

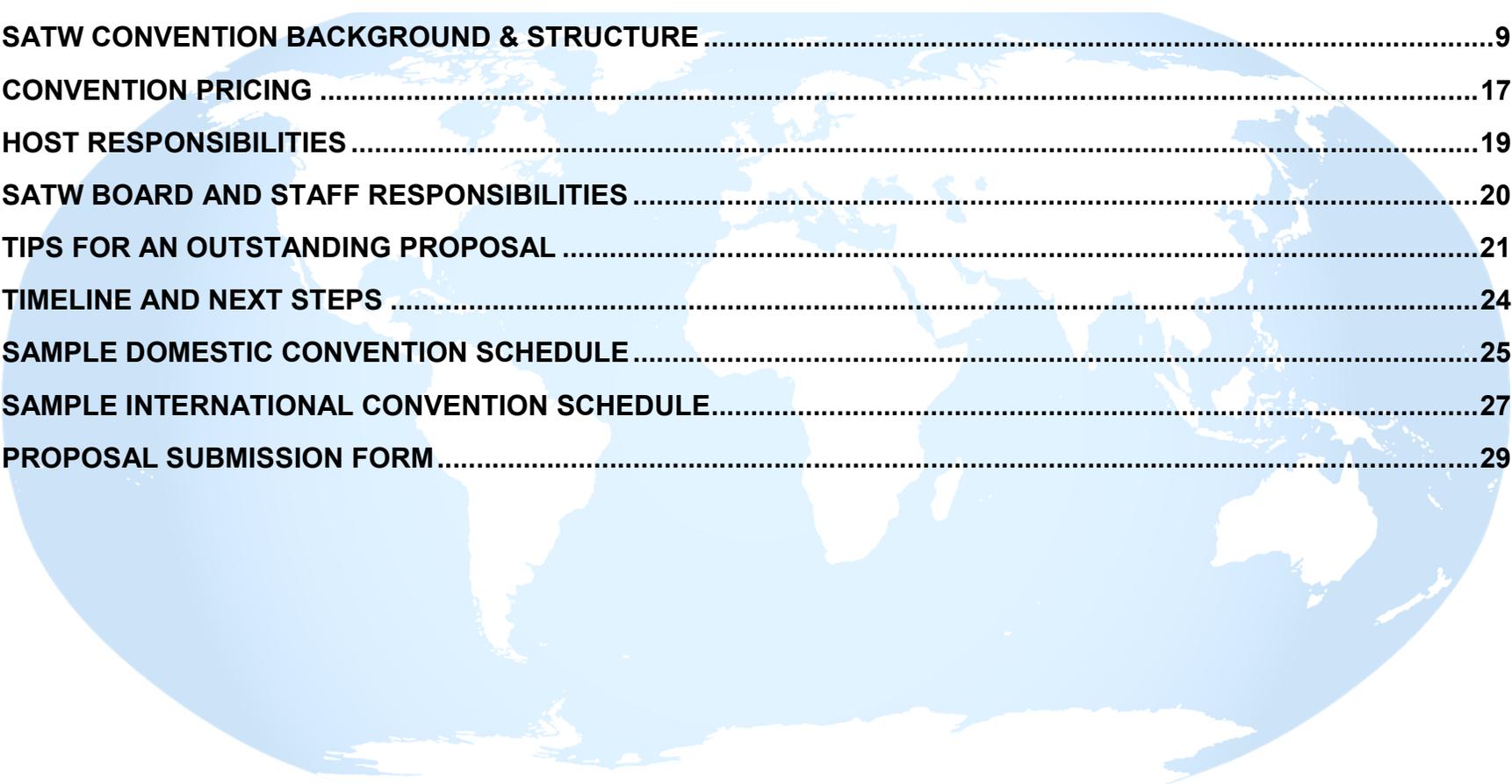


**INSPIRING TRAVEL**  
THROUGH RESPONSIBLE JOURNALISM



*SATW Request for Proposals  
Annual Convention*

**TABLE OF CONTENTS**



<b>INTRODUCTION.....</b>	<b>3</b>
<b>BENEFIT TO HOST DESTINATION.....</b>	<b>6</b>
<b>SATW CONVENTION BACKGROUND &amp; STRUCTURE .....</b>	<b>9</b>
<b>CONVENTION PRICING .....</b>	<b>17</b>
<b>HOST RESPONSIBILITIES .....</b>	<b>19</b>
<b>SATW BOARD AND STAFF RESPONSIBILITIES .....</b>	<b>20</b>
<b>TIPS FOR AN OUTSTANDING PROPOSAL .....</b>	<b>21</b>
<b>TIMELINE AND NEXT STEPS .....</b>	<b>24</b>
<b>SAMPLE DOMESTIC CONVENTION SCHEDULE .....</b>	<b>25</b>
<b>SAMPLE INTERNATIONAL CONVENTION SCHEDULE.....</b>	<b>27</b>
<b>PROPOSAL SUBMISSION FORM.....</b>	<b>29</b>

## Introduction

### Who Are We?

Founded in 1955, SATW remains North America's premier professional travel media organization. It's comprised of nearly 1,000 of the travel industry's most experienced journalists, photographers, editors, broadcast/video/film producers, bloggers, website owners, media relations experts, and hospitality industry representatives from the United States, Canada, and beyond. All members must meet and maintain the industry's highest standards of productivity, ethics, and conduct, and support SATW's mission of "Inspiring travel through responsible journalism."

### High Credentials

SATW's membership standards, along with our ongoing professional development and networking, means that members are some of the most highly credentialed travel communicators in the industry. When members visit a destination, they create an economic impact through visitor spending, along with social media engagement and buzz before, during, and after a convention. The result is a long timeline of continuing publicity and exposure through stories, photos, posts, and columns that will last long after the convention has ended.



