



**For Immediate Release**

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**SOCIETY OF AMERICAN TRAVEL WRITERS (SATW) PRESENTS ARRAY OF TRAVEL INDUSTRY EXPERTS APPEAR AT PREMIER NEW YORK TRAVEL INDUSTRY EVENTS**

New York, NEW YORK (January 27, 2020) - AFAR Editor-in-Chief Julia Cosgrove, JohnnyJet founder John diScala and The Points Guy Travel Editor Melanie Lieberman were among the travel experts appearing at a trio of industry events arranged by SATW, the Society of American Travel Writers, during January's travel-week events in New York.

TravMedia's inaugural New York Summit, held January 22, featured a robust discussion on the future of travel journalism with AFAR's Cosgrove; The Points Guy's Lieberman; Michaela Guzy, founder and chief content creator of Oh the People You'll Meet, and Atlas Obscura Editor-in-Chief Sommer Mathis. Westways Travel Editor Elizabeth Harryman moderated.

A second Summit panel on creating clear communication between journalists and press representatives featured freelance travel writer Larry Bleiberg and Kristian Sonnier, vice president of communications for New Orleans & Company. It was moderated by SATW Editors Council Chair Miriam Wiener.

At TravMedia's January 23 IMM (International Media Marketplace), SATW President Jane Wooldridge moderated the keynote presentation on sustainable travel. Panelists included freelance journalists Ethan Gelber and Lily Girma; Christian Savelli, vice president of research at CLIA; Costa Rica hotelier Jim Damalas and Queensland destination representative Liz Inglis.

On January 24, the industry-and-trade program at the New York Times Travel Show featured three SATW-led panels spearheaded by SATW Past President Lillian Africano. Topics included two sessions on "Travel Journalism: Strategies for Success." The first, moderated by Wooldridge,

featured panelists Mark Blutstein, research analyst at Phocuswright Inc.; Johnny Jet Founder John diScala; Sarah Greaves-Gabbadon, freelance travel writer and video content creator; and Veronica Stoddart, travel editor and content strategist for VS Content Strategies LLC and Chief Content Officer for Percepture.

A second session was moderated by Africano, with panelists Dennis Schaal, founding editor and executive editor of Skift; Peter Greenberg, travel editor for CBS News and host of “The Travel Detective;” and New York Times Travel Editor Amy Virshup.

SATW also presented “Straight Talk on Social Media,” also moderated by Africano. Panelists were Gary Arndt, blogger and travel photographer for Everything-Everywhere; Annemarie Dooling, membership product lead for the Wall Street Journal; and Mickela Mallozzi, host and executive producer of “Bare Feet With Mickela Mallozzi.”

The presentations supported SATW’s mission of *Inspiring Travel Through Responsible Journalism*. SATW’s membership is comprised of more than 1,000 members including: journalists, photographers, editors; bloggers and online content providers; broadcasters; radio, television and film producers; and tourism-industry public relations representatives. SATW is a nonprofit 501(c)(6) professional association.

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