



SATW 2010 – Welcome from Petra Hedorfer

Dear Colleagues,

It is a great honor for the German National Tourist Board (GNTB), to organize the 55th annual convention of the Society of American Travel Writers (SATW). We welcome you to the Travel Destination Germany! The US represents the most important overseas market for Germany and it is a unique opportunity for us to present the country as a global leisure and business destination.

The 2010 venue for this convention is the federal state of Saxony – an area that combines 1,000 years of cultural history and breathtaking landscapes. Together with the Tourism Marketing Company of Saxony (TMGS), the Dresden Marketing Company (DMG) and the Leipzig Tourism and Marketing Company (LTM), we are preparing a program that is diverse and rich with many highlights.

During the main convention, October 8 – 13, 2010, in Dresden and Leipzig, we will entertain and inform you with diverse evening programs, journalism seminars and sightseeing tours that discover the beauty of Saxony's capital city of Dresden and the music city of Leipzig. We promise that you will not only experience unique events, but also benefit from the sincere hospitality that will make you, and all visitors to Germany, feel at home.

On 20 Pre- and Post-Convention tours, you will learn about the different facets of Travel Destination Germany. It is important to us to present Germany with all its specialties – from coasts to mountains, from wellness to hiking and from romantic scenery to creative innovation.

We are proud and thankful that you have chosen Germany and are looking forward to welcoming you!

See you in October and Gute Reise!

Petra Hedorfer
CEO, German National Tourist Board