### Membership

Of all our members, two-thirds are Actives, one-third Associates. Emeritus members make up a small proportion of the membership. All Actives and Associates belong to a chapter (Eastern, Western, Central or Canadian) and a council (Editors, Freelancers, Associate or Digital Publisher). All hold breakfast meetings at the convention and most hold multi-day meetings in the first six months of the year.



### Active Members

SATW Actives represent, and are, many of the most influential content producers in the travel industry. They include travel journalists, editors, photographers, videographers, broadcasters, bloggers, digital publishers and influencers that create accurate, compelling, consumer-friendly information on travel destinations, facilities and services. Their work can be seen in the world's most prestigious and popular print, digital and broadcast channels including but not limited to:

### Magazines (print & digital):

American Way, Travel + Leisure, Condé Nast Traveler, National Geographic Traveler, Southern Living, TraveLife Magazine, Westways, Globetrotting Magazine, Wine Spectator, NUVO Magazine, Zoomer, regional and specialty magazines;

### Digital Publishers:

everything-everywhere, Travel Past 50, Curb Free with Cory Lee, johnnyjet, Going Awesome Places, Our Tasty Travels, Adventure Mom, A Dangerous Business, Dave'n Deb;

### Newspaper (print & digital):

The New York Times, USA Today, Los Angeles Times, The Washington Post, Chicago Tribune, Miami Herald, San Francisco Chronicle, The Philadelphia Inquirer, Dallas Morning News, The Toronto Star, Vancouver Sun, Boston Globe; The Globe and Mail;

### Online:

USA Today 10Best.com, Robbreport.com, BBC Worldwide, Bindutrips.com, CruiseCritic.com, Ebony.com, fwtmagazine.com, Orbitz.com, Trivago Magazine, WhereTraveler.com, Frommers.com, AARP.com, CAA.ca, vacay.ca;

### Broadcast:

NY1, CJAD 800 Montreal, CBC, CTV, Global news, HLNTV, iHeart Radio, OnTravel.com, travelvideo.tv, Travel Writers Radio, WDUN, NPR, and numerous morning TV shows and podcasts throughout North America;

### Travel Books (print & digital):

100 Best Places to Retire (as well as many others in the 100 Best series), Frommer's Travel Guides, Fodor's Travel, Insider Guides, Lonely Planet, Rand McNally, Moon.

