



INSPIRING TRAVEL
THROUGH RESPONSIBLE JOURNALISM

Society of American Travel Writers (SATW) Becomes New Home for the Professional Travel Bloggers Association

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New York, NEW YORK (January 23, 2020) - SATW, the premier association for travel journalists and travel media professionals, will be the new home for members of the Professional Travel Bloggers Association, the two organizations announced Thursday.

“We are delighted to welcome the members of the PTBA into SATW to help further our mission of inspiring travel through responsible journalism,” said Jane Wooldridge, SATW President. “PTBA members represent some of the finest online communicators, and as travel storytelling increasingly moves online, we are excited about joining forces.”

“The PTBA board of directors saw that the best way to help our members was to join forces with a larger, long-established association of travel journalists,” said David Stock, PTBA President. “SATW's high standards for membership and ethics and its longstanding regard in the industry made it the natural fit.”

Under the agreement, the 85 members of PTBA will automatically become members of SATW's newly created Digital Publishers

Council. Thereafter, they will be subject to the same rigorous qualification standards as members of SATW. PTBA will pay for the 2020 SATW membership fees and other expenses associated with the change, at which point PTBA will cease to exist. Both organizations hold nonprofit status.

The Digital Publishers Council will be led by a mix of SATW members and former PTBA officers.

The announcement was made Thursday at TravMedia's International Media Marketplace in New York. The event was attended more than 950 travel media and destination representatives. IMM followed TravMedia's inaugural New York Summit on Wednesday featuring industry panels and speakers arranged by SATW.

SATW also arranged IMM's keynote panel discussion on sustainable tourism, moderated by Wooldridge.

SATW has long been a leader in emphasizing the importance of responsible, sustainable and balanced tourism. Since 1969, SATW has recognized conservation and preservation efforts of individuals and organizations through the Phoenix Award -- an honor that still is presented annually. The Society continues that commitment while appreciating the benefits of cultural understanding and economic activity that come with travel.

SATW has also arranged two professional panels for the trade day of the 2020 New York Times Travel Show, on media strategies for success. The editorial panel presentations are part of SATW's expanding program of sharing its expertise with travel industry associations. In addition, PTBA will present a panel on travel bloggers and influencers.

The mission of SATW is 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; film lecturers, radio, television and film producers; and tourism-industry public relations representatives. SATW is a nonprofit 501(c)(6) professional association.

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