VisitPotterTioga.com), [morgan@visitpottertioga.com](mailto:morgan@visitpottertioga.com)

## **VIRGINIA**

### **Fairfax County**

Fairfax County will soon be home to the National Museum of the United States Army, the first official museum of America's oldest military branch. Also on deck this year: a brand new sports/wellness complex, an augmented/virtual reality center in Tysons, and the official Fairfax County Breweries Field Guide. Visit Fairfax, Ali Morris, [FXVA.com](http://FXVA.com), [amorris@fxva.com](mailto:amorris@fxva.com)

### **Hampton**

In August 2019, Hampton will commemorate the 400th anniversary of the first landing of Africans in English North America at what is now Fort Monroe National Monument. Special activities and events will take place throughout the year. Hampton Convention and Visitor Bureau, Elizabeth Severs, [VisitHampton.com](http://VisitHampton.com), [elizabeth.severs@hamptoncvb.com](mailto:elizabeth.severs@hamptoncvb.com)

### **Loudoun**

Former Olympic figure skater and Romanian national champion Luiz Taifas and his wife are slated to open a 100,000 square-foot, \$19.5 million center in 2019, featuring two NHL-sized rinks. The two-story building will also include a gym, cafe, pro shop and hockey training room as well as a multifunctional floor for non-ice-related sporting events and concerts. Visit Loudoun, Jennifer Sigal, [VisitLoudoun.org](http://VisitLoudoun.org), [sigal@visitloudoun.org](mailto:sigal@visitloudoun.org)

### **Prince William County**

New interactive exhibits at the National Museum of the Marine Corps, the Neabsco Creek Boardwalk, new tasting rooms for VA wine & beer as well as Sweeney Barn, wedding, event and music venue. These

are just a few of the newest attractions visitors can experience this year in D.C.'s Countryside. Prince William County Office of Tourism, Nicole Warner, [VisitPWC.com](http://VisitPWC.com), [nwarner@pwcgov.org](mailto:nwarner@pwcgov.org)

### **Richmond**

2019 is a big year for the Richmond region, with plenty of art, culinary and beer happenings throughout the year. Also don't miss the 2019 expansion of the American Civil War Museum at Historic Tredegar, which includes a new 28,500 sq. ft. structure, an expanded theater and an interactive water exhibit. Richmond Region Tourism, Meghan Gearino, [VisitRichmondVa.com](http://VisitRichmondVa.com), [mgearino@visitrichmondva.com](mailto:mgearino@visitrichmondva.com)

### **Shenandoah County**

New in 2019, The Shenandoah Museum of Contemporary Art is a contemporary art destination and anchor for the Shenandoah Valley's cultural renaissance. Located in Strasburg VA, ShenMoCa offers fresh content through biennial exhibitions which rotate throughout the year. Shenandoah County Tourism, Jenna French, [VisitShenandoahCounty.com](http://VisitShenandoahCounty.com), [jfrench@shenandoahcountyva.us](mailto:jfrench@shenandoahcountyva.us)

### **About Mid-Atlantic Tourism Public Relations Alliance**

The Mid-Atlantic Tourism Public Relations Alliance (MATPRA) is a cohesive unit of regional tourism partners encompassing Delaware, Maryland, Pennsylvania, Virginia, West Virginia and Washington, D.C. The group serves travel journalists by creating a regional resource that ignores geographical boundaries. The Alliance promotes common threads and offers story ideas to journalists about the Mid-Atlantic region as a whole. For more information, visit [www.matpra.org](http://www.matpra.org).

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### **Mid-Atlantic Tourism Public Relations Alliance**

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MATPRA Chair 2018-2019

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