### Associate Members

SATW Associates are travel industry communications professionals. They attend conventions primarily to network with the Actives; build relationships with Actives as well as fellow Associates.



## Benefit to Host Destination

*“Hosting an SATW convention is an investment in your destination and tourism partners with long lasting benefits to both. It not only brings in scores of qualified journalists hungry for story angles now, but it also strengthens your relationships with them to earn placements well into the future. There is no other organization that can deliver this level and volume of travel writers to your destination at one time.”*

**Marcus Hibdon, Director of Communications and Public Relations, Visit Portland**

*“The benefits of hosting an SATW convention last long after the meeting ends. While we received wonderful media coverage immediately following the convention, we continue to work with many of the journalists to this day. So, the stories and media opportunities that were initiated by the convention continue.”*

**Helga Lára Gudmundsdóttir, SATW Convention Host—Iceland, Manager—PCO | Conferences & Meetings, Iceland Travel**

Regardless of your primary hosting goal, SATW needs great stories and visuals to share with a well-traveled membership that is driven to find destinations with compelling stories and authentic experiences.

### Publicity

Publicity is priceless, especially when it comes from credible professional journalists and digital publishers. Media impressions defined as circulation + unique monthly views + social posts multiplied by number of followers--vary but range from 31 to 180 million. Publicity results from past conventions is available upon request. Delegates begin posting on social



channels before and during the SATW convention while at the destination, and then continue after the convention. Months and years later, online stories, blog posts, broadcasts and traditional print pieces and visuals appear. While the bulk of publicity comes from Actives, many Associates contribute to exposure on their social channels as well.

### Visitor Spending and Economic Impact

SATW brings major travel media to the destination and generates revenue in visitor spending increasing economic impact on participating communities over the course of the convention.

The convention boasts an impressive roster of sponsors and meets the professional needs of members through professional development, marketplace, networking events and opportunities for story research and development.

### Visual Impact

Many SATW travel photographers and videographers also sell to or operate their own stock photography agencies and typically sell images for years after the photos were shot.

### Rebrand Your Destination

Travel journalism is a competitive business. In order to successfully sell articles, images and videos, SATW members are constantly searching for what is new, different and unknown about a destination. If your destination seeks to create a new image in the eyes of travel consumers, hosting an SATW convention gives you a unique opportunity to network with professional travel journalists and tell the story of your destination, whether that is a new or existing story.



## Exposure in Vertical Markets

While destination hosts and partners will see exposure in print and online travel sections and travel blogs, SATW members are valuable for showcasing a destination in distinct niches and aspects of travel, such as culinary, low-impact or active travel.

Our Actives specialize in areas such as culinary, history, golf, cruising, wellness, gardens, senior travel, luxury travel, budget travel, and many more.

## Results

Because media covers many formats, our tracking service assesses all forms of publication as media impressions, defined as circulation, unique monthly views and social posts multiplied by number of followers. Results are compiled and shared approximately two years after a convention. Results from past conventions are available upon request.



## SATW Convention Background & Structure

We contract with destinations two or three years in advance. Hosting an SATW convention requires planning, commitment and energy, but the return on your investment will be worth it. We are flexible in almost every aspect of our convention planning and program development, and we welcome creative approaches to the implementation of our convention.

**Frequency:** Annual

**Location:** SATW meets in destinations worldwide. We are interested in destinations with great story potential and sufficient air access.

**Meeting Dates\*:** Typically October, although September and early November are options. Proposed meeting dates should avoid:

- Canadian Thanksgiving (Columbus Day)
- American Thanksgiving
- Rosh Hashanah
- Yom Kippur
- Halloween

\*If pricing is more favorable and story opportunities are as viable at another time of year, we are open to discussing other time periods.





**Duration:** The domestic core convention is typically four days and three nights while international conventions are five days and four nights. Story gathering pre and post-tours are scheduled before and after the core convention dates. SATW will entertain alternative proposal that vary by a day or two based on the destination and society's needs.

