



Midwest Travel Writers Association



Celebrating 60 Years By the Numbers

MTWA is the oldest association of professional travel writers in the United States.

13 Midwestern states where MTWA members live and work

90 Members by invitation only, vetted annually

280 Print, broadcast and Internet outlets worldwide

971,000,000 Impressions calculated from 2010 membership vetting process

“*It's been 18 months since MTWA visited Amarillo, and our returns continue to add up. We have received more than 50 clips from MTWA writers who visited in June 2008.*”

—Eric W. Miller, Director of Communications
Amarillo Convention & Visitor Council



MTWA Members Are Vetted Annually

MTWA Active Members

- ✓ 40 Freelancers contribute to newspapers, magazines, websites & apps
- ✓ 12 Staff editors/writers
- ✓ 6 Independent bloggers
- ✓ 4 Syndicated columnists
- ✓ 3 Publishers

Active members are professional travel journalists. Associate members are publicists for geographic regions, public carriers and public relations agencies

MTWA Associate Members

- ✓ 21 Convention and visitors bureaus
- ✓ 6 State tourism offices
- ✓ 6 Public relations agencies
- ✓ 1 Major airline

“*MTWA serves as a great network of writers for us to pitch to on a regular basis. They're very close knit and very responsive to our media requests.*”

—Renee Areng, Executive Vice-President Sales & Marketing,
Baton Rouge Area CVB



Midwest Travel Writers Association



With an average meeting attendance of 45 professionals, MTWA writers showcase destinations with award-winning work for online, social media and print publications.

MTWA's Award-winning Writers Cover

- ✓ Events
- ✓ History
- ✓ Food & Wine
- ✓ The Arts
- ✓ Cultural Institutions
- ✓ Family & Cross-generational Travel
- ✓ Soft Adventure & Outdoors
- ✓ General Destinations
- ✓ Long Weekends
- ✓ Road Trips
- ✓ Golf



MTWA By the Numbers

In the first seven months after the Milwaukee conference, MTWA writers published 15 stories, with a total circulation of 4.4 million and an equivalent advertising value of \$337,400.



MTWA By the Numbers

In the first year after the Indianapolis conference, MTWA writers published 88 stories with 8.4 million media impressions valued at \$220 million.



MTWA By the Numbers



Three years later, MTWA members were still writing about Indianapolis: 11 stories ran in 2010, with a total circulation of 2.8 million and an equivalent advertising value of \$98,000.



In the first two years after the Door County conference, Fall 2007, the convention and visitors bureau estimated the return on investment as two to one.

Magazine Bylines Include

- AAA publications
- American Express Destinations
- American Way
- Budget Travel
- Country Living
- Saveur
- Group Travel Leader
- Midwest Living
- My Midwest
- Paddler
- National Geographic Traveler
- Time-Out Chicago
- Wine Enthusiast
- Senior Life Times
- Long Weekends
- Hemispheres
- Passport
- Outdoor Guide Magazine
- Coastal Living
- Shape

Newspaper Credits Include

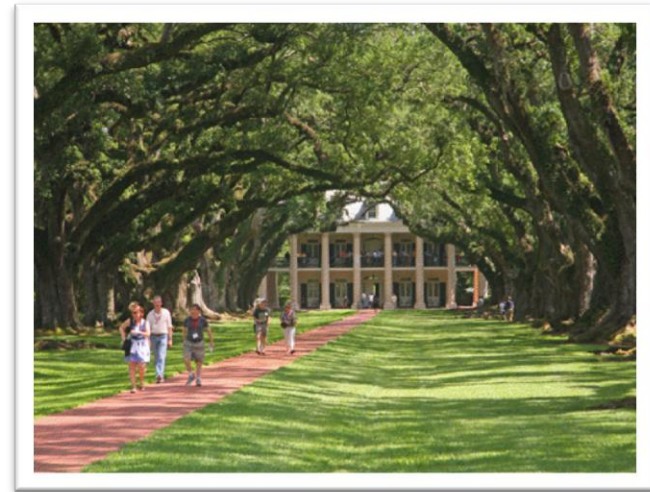
- Arizona Daily Star
- Daily Herald (Chicago)
- Boston Herald
- Charlotte Observer
- Chicago Sun-Times
- Cleveland Plain Dealer
- Dallas Morning News
- Denver Post
- Detroit News
- Miami Herald
- Minneapolis Star-Tribune
- New York Times Regional Newspaper Group
- The Chicago Tribune
- St. Louis Post-Dispatch
- Des Moines Register
- Milwaukee Journal-Sentinel
- Omaha World-Herald
- Christian Science Monitor
- St. Paul Pioneer Press
- Cincinnati Enquirer
- Dublin Metro Herald
- Columbus Dispatch



MTWA Stories Anchor Travel Sections

MTWA writers anchor weekly travel sections with a combined circulation of 1,500,000.