**Attendance:** Convention attendance has ranged from 145 to 430 delegates, averaging 250 delegates for all conventions.

**Airfare:** Affordable airfare is critical for building convention attendance. Destinations may or may not include airfare in their bids, but preference is given to those that do. If a bid includes an air-inclusive option, it should also include a "joiner" option for those delegates who wish to book their own airfare. Destinations may also connect SATW with a strong airline partner with whom the Society can work.

**Hotel and room block:**

- For convenience and cost savings to the host, one hotel is preferred for accommodations and meeting space. Strong, highly reliable Wi-Fi should be available throughout the convention.
- Preferred hotels are those that are adjacent to convention centers or have their own extensive meeting space. This space should be flexible, with a variety of room set-ups and audio-visual capabilities.
- The next best scenario would be clusters of rooms in multiple hotels with one primary hotel or convention center, all within walking distance. Typical room block: 200-250 rooms.
- Room rates for the core convention are built into the convention registration fee. The host destination is responsible for contracting directly with the hotel(s).
- Delegate arrival/departure patterns vary and are flexible. Special convention room rates should be available for two/three days prior to and two/three days following the core convention as a number of our members look to gather stories independently outside of the core convention.

## Meeting space

- Flexible meeting space is essential. General business meetings are typically conducted in a combination of theater and classroom style arrangement. Professional development seminars, panel discussions and workshops vary from theater-style rooms from 100-250 to small board of director's room-style meetings for smaller groups. Many sessions are combined with meals, so catering capabilities are essential.
- All rooms should offer full multi-media capabilities including networked laptop computer, LCD projector, screens, DVD player and microphones. Wireless Internet connectivity is essential.
- A large open space (about 10,000 square feet with high ceiling) is necessary for the marketplace (approximately 100 6' tables with space to walk between), an event in which most members participate.
- A meeting room or venue also needs to be provided for a SATW foundation reception for about 40 people. F&B will be paid for by the SATW Foundation.



### Pre-Post tours

Designed as photo and story-gathering opportunities, these tours may run three to five days and may require a registration fee in addition to the regular convention fee. SATW will work with the host and nearby destinations to organize these tours. Pre-Post tours are not included in the convention price and are paid for by the members.

### SATW Board of Directors meeting

A two to three-night SATW Board of Directors meeting precedes the core convention. Typically, this is in a location convenient to the core convention or in the same city (max travel time: 60 minutes). This can be used to showcase a smaller destination or hotel property. Block: 15-20 hotel rooms. A large meeting room to accommodate about 25 to 30 in a U-shape style is required as well as minimal AV and strong Wi-Fi. The board meeting lodging and meals should be included in the core convention bid. SATW will cover the board's airfare.

### Site inspections

The host city will underwrite (including airfare) up to six representatives for up to two appropriate site inspections to review logistics (hotel, meeting space, off-site venues, transportation) and all day tours itineraries once the destination has been selected.



## SATW's Diversity, Equity, Accessibility and Inclusion Statement

SATW will not meet in a facility that discriminates against any group on the basis of race, ethnicity, religion, national origin, gender or sexual orientation.

SATW is committed to a diverse, equitable, accessible and inclusive membership that mirrors the traveling public as well as worldwide citizenry. Every effort will be made to ensure all races, ethnicities, genders, sexual orientations, abilities and cultural and religious beliefs are welcomed throughout the SATW community, including membership and leadership roles. We appreciate diverse voices and seek to include full representation in all our events, activities and communications. In order to share narratives as openly and honestly as possible, it is imperative that we dedicate time, attention and effort to welcome the voices of diverse Active and Associate members of SATW.

### Dinner around the city (Optional)

- A dine-around is non-mandatory but can be a great way to showcase local cuisine. Convention delegates break into groups and dine at restaurants throughout the host city.
- Although many hosts cover these meal costs with the hosting restaurants, we will consider a program whereby delegates choose from a selection of restaurants with various price points and pay for their own meals.
- Although media coverage may result from dine-arounds, hosts should not guarantee this to participating restaurants.
- Some destinations have also hosted one event to feature multiple restaurants in one location, which is also acceptable.



## Sponsorships

- SATW recommends the host arrange sponsors and/or partnerships to offset some or all of the hosting costs. Typically, host sponsors are related to the destination and to the transportation providers. Often they cover the costs of major meal functions.
- SATW also has a limited number of sponsors that are usually associated with the travel industry. The convention chair/co-chairs will work with the host to avoid any duplication of effort.
- SATW seeks to feature local artisans and other industries in the destination to be cash or gift sponsors. Introductions to decision makers are encouraged.



## Professional Development Programming

SATW is responsible for all professional development programming at the convention. However, hosts are encouraged to make suggestions about programming and speakers related to their destination.



## Where Has SATW Met Previously?



2021	Milwaukee, Wisconsin, USA	2011	Wellington, New Zealand
2019	El Paso, Texas, USA	2010	Leipzig and Dresden, Germany
2018	Bridgetown, Barbados	2009	Guadalajara, México
2017	Portland, Oregon, USA	2008	Houston, Texas, USA
2016	Wenzhou, China	2007	Manchester, England
2015	Las Vegas, Nevada, USA	2006	Santiago, Chile
2014	Reykjavik, Iceland	2005	Las Vegas, Nevada, USA
2013	Mississippi Gulf Coast, USA	2004	St. Moritz, Switzerland
2012	Indianapolis, Indiana, USA	2003	Orlando, Florida, USA

SATW has been to more than 60 destinations. A full list is available upon request.

## Convention Pricing

We ask that potential hosts provide an inclusive convention rate with the most competitive pricing for our members.

- Three nights' lodging with shoulder dates at competitive rate for domestic conventions, four nights for international conventions
- Most meals (lighter, on-your-own meals or box lunches may be scheduled as appropriate)
- Half- and full-day tours offering unique storytelling opportunities
- Meeting spaces and audio-visual, as required
- All ground transportation, including airport transfers in destination
- Strong, highly reliable Wi-Fi in guest and meeting rooms
- Taxes and tips for group activities



The SATW convention is open to all membership types including Actives, Associates, and their guests. Destinations are also asked to provide guest pricing including a shared room with a member, most meals, half or full day tours, tips and ground transportation including airport transfers in destination.

## The Proposal Per-Person Price

- A good price plays a strong role in choosing a winning bid proposal and often translates to a higher delegate turnout.
- Consider any likely currency fluctuations because the time between acceptance and the convention can be as long as 24-36 months. Use realistic tour pricing.
- The proposal price indicates the total amount SATW will be contracted to pay per member and guest. If the host decides to include airfare, be sure the pricing with these partner(s) reflects realistic costs.
- Per-delegate rates (paid by SATW to the host in US dollars), not including air, average \$550 for domestic conventions. Air has not been included for a domestic convention since 2008, though discounted air has been. Per delegate rate for international meetings averages \$750-850, not including air. For international conventions, inclusion of Air is recommended or a strong partnership with local carriers.
- Typically, the fee includes four convention days, three nights' accommodations: rooms, all meals and events, audio/visual, ground transportation and Wi-Fi. Five days, four nights' accommodations for international.
- Provide a spouse/guest fee sharing a member's room, including all meals and transportation.
- Provide a day rate and room rate for speakers not attending the entire meeting.



## Host Responsibilities

Create a local host committee led by a chair or chairs that is responsible for transportation logistics, day tours, event planning, sponsorships, pre and post trips and working with SATW convention chair(s). Event planning companies and DMOs are good partners.

Secure local sponsorships for events, dinners and luncheons.

Recommend and help secure local speakers for keynotes and professional development, with input from and in collaboration with SATW convention chair(s).

Work with the selected hotel and SATW to provide some complimentary rooms for speakers and other VIPs, if needed.

Sponsor a luncheon or related event at the prior year's convention, which may be used to make the official announcement.

Help to identify an airline partner that can offer discounted fares.

Create an official logo for the convention to be approved by SATW, provide photography, graphics and content for the convention website.

Print all badges and signage on site.