These include St. Joseph, MO, Davenport, IA, Kalamazoo, MI, and the travel sections within Journal & Topics newspaper group in suburban Chicago, Lillie Suburban Newspapers in the Twin Cities, the Small Newspaper Group in Illinois and Minnesota, and Booth Newspapers in Michigan.



“*We found the organization to be made up of outstanding professional journalists, photographers and editors, many of who have become good friends to Macon.*”

—Ruth Sykes, Vice President-Media Relations & Marketing, Macon CVB

Books, Blogs & Apps Include

BOOKS

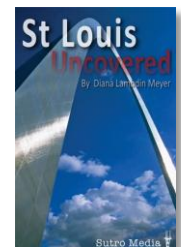
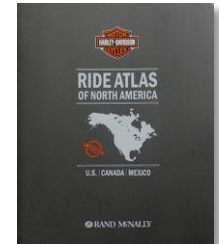
- 21 Days in Africa
- Chicago Memories
- Fun With the Family in Michigan
- Insider's Guide to Nashville
- The Cheeses of California: A Culinary Travel Guide
- The Green Guide: Germany
- Harley-Davidson Ride Atlas of North America
- Insider's Guide to Indianapolis
- Off the Beaten Path in Louisiana
- Sidetracked in the Midwest: A Green Guide for Travelers
- Hungry for Wisconsin
- The Ultimate Road Trip Guide to NASCAR
- Tastes of Minnesota
- Iowa's Hometown Flavors
- Winter Trails
- A Kid's Guide to Kansas City
- Not For Tourists Guide to Chicago

APPS

- Madison Loves Kids
- Milwaukee Loves Kids
- Indianapolis Uncovered
- Kansas City Uncovered
- St. Louis Uncovered
- Indianapolis
- Munich Discovered

BLOGS

- greatlakesgazette.wordpress.com
- travelsweet.blogspot.com
- Theholyrover.wordpress.com
- blog.travelks.com
- girlfriendsthatgolf.blogspot.com
- momslikeme.com
- pocketexpressblog.com
- detroitnews.com/section/lifestyle