Provide two complimentary registrations for the SATW convention chairs and two complimentary registrations for the next year's host. As hosts you will also be receiving two complimentary registrations to the convention preceding your convention.



## SATW Board and Staff Responsibilities

Incoming board president (or other executive committee member) will conduct a site visit of the conference location with a member(s) of SATW staff or other committee leader.

Work collaboratively with the host committee where applicable, such as for identifying and securing speakers for keynotes, panels and professional development sessions.

Review all promotional and printed materials related to the convention.

Members serve as moderators and hosts for panels and professional development sessions.

Provide Host with a complimentary SATW membership for a year, and participation in the previous year convention including marketplace.





## Tips for an outstanding proposal

SATW welcomes convention proposals as much as three to five years in advance. Proposals are usually presented twice a year at the board meetings in the spring and fall.

The SATW Sites Committee (volunteer members appointed by the president) reviews each proposal and makes recommendations to the SATW Board of Directors, which then hears presentations before making a selection. We pay particular attention to the following criteria:

- Story potential - Plenty of compelling and/or timely stories and experiences are crucial.
- Accessibility - Members should be able to reach a destination with reasonable ease and cost. The destination, venue, and activity locations should conform to ADA requirements for accessibility, including, but not limited to, mobility, vision, and hearing.
- Strong Team - An enthusiastic, organized and committed host team is essential, preferably in concert with the PR, content, social or media relations teams of the tourism board or marketing or public relations arm or an organization or destination.
- Organization - SATW conventions are organized with a specific goal-oriented format. Potential hosts must strive to understand and fulfill SATW needs while SATW recognizes the goals and needs of the host destination.
- SATW will be responsible for registration, production of room lists (or set-up to direct link for hotel reservations) and tour assignments.



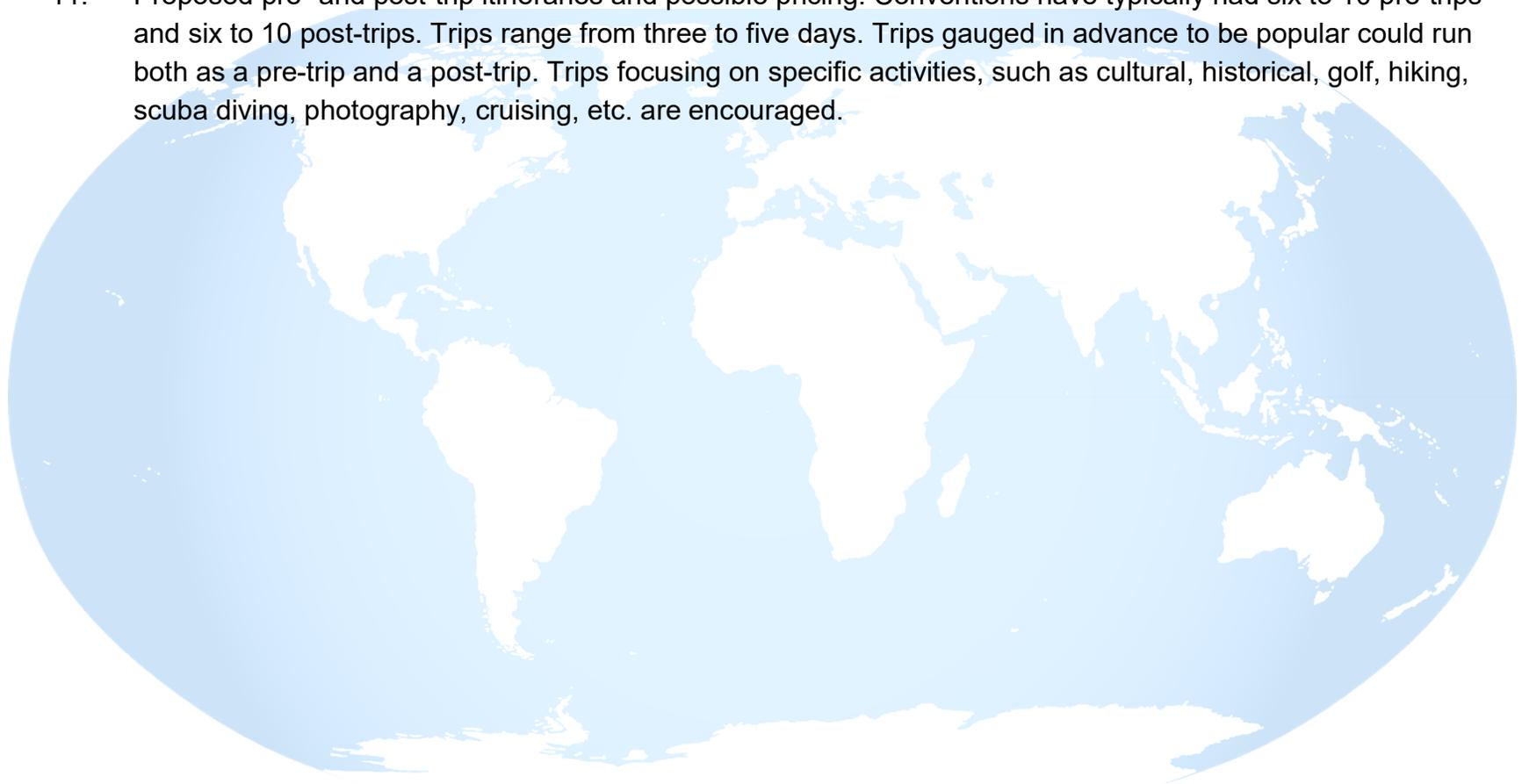
### **Your Bid Should Include:**

1. Statements from destination officials (minister of tourism, governor, mayor, etc.) indicating the destination's authority to propose for the convention and the expected level of participation. No proposal or binding agreement can be submitted or signed solely with a DMC.
2. The proposal information form at the end of this booklet, completed in its entirety.
3. An outline of potential story ideas for travel writers, photographers and broadcasters.
4. Suggested dates and alternate dates. These dates should not conflict with major religious or U.S. and Canadian national holidays. Whenever a competitive price can be presented at a different time of year, SATW would like to evaluate all options.
5. A map of the city and/or country highlighting key sites. Also provide information about the weather during the proposed convention period.
6. Description of the convention center or hotel(s) where meetings and functions will be held.
7. Description of the host hotel(s) and accommodations. One hotel is preferred, but if you have more than one hotel, please designate the headquarters hotel.
8. Proposed core convention day-by-day itinerary. We understand that all itineraries are subject to change as planning progresses.
9. Proposed SATW Board of Directors meeting site – may be held in the core convention city at hotel.
10. Proposed half-day and full-day tours – Tours should include activities at an easy, moderate and active participant level and must be duly noted as such when finalizing the tours. With 200 to 300 attendees, if half- and full-day tours are running on the same day (four-day format), suggest at least 5-8 full-day tours accommodating 100-plus attendees, and at least eight half-day tours, which potentially run twice, morning and afternoon, accommodating another 100-plus attendees. Tours should be no more than 20 attendees, 15 is



ideal. Note: Golf courses have hosted tournaments as full-day tour options in the past, but this is not a requirement.

11. Proposed pre- and post-trip itineraries and possible pricing. Conventions have typically had six to 10 pre-trips and six to 10 post-trips. Trips range from three to five days. Trips gauged in advance to be popular could run both as a pre-trip and a post-trip. Trips focusing on specific activities, such as cultural, historical, golf, hiking, scuba diving, photography, cruising, etc. are encouraged.



## Timeline and Next Steps

1. Indicate your interest in proposing an SATW convention by contacting SATW Executive Director Erin Erickson [EErickson@kellencompany.com](mailto:EErickson@kellencompany.com).
2. Determine the meeting year you intend to submit a proposal. Currently, SATW is seeking proposals for 2025 and beyond.
3. Work with Executive Director Erin Erickson for clarification and answers to your questions. You may request copies of previous convention proposals, registration materials and websites, if needed.
4. Solidify your funding by contacting prospective partner airlines, tourist boards, hotels, restaurants and tour operators as early as possible to gauge respective levels of interest and sponsorship potential.
5. Prepare a proposal as indicated above.
6. Submit your proposal electronically to SATW Executive Director, Erin Erickson [EErickson@kellencompany.com](mailto:EErickson@kellencompany.com).