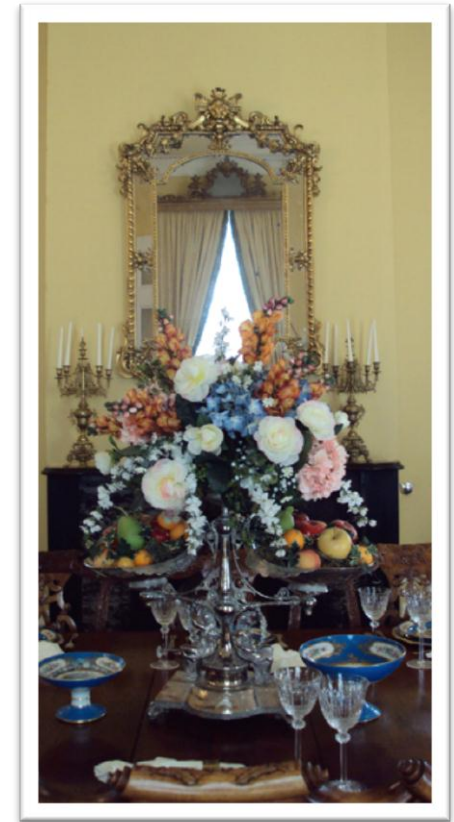
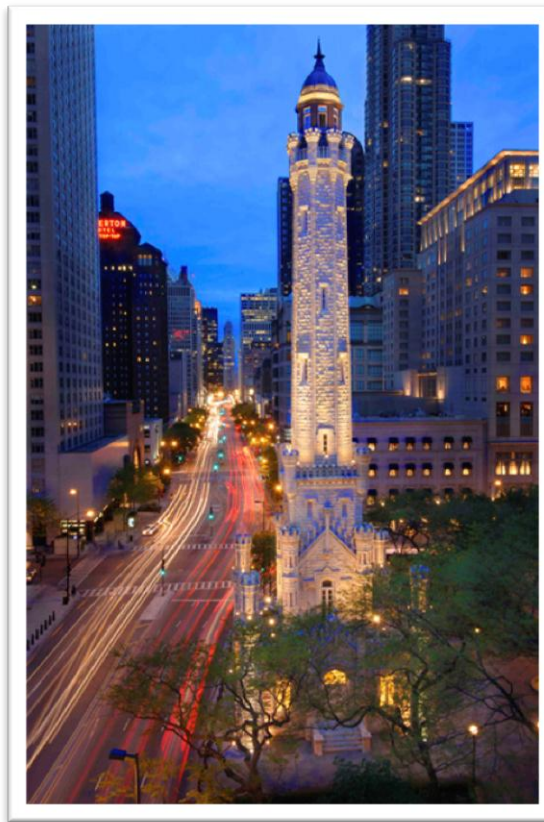
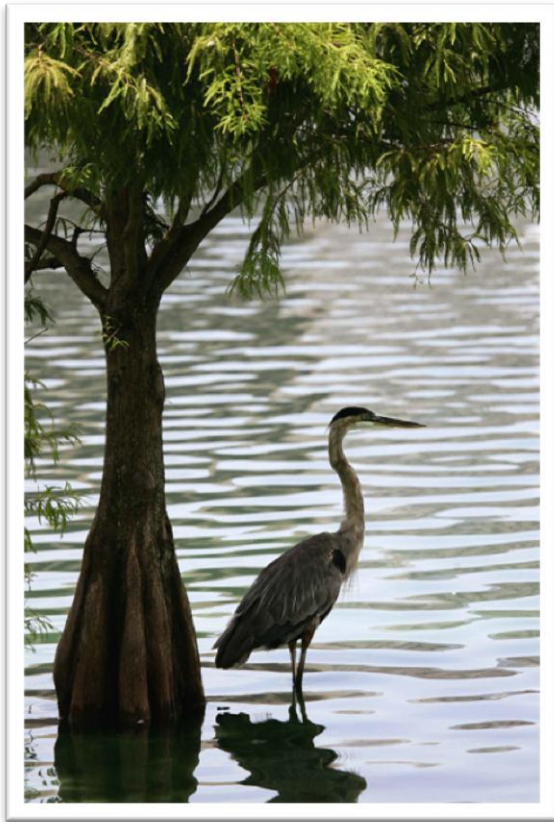


Find MTWA Members Online

- AARP.com
- airfrance.com
- AOLtripvine.com
- budgettravel.com
- europeantraveler.com
- spiritualtravels.info
- homeandawaymagazine.com
- hotels.com
- gadling.com
- grandparents.com
- americanwaymag.com
- gonomad.com
- midwestliving.com
- travelingmom.com
- zagat.com
- businesstraveldestinations.com
- goingonvacation.com
- joesentme.com
- roadtripsforfamilies.com
- roadtripsforgirlfriends.com
- roadstraveled.com



Let us help you tell your story.
MTWA is accepting meeting proposals for spring 2013 and beyond.



Thank you for taking the time to learn about MTWA.

Hosting one of our semi-annual conferences provides you with an opportunity to showcase your destination. For our members, conferences provide the occasion to delve into what makes your region unique.

At this time Midwest Travel Writers Association sites have been selected through Spring 2013.

As you have learned, we revel in telling stories. Let us help you tell yours!



I hope that we can talk soon.

Kathleen Webster,

MTWA Sites Coordinator/Media Consultant
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In the past 60 years, MTWA has met at more than 125 destinations around the world including:

- *Seoul, Korea*
- *Sonoma, California*
- *Nashville, Tennessee*
- *Chicago, Illinois*
- *Orlando, Florida*
- *Oaxaca, Mexico*
- *New Orleans, Louisiana*
- *Albuquerque, New Mexico*
- *Western coast of Ireland*
- *Fairbanks/Anchorage, Alaska*
- *Salt Lake City, Utah*
- *Vancouver, BC, Canada*
- *Port-du-Prince, Haiti*
- *Portland, Maine*