The proposal should include funding for at least one pre-decision site visit for up to four SATW representatives including air, accommodations, meals, transportation and other activities. If costs to SATW for site trips is expected, they should be shared in advance of the visit. Only the top finalists will be visited.

7. Be prepared to present your proposal to the board of directors by Skype/Zoom at a future date, if requested.
8. The successful host city for the SATW annual convention is expected to sign a one-page Letter of Intent within 60 days of the final Board of Directors' vote (which would take place after the site visits). The Letter of Intent includes basic information presented in the host proposal and any additional agreements made subsequently. Typically this document stipulates meeting dates, pricing, air arrangements and hotels. We are happy to send you a sample Letter of Intent for your review.

## Sample Domestic Convention Schedule

Arrival Day: SATW Board of Directors arrives from two day board meeting

All Day

Airport and Pre-tour Arrivals will take place all day.  
Registration

Half day and full day city tours for early arrivals

Late afternoon

New Board meeting

Evening

Opening Reception – minimum of cocktails and finger food

Day 2

7:15 – 8:15 am

Opening Ceremony/Breakfast

8:30 – 9:30 am

SATW Business Meeting

9:45 – 10:45 am

Council Meetings





11:00 am – 1:30 pm Awards Luncheon/keynote speaker

1:45 – 5:30 pm Professional Development

6:00 -7:00 pm First-timers Reception

7:00 -9:00 pm Dine around Dinners (or hosted dinners)

Day 3

8:00 – 8:45 am Chapter meetings with breakfast

9:00 AM – 12:00 pm Marketplace

12:15 – 1:30 pm Sponsored Lunch

1:45 – 5:30 pm Professional Development

6:30 – 9:00 pm Closing Gala

Day 4

Morning Breakfast

All Day Airport transfers and departure of post-tours

## Sample International Convention Schedule

(Before core convention)



All Day	SATW Board of Directors arrives from two day board meeting
All Day	Pre-trips begin for delegates
Day 1	
10 a.m.	Registration opens
10 a.m.	Hospitality/Media room opens
All Day	Delegates arrive/pre trips arrive
1:30 - 4 pm	Sightseeing tours (optional)
5 - 6 pm	First-timers reception
6 - 9 pm	Opening reception
Day 2	
7 a.m.	Hospitality/Media Room opens
8 - 9:30 am	Opening breakfast with speaker
10 - 11 am	Opening ceremonies
11 am - noon	SATW business meeting



12:30 - 2:15 pm Chapter Lunches

2:30 - 6:00 pm Marketplace

7:30 – 9 pm Awards Dinner

Day 3

7 a.m. Hospitality/Media Room opens

7:30 - 9 am Council Breakfasts

9:15 a.m. – 12 pm Professional Development Workshops

12:30 - 5:30 pm Half-day tours including lunch

Evening Off-Site or near Evening Dinner Event

Day 4

7 a.m. Hospitality/Media Room opens

9:30 am - 5:00 pm Full and Half Day Tours

6 - 9:15 pm Closing Reception

Day 5

Morning Breakfast in hotels

All Day Delegate departures for home and Post Trips begin



## Proposal Submission Form

Government or destination entity making the proposal:

Partners who have guaranteed cooperation:

Airline partners, if any:

Dates of core convention:

Alternate dates:

Location of core convention (city):

Core convention hotel(s):

Where general sessions and workshops will be held:

- Primary hotel
- Convention center

Price per delegate for core convention (same for single or double occupancy): US\$

Price per delegate for core convention including airfare (optional): US\$

Price per guest for core convention sharing with a member: US\$

Suggested site for SATW Board of Directors meeting:



**INSPIRING TRAVEL**  
THROUGH RESPONSIBLE JOURNALISM

**SATW Request for Proposal**

**Annual Convention**

**Thank you!**